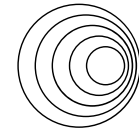


WINWIRE



BUCKEYE PARTNERS

Meet Our Customer

[Buckeye Partners, L.P.](#) owns and operates a diversified global network of integrated assets providing midstream logistic solutions for the transportation, storage, processing, and marketing of liquid petroleum products. Buckeye is one of the largest independent liquid petroleum products pipeline operators in the United States with 5,500 miles of pipeline.

Buckeye also operates and maintains third-party pipelines and terminals and performs engineering and construction services for its customers. Its terminal network comprises more than 135 liquid petroleum terminals in the East Coast, Midwest, Southeast and Gulf Coast regions of the United States and in the Caribbean.

Why We Were Selected

Buckeye wants to diversify its service offerings, and at the same time provide the stellar customer service the company for which it had become known. As petroleum supply and distribution functions become increasingly complex, Buckeye needed a modern, cloud-based CRM system to keep up with industry demands and meet its aspirations for diversification and expansion. Currently using a manual, Excel-based CRM system, the company clearly understood it needed to begin digitally transforming its customer relationship activities.

We sold Dynamics 365 Sales as a sustainable CRM system from which Buckeye can meet business needs today and scale to accommodate future growth. The Hitachi Solutions team's exceptional knowledge of the Dynamics CRM Platform, and unmatched industry knowledge was critical to winning the engagement.

Hitachi Solutions was able to illuminate the business value for executives seeking insights and visibility into new prospect opportunities, and for the business development team who needs to interact with commercial development customers to identify opportunities to develop new infrastructure assets.

Deal Summary

Hitachi Solutions will perform the blueprint phase of an initial CRM deployment. Additional value adds may be identified during this phase and added to the solution scope of work. Implementation will focus on contacts, sales team and customer opportunities, lead management and contracts workflow management. Mobile functionality will also be deployed.

WIN TYPE

Cloud Enablement and Modernization

IMPLEMENTATION

Dynamics 365 Sales

INDUSTRY

Professional Services

REVENUE

\$114,470 Blueprint

\$300K Build estimate

COMPETITION

SalesForce

Hitachi Solutions Team

Phil Dudovicz - Pre Sales CE Architect

Charles Head - CSP

John Panico - CSP

Landy Wingard - VP Sales (CLM)

Kip Forsthoffer - DBD

Microsoft Contributors

Kohshean Kuda - Business Applications SSP

Contact your local Hitachi Solutions rep to get more details!

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