



Modernizing Global Healthcare Ecosystems with Scalable, Secure Power Platform Solutions!

About Business

A global healthcare leader embarked on a strategic initiative to digitally transform its customer and partner engagement landscape. With a need to modernize processes across sales, medical, events, and customer service functions, the organization sought a future-ready platform that could provide secure, scalable, and seamless experiences to both internal field users and external Healthcare Professionals (HCPs).

Covalense Global was brought on board as the transformation partner to design and implement a robust, enterprise-grade solution leveraging Microsoft Power Platform. The goal was to unify multiple touchpoints, streamline data flows, enhance compliance, and deliver actionable insights at scale.

Business Challenge

- » Managing secure and seamless access for external users like HCPs, event participants, and partners, while preserving enterprise-grade authentication standards.
- » Achieving real-time and bi-directional data synchronization between D365 CE, Salesforce, and other external applications.
- » Building omnichannel engagement journeys while maintaining regional compliance for communications and content.
- » Supporting global operations with low-latency access and ensuring scalability during high-volume scenarios like nationwide sales blitzes or major event registrations.
- » Streamlining application lifecycle management (ALM) and DevOps practices to enable faster and safer deployments.
- » Enhancing user experiences across branded portals and mobile CRM apps with multilingual, role-based interfaces.
- » Automating the complex event lifecycle for HCP meetings, ensuring regulatory traceability and post-event feedback integration.

Our Solution

- » Identity & Access Management
Covalense implemented Azure AD B2C to deliver a secure and scalable identity layer that supports external user sign-ins and federated access. The architecture included robust role-based access control models tailored to different personas, including HCPs, field teams, partners, and event organizers.
- » Complex Data Integration
A real-time, bi-directional integration layer was built between D365 CE and Salesforce using custom .NET Core APIs and middleware connectors. This enabled unified customer views and synchronized interaction histories across platforms. All data exchanges were fully compliant with global privacy standards, including Japanese data residency requirements.
- » Omnichannel Coordination
Customer journeys were designed to span multiple channels—email, mobile, in-person events, portals, and medical inquiries. Covalense enabled centralized orchestration to ensure consistent content delivery and adherence to regulatory messaging norms.
- » Performance & Scalability
The solution was architected for multi-region deployment, covering Japan, EU, and US with region-specific endpoints and caching strategies. Auto-scaling and performance tuning ensured minimal latency and seamless access for thousands of concurrent users.
- » ALM & DevOps Enablement
Covalense implemented Azure DevOps pipelines for streamlined CI/CD across development, QA, and production environments. ALM practices ensured safe deployment of updates and layered customizations over base Microsoft releases—empowering agile innovation.
- » Advanced UX for Portals & Mobile CRM
The Power Portals were redesigned to reflect corporate branding while enabling dynamic, multilingual content based on user roles. Embedded Power BI dashboards and contextual Dataverse logic provided personalized experiences. Field teams benefitted from an offline-first mobile CRM app to stay productive in remote scenarios.
- » Event Lifecycle Management
From event creation and HCP invitation management to compliance logging and post-event survey analysis, Covalense automated the entire HCP event lifecycle. Events data was synchronized with CRM and Marketing modules, ensuring traceability and insights for future planning.

Business Benefits

- » Reduced onboarding time for external partners by 60% via self-service capabilities.
- » Achieved over \$1.2M in annual savings by optimizing license usage and modularizing applications.
- » Empowered faster decision-making (up to 40%) with real-time dashboards and intelligent workflows.
- » Enabled global rollouts in under 10 weeks through reusable templates and delivery accelerators.
- » Improved HCP engagement and compliance tracking through end-to-end event lifecycle automation.

Tech Stack

Microsoft Power Apps, Power Pages (Portals), Azure AD B2C, Microsoft Dynamics 365 CE, Azure DevOps, Power BI, .NET Core APIs, Dataverse, KingswaySoft, Angular, Ionic, C#, JavaScript.

Conclusion

Covalense Global is a trusted Microsoft Solutions Partner with proven expertise in Power Platform, Dynamics 365, and enterprise integration. Our strategic frameworks, accelerators, and deep industry experience empower enterprises to convert digital complexity into high-impact, secure business solutions.

We not only bring technical excellence but also a strong alignment with business goals—ensuring that every Power Platform investment delivers measurable ROI and long-term scalability.



About Covalense Global


Covalense Global is an Award winning Globally Trusted Technology Partner, offering its software services & niche solutions across Fortune 500 customers, Large to SME customers and smart innovative start-ups across the globe since 2006, with 10 offices across 7 countries and implementations across 20 geographies.

We have leading capabilities across Artificial Intelligence, Data Science, Advanced Analytics, Digital Transformation, Enterprise Application Development, Quality Engineering, Enterprise Data Management, Managed Services, Legacy Modernization and Strategy & Consulting. The 90+ delighted global customers across 15+ industry verticals, along with the decade-long partnerships with many Fortune 500 & SME's are a testament to our delivery promise of future-ready solutions powered by cutting-edge technologies!

Contact Us

We would love to hear from you

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