



Microsoft



**Dynamics 365 for Energy** is Data Communication's 360° software solution for the Electricity and Gas industries. Based on Dynamics 365 platform, **Dynamics 365 for Energy** incorporates innovative features and specialized functionality to fully meet the Sales, Marketing & Service needs of energy companies, whether they are energy suppliers or network administrators. At the same time, **Dynamics 365 for Energy** is a fully customizable solution offering unlimited flexibility and adaptability.



## Challenges

- Lack of flexibility in adapting constant business changes
- Time-consuming and costly consulting services
- Time consuming integration with 3<sup>rd</sup> party systems
- Lack of 360° consumer view in the energy market
- Incorporation with existing Microsoft solutions



## Ideal Solution

- Flexible deployment
- In alignment with Best international as well as Greek Business Practices
- Seamless integration with Dynamics 365 Business Central and all Dynamics 365 business apps
- Centralized customer view from different business units (such as Electricity and Gas)



## Desired Outcomes

- Efficient business management, as dictated by Greek legislation and IAS
- Extensive management & reporting capabilities for energy market
- Practical data-driven decision making and accelerating the decision-making cycle
- Operating costs' reduction
- Quick adaption to changes to a multi participant market



# Dynamics 365 for Energy



**Dynamics 365 for Energy** combines the innovative features of Dynamics 365 business apps along with rich functionality necessary to meet the best practices of Energy market.

## 360° customer view

- Focus on customer relationship
- Personalized service processes
- Faster and efficient customer service

## Decision Making

- Informed decisions, advanced real time analytics
- Acceleration of the business decision-making cycle

## Business Agility

- Scale as needed and changes on demand
- Adding a new user or branching out your business regionally "On The Fly"

## Reporting

- Automated sales' cycle
- Data turned into opportunities
- High reliability of financial statements
- Improved accuracy of financial forecasts

Dynamics 365 for Energy fully meets the Sales, Marketing and Service needs of the Energy industry

# Dynamics 365 for Energy on Azure



**Dynamics 365 for Energy** is an innovative CRM and NAV solution leveraging **Microsoft Azure Services** for energy enterprises.

It provides all the functionality and the tools necessary for **efficient Business Management** and fulfils the **Sales, Marketing and Service needs of Energy Suppliers / Network Administrators**. It integrates seamlessly with **Microsoft Power BI, Dynamics 365 new generation business apps** (Business Central, D365 for Sales) and other Microsoft stack.

Upgraded service experience, faster service delivery at sales points, quick adaption to energy sector business changes in international and Greek market, Marketing Automation and Social Media Listening make Dynamics 365 for Energy the most suitable CRM and ERP solution for Electricity and Gas industry.

## Solution Alignment

### GDPR compliance

- Data Management
- Data integrity
- Compliance with complex regulations
- Appliance no matter where you are located

### Microsoft Power BI

- Connection to hundreds of data sources, in and outside of Microsoft stack
- Drive ad hoc analysis
- Personalized dashboards with a unique holistic view of the energy industry

### Microsoft Biztalk

- Digital integration via Biztalk Server interface with 3<sup>rd</sup> party systems (portal, AJPSOFT billing, Loyalty Awards program, external partner network etc)
- Integration with back office systems
- Seamless connection



# Customer Success Story

Azure

## Dynamics 365 for Energy on Azure

**ZeniΘ**, the top energy provider (natural gas & electricity) in the Greek market, has fully exploited the capabilities of **Dynamics 365 for Energy** as the comprehensive business management solution for the energy industry, and the main support tool for Sales, Marketing and Service needs of the company.

Due to its strategic decision to enter the energy supply industry, **ZeniΘ** sought a modern, powerful solution to:

- Utilize state-of-the-art technologies
- Unify its business activities, i.e. the supply of energy and natural gas, in a single system
- Achieve business process optimization & further automation
- Integrate Sales, Service & Marketing Management
- Provide extensive management reporting & data analysis capabilities
- Connect with 3rd party systems

Project delivered in 2017 (tight time framework)

## Win Results

- Direct response & quick adaptation to new market challenges
- Implementation of international & Greek Best Practices offered by **Microsoft Dynamics NAV** (localized version) & **Dynamics 365 for Sales**
- **Automation** of the entire sales cycle
- Premier financial & commercial management
- Improved **data analysis process**, more **informed decision making**
- **Targeted** Marketing Activities
- **Personalized**, upgraded service processes
- Increased **customer satisfaction**
- **Enhanced productivity & reduced operating costs**
- Organized external partners' network
- Availability **on any device**
- Easy user adoption
- **Gold Award** in the Greek Technology "IMPACT BITE Awards", 2018