



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
- Native integration with Microsoft Dynamics NAV and Dynamics 365 CRM platforms
- Centralized customer view from different business units (such as Electricity and Gas)



## Desired Outcomes

- Efficient business management, as dictated by Greek legislation
- 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 an internationally leading CRM, NAV solution along with rich functionality necessary to meet the best practices of Energy market.

## 360° customer view

- Personalized service processes
- Faster and efficient customer service

## Decision Making

- Practical data-driven decision making
- 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
- High reliability of financial statements
- Improved accuracy of financial forecasts

Data Communication 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 as well as the tools necessary for **efficient Business Management** and **fulfils the Sales, Marketing and Service needs of Energy Suppliers / Network Administrators**. **Microsoft Power BI** natively incorporates with CRM, NAV 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 and 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, 360-degree view of the energy industry

### Microsoft Biztalk

- Digital integration via Biztalk Server interface with third 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 information solution for the energy industry and as 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** has sought a modern, advanced 360° software system that:

- Covers both its activities, the supply of energy and natural gas, in a single system
- Achieves business process optimization & further automation
- Brings integrated Sales, Service & Marketing Management
- Provides extensive management reporting & data analysis capabilities
- Project delivered in 2017 (tight time framework)
- Utilizes state-of-the-art technologies
- Connects with 3<sup>rd</sup> party systems

## Win Results

- Utilization of international Best Practices & implementation of Greek Best Practices offered by **Microsoft Dynamics NAV & Dynamics 365**
- Direct response & quick adaptation to new market challenges
- **Automation** of the entire sales cycle
- Premier financial & commercial management
- **Enhanced productivity & reduced operating costs**
- Organized external partners' network
- **Targeted** Marketing Activities
- Improved **data analysis process**, more **informed decision making**
- **Personalized** and upgraded customer and consumer service processes
- Increased **customer satisfaction**
- Information availability **on any device**
- Easy and friendly Microsoft Office environment
- Safety and high **reliability**
- **Gold award** in the Greek Technology Institution, "IMPACT BITE Awards", in 2018