

## Case Study



COSMO ICT, a forward-looking technology provider, embarked on a digital transformation journey to improve communication, compliance, and customer engagement. In partnership with Solgari and Microsoft, we transitioned from fragmented systems to a fully unified communications and soon-to-be CRM ecosystem.

### Chapter 1: Secure the Foundation – Establishing Security & Compliance

#### The Challenge:

Many SMBs, like COSMO ICT initially, started with basic communication tools – different email services, unsecured messaging platforms, and with limited compliance. This led to vulnerabilities in data protection and inefficient collaboration.

#### The Turning Point:

COSMO ICT needed to consolidate its tools into a secure, compliant ecosystem. This led us to adopt Microsoft 365 – a trusted, integrated platform offering Exchange Online, Microsoft Teams, SharePoint, and enterprise-grade security.

#### Value of Consolidation for SMBs:

- ✓ Simplified IT management
- ✓ Reduced third-party software costs
- ✓ Enterprise-level security features
- ✓ Improved team collaboration and productivity

#### Result:

By moving to M365, COSMO ICT laid a secure, scalable foundation for future growth

#### The Transformation:

- To bridge the gap, COSMO ICT replaced SMARTZ with Solgari's integrated communication suite, which brought together:
  - Voice, video, SMS, WhatsApp, and social channels
  - Full integration with Microsoft Teams and 365
  - Centralized communication history
- Option to select any number for outbound and inbound calls

#### Benefits Realized:

- Seamless internal and external communication
- Reduced training and support overhead
- Improved response time and customer satisfaction

#### Result:

COSMO ICT now had a unified environment for their staff to collaborate internally and engage externally, all from within Microsoft Teams and Outlook.

### **Chapter 3: Intelligence – Enabling Full Digital Maturity with CRM & AI**

#### **The Vision:**

With secure infrastructure and unified communications in place, COSMO ICT's next goal is to centralize customer data, enable intelligent workflows, and personalize engagements.

#### **The Strategy:**

To implement Microsoft Dynamics 365, with Solgari fully embedded to deliver:

- 360° customer views
- Automated and AI-enhanced customer interactions
- Real-time analytics
- Integrated communications directly in CRM and Teams

#### **Why It Matters:**

- Sales, service, and marketing teams gain a single source of truth
- AI-powered insights improve decision-making
- End-to-end visibility improves compliance and customer trust

#### **Result:**

COSMO ICT is on the path to becoming a data-driven organization, using the full Microsoft ecosystem to elevate service, scale operations, and compete globally.

### **Conclusion: A Blueprint for SMB Digital Maturity**

COSMO ICT's journey shows how any growing organization can transform:

1. From fragmented tools to secure, compliant systems
2. From disconnected channels to unified communications
3. From reactive support to intelligent, data-driven customer engagements

**CosmoICT, as an MTN partner, is proud to help SMBs evolve at every stage of maturity**