



The Challenge: Isolated Data, No CRM, Limited Analytics

A leading classical music management company historically relied on a proprietary booking system (Overture) to schedule performances and manage tours. The limitations of this legacy system prompted a transformation to modernize its talent management platform.

Overture's booking data was siloed, requiring manual exports and limiting reporting. Lack of integrated CRM caused staff to track leads in spreadsheets and email, causing isolated data and limited collaboration. Staff spent excessive time re-entering data across multiple systems and struggled to integrate Overture with other systems



CASE STUDY

Modernized data storage with CRM, analytics and reporting.

CLIENT

Classical Music
Management Company

PARTNER

Beringer Technology Group
(Microsoft Solutions Partner)

THE SOLUTION

Unified booking process with support for cloud-based data management and insights.

Solution – “Beyond Overture”

Beringer Technology Group implemented a modernization program integrating Microsoft Dynamics 365 Sales (CRM), Power BI, and Copilot AI.

Booking data from Overture’s beta API feeds into Microsoft Dataverse and Power BI, powering interactive dashboards for real-time insights (e.g., bookings by country, top promoters).

A custom Dynamics 365 CRM (“Prelude”) aligns to the company’s booking workflow, with features like multi-artist note linking, Outlook email logging, and Copilot AI to summarize communications and automate data entry.

Extensive pilot testing and training ensured strong user adoption. This new architecture positions the company to fully transition off Overture to Dynamics 365, unifying all data on one scalable platform.

Technical Details

All historical Overture data was migrated to Dynamics 365 Dataverse, eliminating silos and centralizing information.

A custom API connector links Overture with Dynamics 365, synchronizing data in near real-time and adapting to changes in Overture’s API.

The Dynamics 365 CRM is tailored to the company’s processes and embedded with Copilot AI to automatically summarize emails and meeting transcripts and log key insights.

The platform runs securely within the company’s Microsoft 365 cloud environment with robust security (role-based access, GDPR compliance, secure SharePoint/OneDrive storage).

All AI features passed a Data Protection Impact Assessment to ensure privacy. This cloud architecture provides real-time analytics, automates workflows, and maintains data integrity as the organization scales.

Benefits & Outcomes

Efficiency Gains:

~30–40% reduction in time spent on manual data tasks, freeing staff to focus on client relationships and closing deals.

Real-Time Insights:

On-demand Power BI analytics now deliver insights in moments (versus days before), enabling immediate data-driven decisions.

Streamlined Pipeline:

A unified CRM captures every opportunity, ensuring no promoter inquiry is missed and simplifying forecasting.

Improved Collaboration:

The integrated CRM acts as a single source of truth—auto-logged emails and multi-artist notes keep the team informed and coordinated.

Enhanced Data Quality:

One platform eliminates duplicate data entry and errors, greatly improving accuracy and trust in up-to-date information.

Scalability & Future-Proofing:

The Microsoft-based platform scales with the company and can absorb all Overture functions, protecting the investment and ensuring long-term innovation.

