



# Microsoft Dynamics 365 Connected Dealer

Transform your dealership into an intelligent  
enterprise

## How well is your business performing?

Remember the adage that “what gets measured gets done”? It certainly applies when dealerships put systems in place to assess performance in areas that significantly affect customer satisfaction. Identifying and measuring key performance indicators (KPIs) can reflect how well you’re responding to your customers’ expectations and help your company become an [intelligent enterprise](#).

So, wouldn’t it be great if there was **real-time information available** to your people letting them track how well they’re performing in key areas? Wouldn’t it be great if your dealer management solution (DMS) could be set up so your employees are prompted to act on the tasks they need to focus on?

That’s where the Microsoft Dynamics 365 Connected Dealer solution comes in. Over the past two decades, more than 150 dealerships in 40 countries have adopted Connected Dealer to support and grow their business. It has become the best-of-breed dealer solution available on the Microsoft Dynamics platform in the process. It has become the best-of-breed dealer solution available on the Microsoft Dynamics 365 platform in the process. Avanade recognized early on the benefits and potential of the Microsoft Dynamics 365 Connected Dealer solution and we’ve fully incorporated it into our dealer management offerings.

We can help you manage your entire dealership using this solution, and your business can benefit from the best practices of dealerships around the world. This allows for continual improvement, helps you stay ahead of the competition and exceed your customers’ expectations. Once you adopt the Microsoft Dynamics 365 platform, all maintenance, upgrades and functional additions are managed for you, in the cloud, lessening the burden on your IT staff.

## Your business solutions should work as hard as your employees

Successful dealerships use their DMS to put processes and systems in place so their people can spend as little time as possible carrying out administrative tasks and as much time as possible looking after the needs of prospects and customers.

For instance, you might want to track:

- The number of contacts with a customer each month
- Rental fleet utilization
- Last labor to work order close
- Labor efficiency
- Average parts order fulfillment times
- Current cost and value, by category, of your new and used equipment inventory

But many dealer management solutions don’t cover all these areas. This often translates into a need to re-key information into or from separate CRM, finance, rental, service and sales solutions. In turn, this leads to the potential for mistakes as well as tying up an employee’s time with back office tasks. Another equally unappealing alternative is that dealers are forced to build interfaces that are expensive to maintain, especially if they must be rewritten during upgrades to any one of the solutions. Microsoft Dynamics 365 Connected Dealer eliminates many of the onerous and often costly tasks and puts your employees back where they should be – in front of customers and prospects.

## How does Connected Dealer work?

More than 25 dealer-specific Role Centers are available out of the box with Microsoft Dynamics 365 Connected Dealer. All areas of the typical dealership are supported, and Role Centers are easily tailored to the individual user experience so that your key personnel will be comfortable with the solution from day one.

Because it is a true end-to-end solution, Microsoft Dynamics 365 Connected Dealer supports every functional area within a dealership, including CRM, finance and administration, equipment management, sales, rental, service, parts, used equipment, equipment remanufacturing and industry-specific business intelligence capabilities. Let's take a closer look at some of the most important components.

### Sales

The Sales Management module can be used to proactively support your people in converting leads into prospects and then into customers. Quotations can be raised for prospects

and customers and the information entered can be used when a sales order is subsequently created. There is no need to re-type or maintain information in multiple systems.

The system also allows you to view all transactions relating to your customers and it supports ongoing contact with them to promote improved service and future sales. The Sales Management module also enables you to archive any information that you wish to keep relating to your prospects or customers. This information can be in the form of Word documents, emails or even photographs (for example, to support a claim that is being made).

### Customer Relationship Management (CRM)

New prospects are entered in CRM and are fully integrated and visible throughout the solution. You can assign multiple sales representatives to one account based on market segment, area of responsibility, etc. The system tracks all activity so you can gain better insight into your customers' purchasing patterns. It gives you the ability to quickly assemble, view and understand pipeline.



## Rental Management

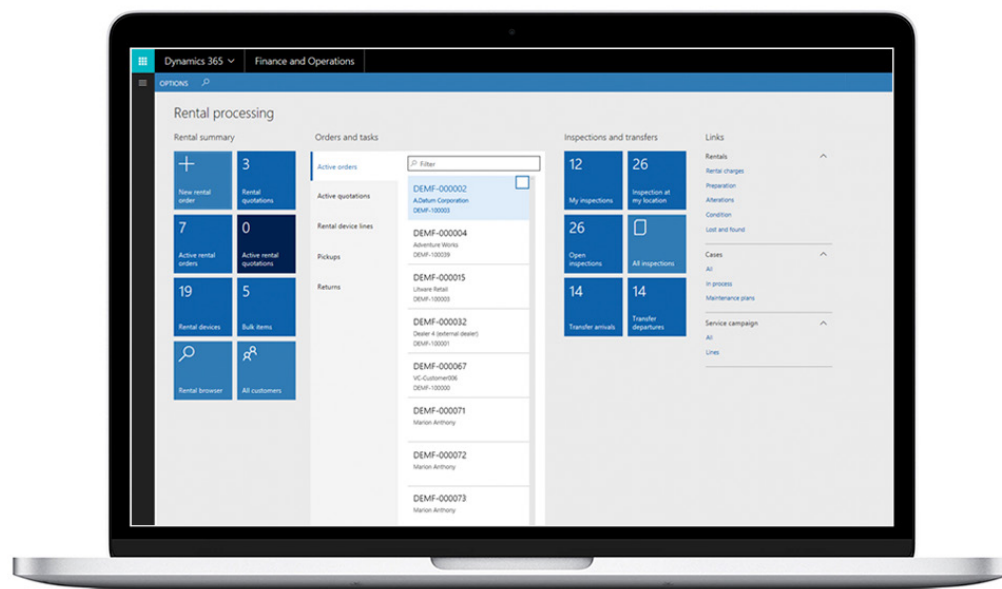
We know a large and growing portion of your business centers around rental. Connected Dealer offers comprehensive functionality for the acquisition of equipment (devices), whether single or multi-brand. These devices may include a range of attachments where the carrier is fitted with other attachments and work tools – for example, different-sized buckets, hammers, grapples, etc.

Connected Dealer enables different types of devices to be managed in the system: simple device (e.g., serialized, which can be tracked uniquely); parent and child relationships (so devices can be linked); bulk items (e.g., non-serialized); linked products where items are typically rented together (mandatory, optional or recommended), or as an aid to promote sales of extras or consumable items. The Rental Management solution includes features that enable you to better utilize individual devices, and ultimately the fleet as a whole, to make better use of your investment capital.

Flexible charging by time period or with an option to charge overtime at a higher rate is available, as is the ability to invoice periodically or on demand, and with the option to consolidate onto one invoice for multiple rental orders, if required. Additionally, Connected Dealer has standard telematics integration from many leading OEMs for hourly and overtime billing.

Rental Management highlights:

- Easily calculate accurate and timely equipment utilization by either financial or time method
- Graphic Schedule Interface
- Mobile inspection app
- Ability to reserve specific piece of equipment or generic model
- Track all asset moves – on rent to customer, off rent, returned, transferred between branches, etc.
- Flexible invoicing
- Automatically calculate correct rental rate
- Sell items from inventory on the rental contract
- Accurately bill overtime, fuel charges, transport, insurance, etc.
- Additional charges such as damage, excess cleaning, missing manuals



## Service

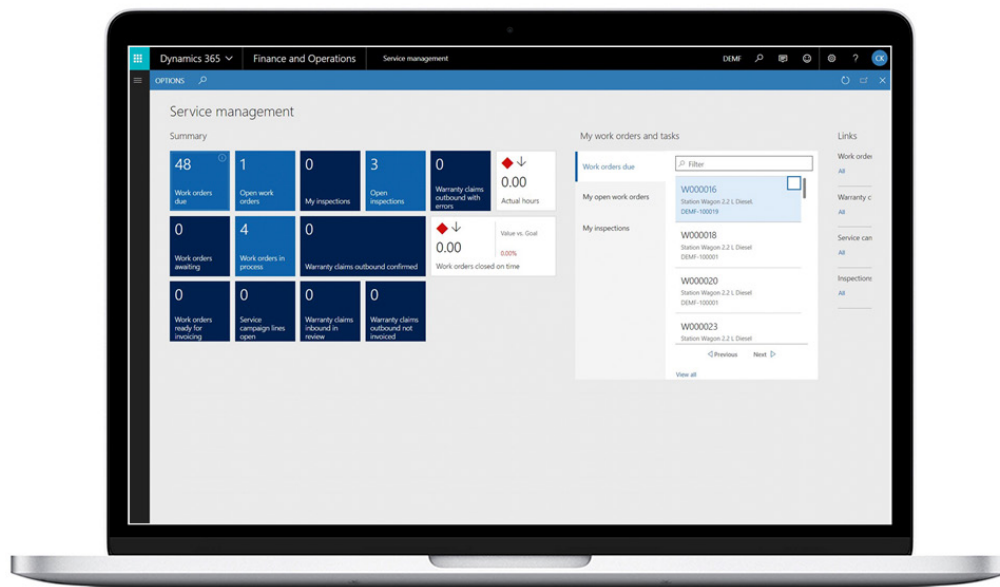
Nothing is more complicated than balancing your labor assets against market demands. Connected Dealer seamlessly incorporates all requirements of an active service department: work order management, warranty claim and recovery, graphically enhanced shop and field technician scheduling, service tooling, shop bay scheduling, training, reporting requirements, detailed service history and more.

Connected Dealer leverages the power of Dynamics 365 to drive multilevel labor and parts pricing, supports both time and materials and flat rate billing, unlimited segmenting of work orders and estimates, creation and management of standard jobs, and tracking and control of factory improvement campaigns.

Connected Dealer's service contract module handles service agreements from the most basic lube oil change to the most complex maintenance and repair work. It can manage multiple pieces of equipment with different service criteria on one contract easily and it can build agreements from historical information contained within work orders or standard jobs and give you the visibility to track your actual performance against metrics.

Service highlights:

- Hour meter, location and diagnostics integration with leading telematics
- Contract management
- Unlimited combination of equipment and service scenarios on a single contract
- Track true profit and loss of fixed-price work
- Easy-to-use interface for technicians
- Easily import and create standard jobs.



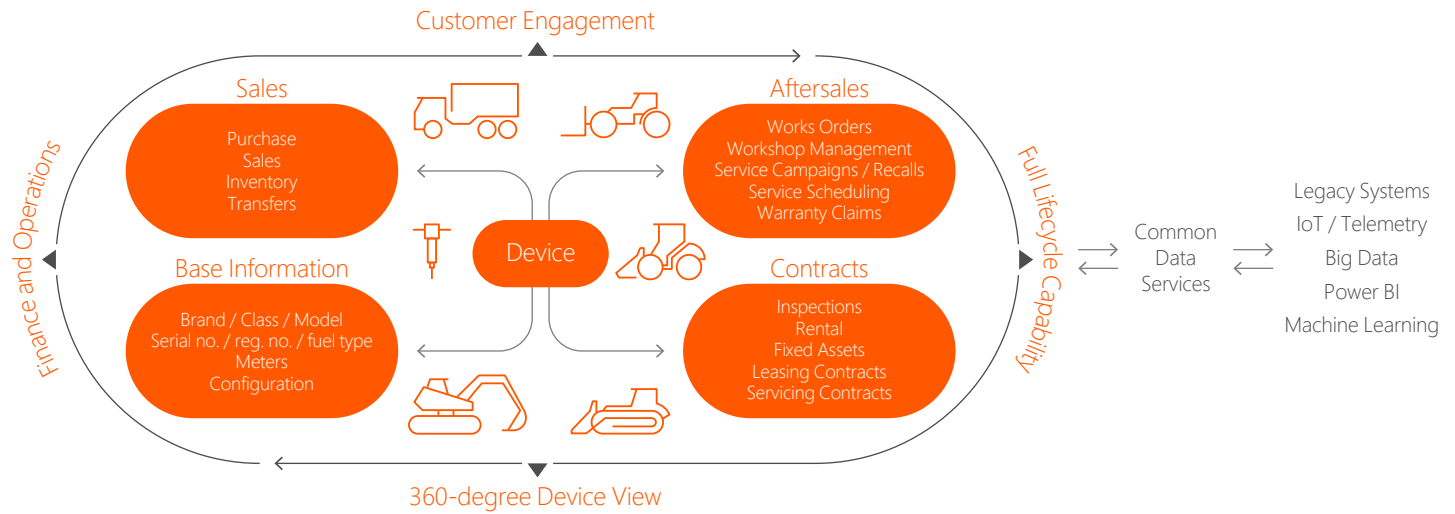
## Equipment Management

Dealers want to track all devices (equipment, cars, commercial vehicles) identified in their territory and know their location at any given time (see 360-degree view). This increases the potential to sell various aftersales services throughout a device's lifetime.

Equipment and vehicles need to be maintained in good and safe condition. Connected Dealer can handle maintenance intervals of any frequency to accommodate the manufacturer's recommended routine maintenance schedule, regulatory requirements or even a customer's unique needs. And these can all be based on time or usage since the last service. In addition, Connected Dealer can pinpoint where there are increased revenue opportunities for your dealership.

Equipment Management highlights:

- Visibility of inventory by make and model
- See all branch locations at a glance, at a summary level with detailed drill down (capability to see attachments, hours, etc.) on specific units
- Easily track your rental, sold, and, competitive fleets
- Equipment type (e.g., hydraulic excavator, crawler dozer, wheel loader)
- Unlimited equipment lives allow you to quickly gauge financial contribution at any stage during a lifecycle



## Parts

Traditionally, the Parts department constitutes the highest transactional volume within a dealership. Parts faces the unique requirement of carrying a sufficient inventory to satisfy market demand without bankrupting the dealership. Connected Dealer takes the world-class inventory-control features contained within Dynamics 365 and adds best-of-breed industry functionality to keep you up and running. From automated warehouse to wave and zone picking to dealer-specific branch transfer scenarios, Connected Dealer is the leader in managing your parts assets. If you take advantage of all the functionality available, you should see a marked reduction in the volume and value of inventory carried on your shelves.

Parts highlights:

- Enhanced core management gives you complete visibility to the core process
- Backorder system automatically creates branch transfers, OEM emergency orders and stock orders based on required delivery
- Auto backorder items are based on security roles
- Track parts sales by customer, serial or equipment number ID
- Supports strategic and cube pricing

## Business Intelligence (BI)

There are more than 30 dealer-specific KPIs. In addition, you can leverage hundreds of standard Microsoft Power BI KPIs. These allow you to quickly and easily see financial information from virtually any perspective. You can easily develop advanced queries to see multiple scenarios.

## Internet of Things (IoT)

Connected Dealer lets you leverage the power of IoT functionality, so you can build your share of customer wallet and drive better market performance.

You can deploy the full power of Dynamics and Microsoft Azure machine learning by using data to predict failure and resolve issues before they become apparent.

## Our Microsoft Dynamics 365 expertise

**Avanade is well equipped to deploy your global implementation of Microsoft Dynamics 365.**

Together with Accenture, we're the world's largest Dynamics 365 partner.

Avanade has been recognized as a [leader in The Forrester Wave™: Microsoft Dynamics 365 Services, Q4 2017 report](#).

Accenture and Avanade are the [2018 Microsoft Dynamics for Finance and Operations Partner of the Year – Winner](#) and a [Dynamics Customer Service Partner of the Year – Finalist](#).

We've completed CRM and ERP projects for more than 1,200 clients worldwide.

We have over 2,000 Dynamics experts – many with the highest levels of Microsoft certification.

We offer extensive multi-platform expertise in the complete Microsoft technology stack and ecosystem.

Our deep vertical and micro-vertical industry expertise based on 30 years of Accenture industry experience and our industry-specific business process modeling and implementation methodology enable faster time to value and lower total cost of ownership.

We offer exclusive add-on products featured on Microsoft [AppSource](#), the new Microsoft online store for certified software applications pre-configured for [Microsoft Azure](#).

Our [Advanced Technology Centers](#) and exclusive International Rollout program combine the benefits and scale of a global workforce with the consistency and collaboration of a local team

Our Managed Services solutions for Dynamics 365 enables you to operate efficiently and innovative at scale.

Together with Accenture, we are the [2017 IDC MarketScape worldwide leader](#) in Microsoft Implementation Services.

We have received the prestigious Microsoft Dynamics Inner Circle Award for 13 consecutive years. The award recognizes an elite group from the top echelon of Dynamics strategic partners across the globe.

## Is your dealership really customer centric?

A customer-centric organization is one that thinks in terms of the customer and uses customer information to better understand what matters to them and where additional value can be gained from the information you have about them. But don't assume that all your customers want to be treated the same way. Adding a personal touch will show your customers that you genuinely care about them, keeping them loyal to you.

Your ERP system should be flexible enough to support this sort of interaction and allow for personalization. The system should be easy and intuitive to use so that it doesn't dictate or interfere with customer transactions.

Intelligent enterprises use data and intelligence to capture new business opportunities and enable better decisions. If your dealership does not join this group and become a disrupter in the marketplace, you will rapidly find your business has been disrupted.

To find out more about how Avanade can help you move quickly to transform and reposition your dealership to insure solid growth and relevance in the future, contact us at:

[dealers@avanade.com](mailto:dealers@avanade.com)



### About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at [www.avanade.com](http://www.avanade.com)

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