avanade

News Release

MEDIA CONTACTS:
Avanade: Jennifer Grimes Douglas
Phone: +1 (503) 330-6499
Email: jennifer.c.grimes@avanade.com

GOLIN: Michelle Weisz
Phone: + 1 415.318.4326
Email: avanadena@golin.com

Avanade and Annata Collaborate to Advance Digital Transformation Within Automotive, Equipment, Rental and Fleet Industries
Benefits include better customer experiences, increased effectiveness and more efficient operations

SEATTLE, WA. March 8, 2018 – Leading digital innovator Avanade and Annata, leader in dealer management software, today announced that they are partnering to introduce Microsoft Dynamics 365 to help automotive, equipment, rental and fleet industries transform their workplace.

The powerful combination of Avanade's Microsoft Dynamics 365 global capabilities and innovation with Annata's platform and industry capabilities will provide organizations the expertise needed to become intelligent enterprises.

Annata 365 is deeply embedded in the Microsoft ecosystem and uses the standard features of the Microsoft Business Applications suite, as well as additional features specifically designed to support the automotive and equipment industries. Annata 365 manages the high value device lifecycle and value chain, from factory gate to end of useful life by leveraging the power of Dynamics 365 Enterprise, Power BI, and Azure technology. The flexible, cloud-based architectural design is proven to help meet customer's rapid growth demands, enhancing their capabilities to meet market changes and competitions.

Francois Matte, Global ERP Lead, Avanade, said "Automotive, equipment and machinery companies are embarking on a transformation journey to replace aging business support systems. We are excited to be working with Annata to extend Microsoft Dynamics 365 native capabilities with a first-class vertical industry solution to increase business agility and reduce operating costs."

Johann Jonsson, CEO, Annata, added: "We are strengthening our global market offering by combining Annata's industry knowledge and solution capabilities with Avanade's global delivery scalability and methodology excellence. I'm thrilled to be taking a solid step towards an even more robust global implementation strategy for the automotive, heavy equipment, and machinery industries."

Commenting on the new agreement, Michael Angiulo, Microsoft Corporate Vice President ISV & SI, One Commercial Partner, said: "This collaboration between Avanade and Annata brings together worldwide delivery capability across the full Microsoft Dynamics 365 stack with industry specific software. It makes for a very compelling proposition for customers around the world. We're looking forward to working together in this partnership."

This Microsoft Dynamics ecosystem collaboration follows Avanade being recognized as a leader in [The Forrester Wave™: Microsoft Dynamics 365 Services, Q4 2017](#) report in December 2017.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help fuel transformation and growth for our clients and their customers. Avanade has 30,000 digitally connected people across 23 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

About Annata

Annata is an international management consulting and technology services company. Based on their deep and longstanding expertise in the automotive, heavy equipment, and industrial machinery sectors, they provide a fully integrated business management solution using Microsoft Dynamics 365 Enterprise, Power BI, and Azure. As one of a handful of top global Microsoft partners, they deliver a solution that is deeply embedded in the Microsoft ecosystem, providing functionality that helps manufacturers, distributors, dealers, rental companies, and fleet operators to deal with the industry pains and to transform their existing operations and processes to adapt to and embrace new technologies like IoT, machine learning, and the Cloud.

# # #