

Norwest Equity Partners

Case Study

Leading Middle Market Private Equity Firm **Brings New Value to Long-standing Customer Relationships** with Microsoft Dynamics

Customer Profile

N|E|P

Norwest Equity Partners (NEP) is a middle market private equity firm based in the Midwest. The firm has been in business for nearly 60 years and specializes in investing capital and resources in growing and profitable businesses and partnering with them to help grow them into industry leaders within their respective markets.

Industry

Private Equity

Technology Profile

→ Microsoft Dynamics

Location

United States

→ Hitachi Solutions Managed

Services

“

Hitachi Solutions really helps us see the bigger picture. Any time we need to make an update, they provide broad perspective on how our desired changes will tie into and affect our end users and other applications.”

Nickie Welsh

Norwest Equity Partners

Business Outcomes

With a portfolio of over 20 U.S. and Canada-based portfolio companies across a variety of industry sectors, NEP designs creative and flexible capital structures to fit the needs of its stakeholders. NEP is known not only for developing unique investment strategies to drive sustainable growth but also for its commitment to cultivating long-standing, trusted business relationships.



Challenge

NEP has established itself as a leading middle market private equity firm with Midwestern roots and a global presence. NEP works closely with company management teams and leverages its extensive network of functional and industry resources to drive revenue growth, job creation, and operational excellence.

NEP is known, in particular, for the strength of its business relationships. To maintain this reputation, the client must continually find and create innovative ways to manage, enhance, and derive value from these relationships. Given the fast-paced nature of the private equity industry, it is also critical that NEP's investment staff be able to quickly access key contact and deal pipeline data to prepare for client meetings to help make more informed business decisions.

Prior to engaging with Hitachi Solutions for the Dynamics implementation, NEP used a series of disparate legacy systems to manage client data; these systems made it difficult to extract key data and created a great deal of duplicate data, which was a drain on company resources. Another advantage to Dynamics was its seamless tie in to Microsoft Outlook which served as the firm's primary email, calendar and contact management tool.

Without prior experience working with a customer relationship management (CRM) system, NEP initially didn't understand the need for a CRM or the capabilities such a system could provide. They did, however, know that they needed a modern, unified solution and a way to leverage that solution to optimize a number of important processes, from logging calls to presenting key information to internal stakeholders.

Benefits

360-Degree View

Dynamics provides a 360-degree view of key business relationships, as well as data-driven insights into opportunities, so investment staff can easily view the complete history (if applicable) and identify ways to strengthen those business relationships.

Consolidated Systems

Dynamics makes it possible to access all contact data via a single interface, which simplifies data and activity management, reduces duplicate data, ensures that the system is clean, and makes it easier to put the right people and processes in place to be successful.

Managed Services

The Customer Success Manager of Hitachi Solutions' Managed Services team works closely with Nickie Welsh, NEP's CRM Manager, to monitor incoming cases, present status reports on usage investments, and manage the company's escalation point to ensure that Dynamics continues to run in peak condition.



There's a lot of unpredictability in my role, so no two days look alike. I need to be able to address things quickly, and Hitachi Solutions' SLA team helps me report internally to my manager, as well as works with me to resolve issues and triage system issues so I can stay organized."

Nickie Welsh
Norwest Equity Partners



Solution

After evaluating a number of different solution providers, the client ultimately partnered with Hitachi Solutions, citing their experience in the financial services sector – especially with a few key private equity clients, designated support team, and seamless integration with Microsoft's full software suite as key motivators behind the decision. Hitachi Solutions quickly set to work, drawing upon its experience and expertise in the financial services industry to better implement a solution for NEP.

Microsoft Dynamics provides everyone in the organization with a single view into important business relationships, so end users can view the complete history of each relationship and better understand their strengths. Dynamics delivers relevant insights into opportunities and investments in real time, so end users can make more informed decisions and identify new ways to add value to partner relationships. The solution also enables end users to more easily provide internal stakeholders with accurate, actionable reports.

"Hitachi Solutions helps create the operational excellence we strive for," said NEP's CRM manager, Nickie Welsh.

Beyond working with Hitachi Solutions to implement and deploy Dynamics, NEP has an ongoing relationship with the Hitachi Solutions Managed Services support team. Welsh, who is responsible for overseeing the system — a job that entails training new users, maintaining the integrity of the system, conducting data duplication checks, building reports, and more — works closely with the Managed Services team on a daily basis.

"There's a lot of unpredictability in my role, so no two days look alike," Welsh said. "I need to be able to address things quickly, and Hitachi Solutions' SLA team helps me report internally to my manager, as well as works with me to resolve issues and triage system issues so I can stay organized."

Welsh also commended the Managed Services team's responsiveness in quickly assisting with any ongoing needs that may arise.

"We're currently in the middle of a cloud migration and Hitachi Solutions has gone above and beyond to help us handle the random issues and questions that come up day-to-day," she said. "I know I can reach out to certain people and receive an answer almost immediately. There are so many moving parts, and Hitachi Solutions helps keep the engine going."

Conclusion

NEP looks forward to working with Hitachi Solutions for the foreseeable future.

"Hitachi Solutions really helps us see the bigger picture. Any time we need to make an update, they provide broad perspective on how our desired changes will tie into and affect our end users and other applications."

Get Started. Request a Customized Demo.

Interested in learning more about our
Hitachi Solutions? Get a customized
demo to see how you can re-invent your
business solutions.



NA.Marketing@hitachisolutions.com



Call Us at 888.599.4332

Why Hitachi Solutions

We offer deep industry expertise combined with decades of experience providing high-value solutions that deliver rapid return on investment. Our approach is designed to give you a faster, lower-risk implementation and rapid adoption through proven best practices.



It starts with **core technologies** built on Microsoft Dynamics 365 so you can get up and running quickly



We extend that with our own **industry modules** the give you capabilities tailored to the needs of the insurance industry



Finally we deliver a **customized solution** to provide the best fit for your business, so you can focus on your unique strengths, not on basic technology