

Case Study

Manutencoop differentiates itself in the marketplace by expanding its range of IT customer services

Customer Profile

The Manutencoop Group is the leading integrated facility management operator in Italy, providing services to customers across a wide range of industries. From plant management to cleaning, landscaping, property management, public lighting management and specialized hospital services, Manutencoop works primarily with large private groups, public entities and health care facilities. Manutencoop Facility Management S.P.A. was founded in 2003 as a spin-off from Manutencoop Cooperative business unit. They are now the largest integrated facility management operator in Italy and a leading player in Europe. MFM has strengthened its position in the last two years following the acquisition of Pirelli RE (In December 2008) and numerous other acquisitions in the area of specialized services.

Business Need

The main business need was to differentiate the company in the management of facility services aimed at large, enterprise organizations. Always striving for improvement, the company began a strategic review of its internal business processes and IT systems.

In line with this purpose, Manutencoop engaged Avanade in this multi-year development plan.

The Managed Services story

Starting from 2013 to today, the project employs approximately 30-40 consultants split into four service lines: Application Development, Collaboration, CRM, and Technology Infrastructure, working in operational teams based at Manutencoop offices and our near-shore center in Sardinia. With Avanade's leading Microsoft technical specialists and awarded expertise, Manutencoop has succeeded in changing the paradigm of collaboration that normally defines outsourcing and managed services contracts.

The proof of this change in practice is based on three areas:

- **Knowledge** - A comprehensive training program and approach features major technological innovations, including cloud services. These sessions are an opportunity for a mutual exchange of knowledge sharing and collaboration to take advantage of key opportunities and address critical issues.
- **Flexibility** - Managed Services collaboration cannot be done without a mutual willingness to work flexibly in three distinct categories: 1) financial (cash flow, capex vs. opex etc.), 2) economic (pricing), and 3) design. The latter includes adapting approaches and delivery models based on project requirements and overall business demands. Flexibility enables them

to evolve services and the partnership over time and beyond the duration of the contract itself.

- **Value** - Through the combination of this knowledge growth and mutual flexibility, Manutencoop and Avanade are able to meet rapidly changing needs and create business value against deadlines, budgets and quality standards. This enables them to reach concrete, strategic objectives that generate results in the short term according to business plans. Value becomes strategic surpassing the normal existing barriers within the supplier-customer model.

The Solutions

Starting from an assessment of various applications comprising code, functional aspects as well as management of the software life cycle, various solutions have been deployed including application maintenance services. The results have been the successful deployment of the following:

CRM system

Based on Microsoft Dynamics CRM and developed by Avanade for Manutencoop, with the purpose of:

- Supporting the sales engineers of MFM and MPSS (both companies owned by Manutencoop) in the process of drafting offers addressed to private and public customer markets;

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- Providing commercial personnel with an operational tool for opportunities tracking;
- Providing those in charge of the commercial segment with an analytical tool for monitoring, supervision and control of the activities carried out by staff;
- Simplifying and structuring lead capture processes as well as the management of customer campaigns.

Progetto CRM

"Progetto CRM" comprises of various implementations:

- Sales Force automation. A system able to detect sales opportunities from the local sales force offering assistance through the use of a configurator of custom offers specifically for facility management;
- Budgeting: budgeting process management (quote, price catalog) for those clients part of Manutencoop portfolio;
- B2C Order Management: creation of an app on mobile devices, integrated with CRM for in support of back office and management of the B2C sales channel;
- Management of tender notices: use of Dynamics CRM as platform for the management of industry specific processes in the interaction with public market;

Portale Fornitori

"Portale Fornitori" is the application that allows Manutencoop to interact with its vendors. The objective is to create a seamless and direct communication flow with suppliers and to exchange documentation requested for the issuance of orders, proposals and acceptances. Moreover, the portal manages all application procedures as well as requests for documentation.

- The platform also comprises of a back office area through which operators can verify and validate uploaded documents;
- The portal keeps track of the regulatory status of contributions for registered vendors representing one of the core business applications for the customer.

Intranet

Jointly with a dedicated marketing campaign, the new Manutencoop intranet is a portal which aims to enhance employees involvement, improve productivity and scalability of business processes, and integrate internal and external processes; The intranet is divided in to three distinct areas: 1) communication (departmental and company news), 2) workplace (user profiles and employees area where interactions between occur), and 3) collaboration.

Results Realized

Taking charge of current applications has allowed them to expand the range of services offered to customers and suppliers. One of the outcomes of this partnership will be to investigate the use of Dynamics CRM and SharePoint in order to provide direct services to Manutencoop's clients. The processes and applications deployed in Manutencoop allowed them to:

- Fully automate application monitoring and governance, greatly enhancing efficiencies, saving time and reducing the risk of error;
- Improve the integration between Microsoft Dynamics CRM and systems downstream of the budgeting process;
- Simplify the adoption of tools by end users, providing a seamless and more enjoyable user experience.
- Employee productivity
- Cost savings
- Better customer service.

Manutencoop continues to recognize the benefits of their partnership with Avanade they are now looking to drive further growth and competitive advantage by using SharePoint as a workflow engine and framework, and developing applications in the areas of finance, bidding and procurement.



About Avanade

Avanade leads in providing innovative digital services, business solutions and design-led experiences for its clients, delivered through the power of people and the Microsoft ecosystem. Our professionals combine technology, business and industry expertise to build and deploy solutions to realize results for clients and their customers. Avanade has 27,000 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.

North America

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

South America

Sao Paulo
Phone +55 (11) 5188 3000
LatinAmerica@avanade.com

Africa

Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific

Sydney
Phone +61 2 9005 6772
AsiaPac@avanade.com

Europe

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

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