

# Avanade® Point of View Avanade ERP for Professional Services

**AMR Research**  
PROFESSIONAL SERVICES  
*Industry Certified*

## Avanade ERP for Professional Services: Take control with one clear view of project and service tasks



To maximise your profitability you need total visibility across your organisation - with one clear view of the connection between you, your people, partners and customers.

Avanade ERP for Professional Services provides that true insight, while controlling costs and improving productivity. It's the one fully integrated solution that opens up unlimited opportunities, fast and at low cost, so you can focus on the way ahead for your business.

### Are you in Professional Services?

As a professional services organisation your success is project driven. It depends on having the proper management and resource allocation tools - to ensure projects are delivered on time, on budget and to the expected quality. Beyond that, your long-term profitability also depends on providing efficient after-sales support and maintenance services. That's where Avanade ERP for Professional Services is helping project and service-driven organisations, across industry sectors, including:

- **Consultancy • Accounting • Legal & Audit • Architecture**
- **Engineering & Construction • Real Estate • IT services**
- **Media & Entertainment • Advertising & Marketing**

Your organisation's customers have a very distinct focus. They want more, high-quality customised products and services for less. To meet their expectations, and raise your own profitability as a professional services organisation, you need total visibility along your value chain.

This Point of View highlights how you can get a clearer view of your organisation using an ERP solution based on Microsoft Dynamics™ AX. It provides a proven method to deliver the accurate, timely information that enables more effective management and control over projects and service tasks.



From Accenture and Microsoft

### FOCUS ON THE CHALLENGES AHEAD

In challenging times you need to stand out in the market place. That means having an accurate view of your projects and services. So you can see the customers who are adding most to your bottom line and make sure you are on track to meet budgets and deadlines - as well as quality thresholds.

You need to look ahead to manage schedules, resource allocation and control costs more effectively.

Islands of information across the business need to be brought together - including access to critical field data from any device, anywhere - for smarter decision-making and more cost-effective operations.

Integrating business processes and running them using industry best practice, within a flexible solution, will also make it easier to ensure regulatory compliance.

The sooner integrated management systems are up and running, the quicker you benefit from accurate, timely information. Through that you can deliver the high quality services that increase customer satisfaction, help retain the best clients and build more profitable business in the long run.

### SEE THE FULL PICTURE

How do you work smarter? Avanade ERP for Professional Services enables you to make sure the right resources, and people with the necessary knowledge and skills, are in place, as and when they're needed. So you can deliver an efficient and cost-effective project or service.

Avanade's integrated solution is based on the flexibility and scalability of Microsoft Dynamics AX, which is identified as a market leader by Gartner® in their Magic Quadrant® for product-centric midmarket ERP¹.

- **Increase productivity**

Your people are productive immediately as Microsoft Dynamics AX has the same look and feel as other Microsoft® products that they are already familiar with, like Microsoft Office® or their Business Intelligence software.

- **Transforming places**

The easy scalability of the Dynamics AX platform means you have the agility to transform business processes quickly to encompass new acquisitions, international expansion or new locations.

- **Customer first**

With the flexibility to swiftly adapt to your way of working, this ERP solution leaves you free to spend more time focusing on a wide range of customers and strategic business objectives, making you more competitive.

- **Best practice, standardised**

Workflows and standard processes are easily defined to follow industry best practice - so your people can work consistently while maintaining internal procedures. The result is clearer reporting and easier regulatory compliance.

### TRANSFORMING RELATIONSHIPS FOR OUR CUSTOMERS

With Avanade ERP for Professional Services our customers are using Microsoft Dynamics AX as a platform for better project and services' management.

#### Studio 100

The media and entertainment company is the largest producer of family and children's TV and entertainment in the Benelux. They also operate in France and Germany. As the group expanded it was increasingly difficult for administrative processes to keep up. With Avanade's ERP solution they have been able to streamline administration, automate licencing management and transform project management. As a result they have the latest project information at their fingertips and can see how they are performing against budget.

#### Philippe Van Negen, Technical Director, Studio 100

"Avanade has a strict and efficient methodology, that guarantees that the agreed project scope is delivered on time and budget. Furthermore they have built up lots of experience in similar project-oriented companies."

### THE AVANADE ADVANTAGE

Avanade has a unique expertise. Jointly owned by Accenture and Microsoft, we are 100% dedicated to Microsoft solutions and technology, which is reflected in our ERP for professional services.

#### One solution, one view, out-of-the-box

We'll help you choose the functionality that's just right for you, with a solution that spans your entire business value chain - from first contact with your customer through to implementation and support. Our solution provides one view across your company, its subsidiaries and partners - for a more accurate observation of finances, including project P&L, logistics and operations.

With our solution, core functions are all out-of-the-box so you can quickly achieve higher productivity and better business management, at lower cost.

#### For project-centric businesses

you will have the latest, most accurate information to stay up-to-date on all your projects, accelerate completion at lower cost and optimise the use of your resources. The result is that you'll have the right resources and people with the correct skills, in the right place at the right time - for an affordable cost that maximises profit. Importantly, you'll also have greater control over services outsourced to subcontractors.

Among the many rich, project-centric features are:

- Extensive range of project and work breakdown structure templates
- Resource planning, including skills mapping
- Project budgeting and budget revisions/ variations
- Several ways of entering project costs - including full client, web, Excel® and Outlook®
- Controlled and flexible invoicing and revenue recognition
- Multi-level project cockpit views

#### For service-centric organisations

we'll ensure you deliver and have access - offline if needed - to critical information from the field at all times. It enables more accurate and efficient invoice processing and administration.

The wide range of service-centric features includes:

- Multi-level installed base (service objects)
- Planned/preventive maintenance
- Curative maintenance, help desk and complaints
- Service contracts and Service Level Agreements
- Embedded graphical resource planning with drag-and-drop functionality
- Service tasks and work orders
- Multi-level service cockpit views

Whether yours is a project- or service-centric organisation, your workforce is key to success. The more involved they are - through the knowledge management and information sharing made possible by our ERP solution - the easier it is for you to attract and retain staff.

#### Start benefitting sooner (no matter your budget)

Our Productivity Platform® for Professional Services is a reusable asset that incorporates industry-specific best practices, rapid development techniques and a fully tested, preconfigured solution. Avanade assets enable you to get up and running faster - with a limited budget, so you start seeing a positive return on investment sooner.

### Spie Communications

Founded in 2001, Spie Communications specialises in the design and deployment of telecommunication solutions for the enterprise. These include servers, security products, infrastructure systems, network connections and operations. The company has a complex structure split into seven regions and composed of 80 local agencies, representing more than 2000 employees.

#### Jean Noël Ribeyrol, CIO, Spie Communications

"Our ERP project has replaced our legacy applications for Finance, Sales and Purchasing, Logistics, and Project Management with Microsoft Dynamics AX. Avanade worked closely together with our internal teams to really understand what is specific to our trade and to create solutions based on our needs. Leveraging their technical and functional expertise, as well as their strong offering, Avanade helped us realise our goal: to put a high-performance and lasting application at the disposal of all our Spie Communications employees. The Finance, Trade and Logistics, and Project modules have been fully 'live' since July 2010. The proximity of our teams and our relation with Avanade were decisive factors in the realisation and delivery of the project."

## PROFESSIONAL VISION

We have extensive experience implementing ERP in professional services organisations like yours. It has enabled us to create Dynamics AX-based solutions that meet the specific challenges you face - with implementation by people who know your industry. We work across the range of professional services from consultancy and IT services, engineering and construction to media and entertainment.

Being jointly owned by Accenture and Microsoft we have a deep industry insight that keeps us at the forefront of technological innovation. We lead the way in implementing mission-critical Microsoft ERP systems.

Because we are 100% dedicated to the Microsoft platform our consultants have a greater expertise. We now have 12,000 professionals working in more than 60 locations worldwide. This includes delivery centres in India and the Philippines.

With our global presence and expertise, we are especially well-placed to deliver complex, international projects successfully.

In doing so there are a number of unique Avanade assets available:

- Our global, custom-built methodology, Avanade Connected Methods<sup>®</sup>, is an agile, robust and proven implementation route that significantly reduces the risks and time involved
- Application management - we provide a support organisation that is with

you for the long term so you get the most out of your ERP solution, as your business changes and grows

- Easier compliance with increasing regulation, such as IFRS reporting, revenue recognition rules and segregation of duties
- New tools that ease workflow, such as the Excel add-in for budgeting that publishes to Microsoft Dynamics AX

## AVANADE APPROACH

By combining our extensive professional services experience with our deep knowledge of Microsoft technology we can help you manage your projects and services more profitably.

Through our heritage as a partnership between Accenture and Microsoft we have the strength of both in our business consulting and technology expertise.

The largest global business technology service provider dedicated to using the Microsoft platform we are Microsoft's Enterprise Alliance Partner of the Year 2010, an award we have won six times previously.

We are also 2010 Microsoft Dynamics Inner Circle Member and 2010 Microsoft Dynamics President's Club Member, as we were in 2009, 2007, 2006 and 2005.

In addition, we are Microsoft Gold Certified Partner for ERP and have the AMR Research<sup>®</sup> certification for Professional Services<sup>2</sup>.

## Acertys

Formed by the merger of several companies, Acertys is a specialist medical equipment and emergency services supplier, operating in Belgium and the Netherlands. The company chose Avanade to implement an ERP solution based on Microsoft Dynamics AX that would turn a disconnected group of business units into an integrated, efficient organisation. Avanade's solution has helped Acertys:

- Centralise data management - with access to detailed reports
- Improve strategic decision-making - with a better insight into profitability
- Support business processes - streamlining warehouse operations, enabling faster order fulfillment and improving the efficiency of the service department

## Paul Moret, Manager Customer Services, Quality and IT, Acertys

"Avanade has considerable experience in logistics and services. And they had a very credible approach to project management, including a web-based project management tool."



<sup>1</sup> Gartner Magic Quadrant for ERP for Product-Centric Midmarket Companies, C. Hestermann et al, December 17, 2010.

#### About Gartner's Magic Quadrant

The Magic Quadrant is copyrighted (2010) by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

#### Leaders

Leaders demonstrate a clear vision and the ability to execute against this vision. Midmarket ERP leaders have deep and robust functionality that address a range of core user requirements. Not necessarily the largest vendors in terms of revenue, these vendors do have proven products, as well as track records of customer success and demonstrated momentum in growing their market presence. Leading vendors have offerings that appeal to the specific process needs of midmarket customers, are straightforward and simple to use, and are designed or streamlined for low TCO, while being available and well-supported in multiple regions. Leaders are well-prepared to evolve their products to model-driven applications to allow for high flexibility, with tools for embedded analytics and UIs that allow for easy adoption by different types of users. Leaders have compelling strategies for addressing the ongoing market changes related to emerging technologies, such as SOA and BPPs. They also have built structures to extend their systems with industry-specific solutions, often in cooperation with their

partner ecosystem, which delivers the best support for the specific processes in vertical markets, while offering good-enough support for the less-differentiating processes. Finally, leaders cultivate a broad and generally overwhelming level of customer satisfaction in a number of geographies and industries.

<sup>2</sup> Avanade recognised by AMR Research for 'Professional Services'.

Avanade recently (December 2010) earned the AMR industry certification for 'Professional Services'. This valued certification recognises Avanade's in-depth industry expertise and high level of customer satisfaction. AMR Research's industry certification is part of Microsoft's new partner certification program. AMR Research is now part of Gartner, Inc. (NYSE: IT), the leading provider of research and analysis on the global information technology industry.



#### About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Avanade consultants apply unsurpassed expertise in the Microsoft platform to create innovative solutions that enable large organizations across all industries to improve performance, productivity and sales.

#### Americas

Seattle  
Phone +1 206 239 5600  
Americas@avanade.com

#### Asia-Pacific

Sydney  
Phone +612 9005 5900  
AsiaPac@avanade.com

#### Europe

London  
Phone +44 (0) 20 7025 1000  
Europe@avanade.com

©2011 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.