

# **Astium & MS CRM**

**Integration of Asterisk based  
PBX-system and Microsoft CRM**

# About

WaveAccess is a results focused software development company that provides high quality software outsourcing services to hundreds of emerging and established companies globally. We use our technical expertise to increase business efficiencies, optimize slow or unreliable systems, recover projects that have gone off track and bring ambitious ideas to life.

**22**

years of delivering successful outcomes for customers

**800+**

talented and passionate professionals

**8**

R&D centers and regional offices

**17+**

industry verticals from banking to healthcare

**500+**

successful projects delivered and counting

**96%**

customer satisfaction index

## Awards and Recognitions



SCI-TECH AWARDS  
(ACADEMY OF MOTION PICTURE ARTS AND SCIENCES)

# Project Overview

## | Project Description

The project was created for StandBy Automatisering (Netherlands). The company provides complex IT-support to business's.

StandBy Automatisering contacted WaveAccess three times:

- to integrate the office phone with MS CRM 3;
- to integrate Astium PBX system with MS CRM 4;
- to migrate from the old version of MS CRM to MS CRM 2011 (with Astium integration).

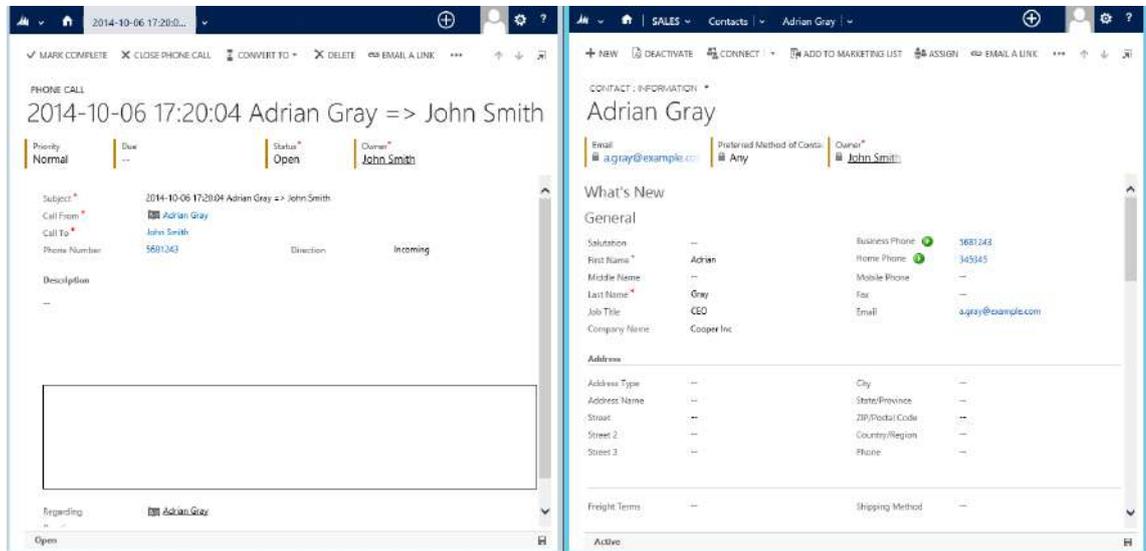
## | Problem Statement

The client wanted to integrate their office phone system with Microsoft CRM to help maximize the productive use of their system and improve the quality of service.

Such integration allows them to call a customer directly from Microsoft Dynamics CRM with a single mouse click, record all conversations with clients, automatically forward external phone calls from the customers to the Microsoft Dynamics CRM users assigned to them, and much more. All these features simplify the work of operators and make it more effective.

## Vendor Search

After analyzing the existing solutions, we found out that they were not appropriate for the customer's business model, since the MS CRM system (which is integrated with a PBX phone) usually creates a call activity for a specific person (contact):



Call activity

However, the customer needed to make call activity available to whole organization, as it was very important to consider the conversation time with a particular organization. It became clear that it was necessary to look for a turnkey solution that could be customized with minimal efforts.

## Why WaveAccess?

WaveAccess has already created its own solution for the integration of MS CRM and Trixbox PBX-system. So, after our specialists explored the possibility of the required integration with PBX-system (and solution customization according to the customer's business model), we offered the most convenient and suitable integration conditionals.

# Work Stages (integration of Astium and Microsoft CRM 4)

## 1. Requirements and project estimation

As the client needed the integration with Astium, WaveAccess experts began to study the possibility of the required integration with our own solution (created for MS CRM and Trixbox PBX-system integration). We made a project estimation, set deadlines, and determined probable issues. A work plan of development was approved by the client and the work started.

## 2. Development

The 1st version had been developed for 6 days, including the installation of Astium PBX-system. After we made the presentation of our work, it was found that advanced settings were needed. Due to the rapid feedback from the customers all the corrections were implemented very quickly.

All additional settings of the version took one more week.

## 3. Trial

The customer was provided with a trial-version for the final testing.

## 4. Delivering a full license without any limit

After the trial-version was approved by the client and the payment was received, we delivered a full license without any limit.

## The Result

The customer was pleased by the accomplished work. After MS CRM 2011 was released, the company contacted us again for the help with the migration. We were ready for it and offered a solution right away.



If you have a project for us,  
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