

# Power BI

## Public Case Studies



Ascension



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# Avanade's integrated digital marketing strategy drives a 66% lead conversion rate

## Challenge

Avanade's plan was to improve the client experience. In order to track and manage leads effectively, Avanade also needed a better reporting system.

It first needed to move away from multiple ad hoc, manually executed marketing campaigns in favor of fewer, more robust campaigns with a more centralized management approach.

To effectively track and manage leads, Avanade also needed a better reporting system. Achieving these goals would require a new strategy, tools, technology and processes.



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## Solution

Analytics and Insights for Marketing is a one-stop-shop for all of the company's marketing data and analytics needs, including Microsoft Power BI-based dashboards, web analytics and social listening.

## Results

Avanade's new marketing approach provides both qualitative and quantitative benefits:

- 53% reduction in end-to-end manual processes and content loading
- 28% increase in marketing-qualified leads generated via the company website's "Contact Us" page
- 66% conversion rate of marketing-qualified leads to sales-accepted leads
- 300% increase in sales influenced from client interactions on Avanade's website





# DNV GL boosts fact-based decision making for employees and customers

## Challenge

When non-technical employees across DNV GL started to use on-demand, software-as-a-service visualization tools such as Microsoft's Power BI, a challenge emerged. The tool was bringing more data insights to more people and enabling better decision making. But there was no complete governance solution in place to prevent undue risk.



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## Solution

DNV GL embraced the opportunity to empower workers and develop a data-driven culture — in a safe, governed and compliant way. Partnering with Avanade, they received a full report and a roadmap for creating a governance model, with detailed recommendations. The solution helped DNV GL establish the guidelines on how to scale, work and develop for Power BI, while ensuring it was secure and user friendly.

## Results

DNV GL has improved its ability to support fact-based decision making, in a way that won't expose the company to unnecessary risk. The client also says the solution will drive productivity and improve customer experiences and services. Notably, they are now able to give customers more useful insights and add value by embedding Power BI reports into specific applications, platforms and customer presentations.



# OKQ8 employees get modern tools, insight to adapt to digital future

## Challenge

OKQ8 had multiple disparate business systems across Denmark and Sweden. The company decided to introduce a unified business system and to create a platform to standardize business processes.

They wanted to create a unified ERP platform for all of its Scandinavian business, enabling IT to add-on services, speed operations and adapt to an ever-changing digital future.



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## Solution

Avanade implemented a company-wide rollout of ERP on Microsoft Dynamics at all of OKQ8's 550 stations. The project began with an end-to-end process mapping that took a holistic approach and created a jointly documented and detailed working method for each unique process in the extensive business. The implementation phase consisted of planning, analysis, design, development and testing. Avanade's local presence with global reach played a major role in the success of this project.

## Results

The project gave OKQ8 the opportunity to penetrate all processes internally and to establish a modern technology platform that laid the foundation for working seamlessly between the business and IT departments. For example, there is now an opportunity to link the ERP platform with Microsoft Power BI and the company's existing CRM solution from Microsoft.





# Pattern Energy employees discover the value of a modern, web-based ERP system

## Challenge

Facing rapid growth, Pattern Energy's legacy on-premise ERP system became costly and difficult to manage. Without the necessary resources to manage operations, employees depended on manual processes, including spreadsheets and siloed emails, to complete basic administrative tasks. This delayed the regulatory reporting process and risked accounting errors.



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## Solution

By replacing Pattern Energy's heavily customized AX solution, we eliminated the need to manage costly infrastructure and automated many processes to reduce the number of applications employees needed to do business. Power BI apps simplified the transformation, enabling the company to achieve modernization without increasing its IT expertise and resources. A master data synchronization tool helped address the functionality gaps of the D365 platform as well as support data maintenance across 400 legal entities.

## Results

By leveraging new technologies, Pattern Energy has redefined its ERP landscape and empowered employees to work more efficiently, allowing them to focus on productivity and higher value activities. It achieved 75% more efficiency with its project invoice proposal process, saving significant time and money in its billing operations.



# RINA drives for efficiency with Microsoft Dynamics 365 cloud platform

## Challenge

With more than 3,800 professionals operating in 200 offices in 70 countries, RINA steers businesses toward excellence by offering a wide range of services to meet the needs of the energy, marine, certification, transport and infrastructure and industry sectors. To keep pace with a changing world, it launched a comprehensive digital transformation project that focuses on Microsoft's three cloud platforms: Azure, Office 365 and Dynamics 365.



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## Solution

RINA is continuing its journey toward innovation by migrating to the cloud and adopting Dynamics 365 for finance and operations and customer engagement.

Avanade helped RINA during the project development stage and is now supporting it in the deployment phase, ensuring a smooth transition and safeguarding previous customizations and investments.

## Results

The cloud encourages growth, offering RINA maximum flexibility and scalability as well as a reliable tool that complies with the latest security and privacy regulations. By outsourcing infrastructure costs and eliminating maintenance and upgrade times, RINA can optimize its IT resources. Business benefits include:

- More efficient ERP processes, especially in accounting and procurement
- Better data sharing
- Optimized job order cycle
- Improved speed and quality of services



# thyssenkrupp Materials Services uses data to help strike a delicate operational balance

## Challenge

thyssenkrupp was looking for a way to optimize its delivery network. In response to rising costs to maintain stock levels and transport products, the company wanted to think outside the box and turned its attention to the possibilities offered by artificial intelligence (AI) in the cloud.



## Solution

It was determined early on that a proof-of-concept of alfred.simOne would be built on the Microsoft Azure cloud platform using PaaS components and Microsoft PowerBI for visualization. The power of the tool lies in its ability to run simulations – based on inputted network configurations – that process large amounts of data and intelligently analyze the results to see the impact on transportation costs and inventory levels.

## Results

While alfred.simOne has already begun running the simulations that will lead to operational optimization and cost savings, thyssenkrupp is looking ahead to the ways the platform will fundamentally shift the culture of the company into that of a data-driven organization. The alfred.simOne project has showcased how a team of people from different backgrounds can come together to develop innovative solutions that will have a real impact on the way a business operates.



# Tullow Oil's journey to cloud SAP

## Challenge

Tullow Oil was interested in taking advantage of the technology available in cloud and through cloud services. Trying to take its first bite of a legitimate cloud-enabled strategy, it needed a partner to help ensure that its first steps in were safe ones.



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## Solution

The move into the public cloud occurred with very little business disruption, and users of the SAP environment didn't require much effort to get running on the new platform.

The ability to fully leverage the Microsoft ecosystem including Office 365, Power BI, and Cortana Intelligence Solutions with the SAP landscape.

## Results

Tullow Oil has quickly recognized benefits and improvements in the performance of its SAP platform since moving into the public cloud, including new disaster recovery and business continuity options that are available through its innate architecture.

While its push to the public cloud was about improving its business today, Tullow Oil now has a platform on which it can begin experimenting with the cutting-edge technologies that are being built and delivered through the cloud.

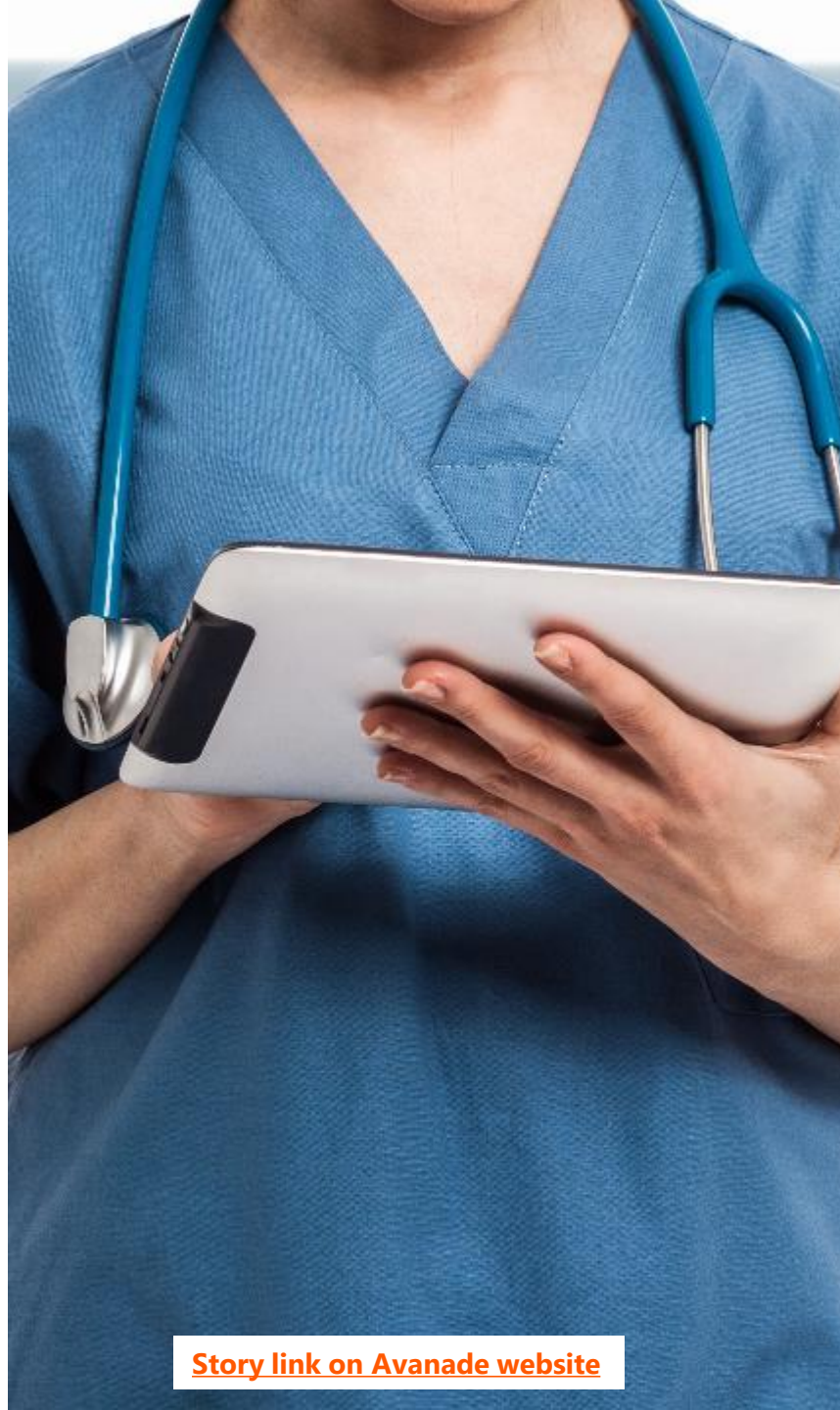


Ascension

# Ascension Wisconsin extends cancer case reviews to four times more patients

## Challenge

To help improve cancer care, Ascension Wisconsin runs a tumor board program where doctors and nurses from different specialties meet to collectively review and discuss cancer cases. Due to varying and demanding schedules, they could not always physically attend meetings to provide their input. They need a collaborative modern workplace where employees could participate in the process anytime, anywhere and on any device.



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## Solution

Avanade conducted design thinking workshops with Ascension Wisconsin to rapidly iterate prototypes of a virtual tumor board using Microsoft Teams and other Microsoft Office 365 tools. We then developed the solution and trained employees to easily access, share, comment and collaborate on case files. Reporting capabilities allow Ascension Wisconsin to better track patient diagnoses and treatments to comply with various regulatory and grant requirements. Search capabilities allow them to quickly find past cases with similar issues to learn from past treatments.

## Results

- More doctors and nurses now participate in the program, so treatment options for patients are based on a broad range of expertise.
- It helps to accelerate the time from diagnosis to treatment so Ascension Wisconsin can better track its cancer care process to inform strategies for improving patient outcomes.
- This valuable, multidisciplinary approach is now applied to four times the number of patients.





# Avanade employees speed up decision-making with real-time access to analytics

## Challenge

Avanade is a leading digital innovator operating in multiple geographies and markets – each with their own processes, measures, tools and systems. The organizational data was split between various source systems and did not mimic the flow of real operational business processes. Employees struggled to access the right data to help them do their jobs. By relying on embedded data and analytics, Avanade wanted to break down its data silos and create a single source of truth so that employees could understand, trust and access data insights to improve the speed and accuracy of their decision-making.



[Story link on Avanade website](#)

## Solution

Avanade's ITS team brought data from disparate sources onto the Avanade Enterprise Analytics Platform, leveraging Microsoft Azure PaaS technologies. The solution - Unified Insights Framework, is a network of Power BI analytics and insights apps where users can easily find what they need and ask questions to determine causes and predictive outlooks so they can make better business decisions.

## Results

Avanade eliminated its reliance on static spreadsheets and PowerPoint decks. Key insights are now presented to users in real-time from anywhere, anytime and on any device.



# Coverys makes insights easy by adopting Enterprise Data Warehouse solution

## Challenge

Coverys is an innovative medical professional liability insurance and services provider that helps its policyholders and clients manage risk and improve outcomes. To support new product development and drive growth, it set out to gain a better understanding of its customers and market trends, and, at the same time, make it easier for individual employees to access crucial business insights.



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## Solution

Coverys decided to team with Avanade based on our deep experience in analytics and with the insurance industry to help it create an Enterprise Data Warehouse (EDW) that consolidates its disparate data sources, automates reporting and improves its analytics processes.

## Results

Using the full Microsoft Business Intelligence (BI) stack and modern analytics technologies, including Power BI and Analysis Services, we are helping the insurer transform its business to get more value from its data. Coverys now has the capabilities to capture and analyze information from all of its systems—claims, policy and billing—with more simplicity and speed and to run the operational reports it needs to make more informed business decisions.





# Emile Egger transforms operations with Microsoft Dynamics 365 for Finance and Operations

## Challenge

Emile Egger & Cie SA (Egger) is a family-owned business founded in 1947 by manufacturing pioneer Emile Egger in Cressier, Switzerland. Following the financial crisis of 2009, leadership realized it would require a system that offers visibility into its manufacturing and production costs and enables the company to optimize its supply chain and other business processes.



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## Solution

The scope of the project included implementation of Dynamics 365 for Finance and Operations, including procurement, production, project, sales, reporting, finance and warehousing. The system was implemented in phases with go-live dates in three regions – India, Switzerland and Germany.

## Results

Projected benefits include a 20 percent increase in productivity in the first six months, greater visibility, time and cost savings, and improved interoffice operations. Projected benefits for the customers of Emile Egger include accurate information on delivery dates, improved follow up on order status and optimized customer service.

# European insurer gains 360-degree customer view with Microsoft Dynamics

## Challenge

To become a customer centric organization, the client knew it needed to modernize its processes and platforms for collecting customer insights.

After years of growth, the client had created four distinct customer relationship management (CRM) platforms, powered by legacy Microsoft Dynamics solutions, each requiring its own management and maintenance. These data silos were causing challenges, such as duplicate entries and incomplete reporting. Sales and marketing teams were not able get a complete view of their customer needs.



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## Solution

We started with a user-focused, design thinking approach, to understand existing processes and the environment, and map out a strategy to migrate to the unified solution. We then moved up to 30 million records a day to the new central CRM platform. Once the legacy solutions were offline, Avanade implemented multiple custom modules, designed specifically for sales and marketing teams, such as campaign management.

## Results

- Modern sales and marketing – evolving the way sales and marketing work
- Digital workplace – providing a backbone to begin digitizing processes, speed up services and save costs
- Future in the cloud – this client is now exploring a move to Microsoft Power BI



# Global cleaning products vendor discovers 27% incremental product revenue opportunity with Microsoft Azure

## Challenge

Avanade is helping this company leverage the cloud and use predictive analytics to improve its customers' safety practices and identify corrective action.



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## Solution

A new machine learning model uses product purchase history to predict, with great accuracy, the outcome of health department audits.

Avanade creates a set of custom statistics that help the client's customers maintain compliance. The data is delivered via a set of dashboards through IoT devices, Salesforce portals or Power BI.

## Results

Artificial intelligence and cloud transformation allow this billion-dollar business to predict health inspections with 90% accuracy and discover a 27% incremental product revenue opportunity.





# Linde MH becomes more agile and efficient with new Power BI platform

## Challenge

Linde MH wanted a better understanding of its business operations, and built a BW (SAP Business Warehouse) data warehouse to manage and report on important metrics such as inventory, sales and financial data. However, it quickly discovered that this installation was inefficient, costly and didn't provide adequate insight. Business leaders were left without visibility into information as basic as how many orders were coming in each month, or how much inventory was on-hand.



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## Solution

Avanade helped the company build a roadmap to completely transform its analytics process by leveraging the cloud. In addition to detailed reporting and analysis capabilities using Microsoft SQL server and Power BI, the solution includes an executive dashboard component so that key stakeholders have quick and tailored visibility of important KPIs.

## Results

- The new platform has made reporting far more efficient and is expected to save Linde MH the cost of one full-time employee per department.
- Employees now have access to relevant information in near real-time through a self-serve, user-friendly interface that has dramatically reduced the IT service backlog.
- Linde MH leadership has much greater insight into their company, allowing them to act with increased agility based on the information they receive.



# Data and analytics as a key component to digital workplace transformation for Pacific Specialty

## Challenge

To support its goal of business growth through new customer acquisition, Pacific Specialty undertook an initiative to gain a better understanding of its customer base and policy trends. They recognized that the company's technology environment was dated and needed to be modernized and enhanced to create a better environment for growth.



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## Solution

Avanade began by hosting an envisioning session with the client to better understand Pacific Specialty's vision for employee empowerment and customer experience. After this, Avanade mapped the company's business processes and analytics capabilities. This mapping, connected to a cloud-based data and analytics solution in Microsoft Azure, provides a consolidated, seamless view of the internal customer and policy data which crosses departmental boundaries and provides a consistent baseline to the organization.

## Results

The data and analytics solution is opening the door for the company to achieve its growth goals. The solution allows operational and executive users to gain valuable insights into existing policyholder behavior and trends in order to improve performance ratios and inform new product development. Pacific Specialty is already realizing a number of benefits.

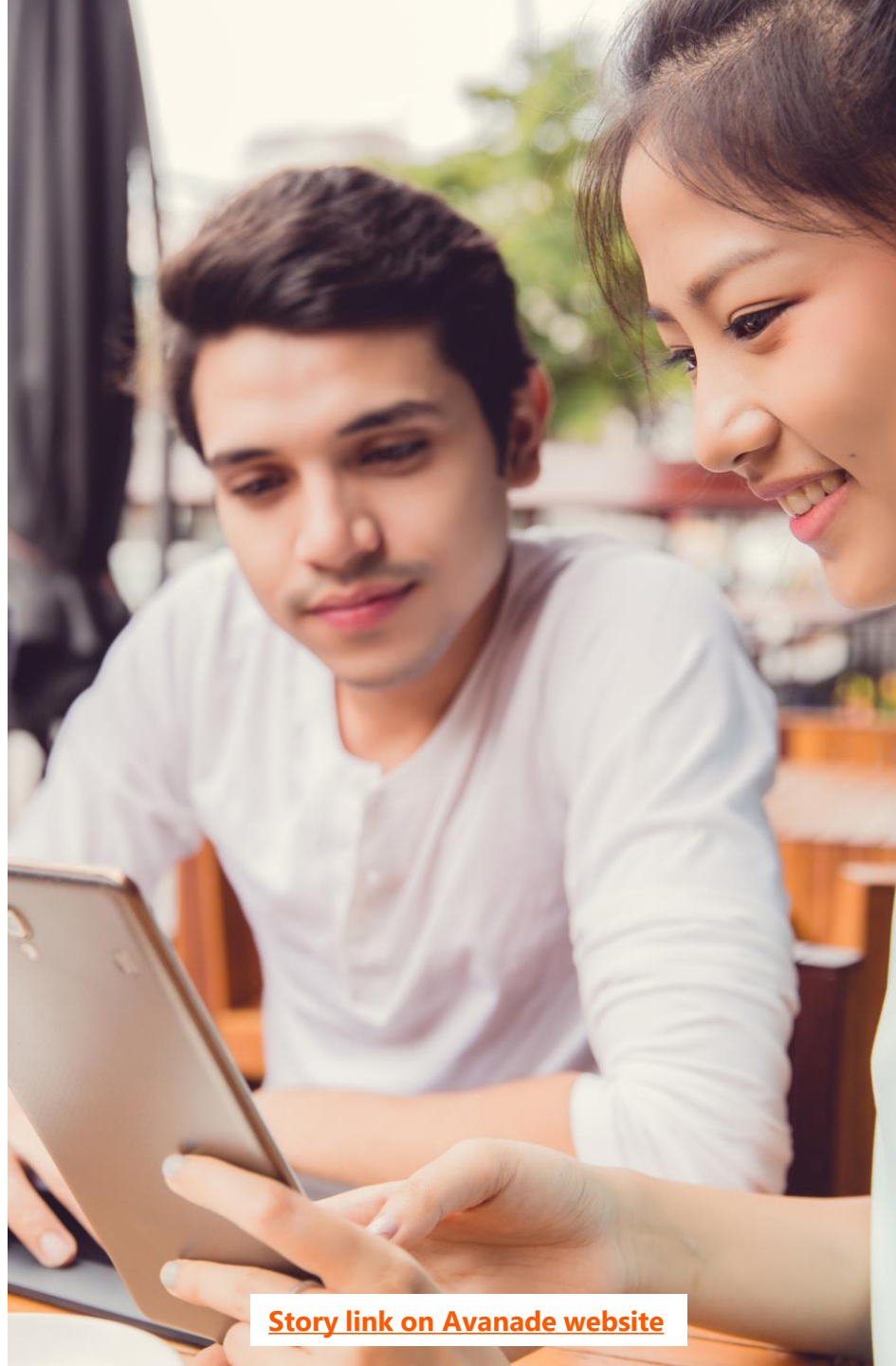


# Sisal's new cloud BI platform increases data visibility and streamlines operations

## Challenge

Sisal's market intelligence department identified the need for a cloud-based business intelligence (BI) platform for advanced data analytics. They needed:

- Integrated tools for improved data aggregation and visibility
- Self-service business intelligence portal for corporate management use in analysis and data-driven decision-making
- Automated reporting to reduce errors and allow strategic marketing personnel to spend their time on other business activities



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## Solution

Avanade worked closely with Sisal to build its new BI platform in the cloud with Microsoft Power BI, which uses an automated process to collect and integrate data from both internal and external sources. The platform allows management to independently access data and perform detailed pattern and "what if" analyses across multiple devices, including mobile, to identify market trends and adjust business activities, products and services accordingly. The tools are fully integrated with Microsoft Office 365 and secured in the cloud.

## Results

With Sisal's new Power BI platform, its marketing intelligence team has reduced the amount of time spent preparing reports from 10 days to one day and is now able to dedicate more time to its primary responsibilities. Additionally, management has access to business data as soon as it's available, allowing for real-time updates and analysis of business operations.





# Systembolaget improves productivity and cuts email costs by 50%

## Challenge

Systembolaget has 5,200 employees in 428 locations, serving 120 million customers per year. The company wanted to increase its mobility, customer focus and the time that employees spend with customers. It also sought to reduce the cost of its on-premises email environment.



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## Solution

Systembolaget turned to Avanade both for the TCO analysis of its Microsoft Office 365 adoption and for the guidance it needed for a successful Office 365 journey. The Office applications can be used on up to five devices — PCs, Macs, tablets and smartphones — so employees can be productive anywhere: the back office, the retail floor or while working from home. Beyond Office applications and email anywhere, on any device, employees now take advantage of Skype for Business web conferencing, Power BI business intelligence, Yammer social collaboration, personal files in the cloud with OneDrive for Business and collaboration on SharePoint Online sites.

## Results

Systembolaget has cut its email costs by 50%. Even more important, employees have more time — formerly spent tied to back office computers — to spend helping customers. The company envisions using Yammer to share information and is looking into Power BI to give store staff the information they need to follow up on KPIs. Increased collaboration on SharePoint Online sites will enable the workforce to become more mobile. With Avanade guiding its adoption of Office 365, Systembolaget has taken a major step toward a sustainable digital workplace.



# Willemen Groep gains business insights in real time, instead of weeks

## Challenge

Willemen Groep set off on a strategic initiative to unify its core financial processes onto the Microsoft Dynamics 365 for Finance and Operations enterprise resource planning (ERP) platform. A fragmented and aging ERP landscape was impacting operational performance, making it difficult to get a real-time, up-to-date picture of the group's financials. Straddling numerous systems also caused increased maintenance costs, sub-optimal employee engagement and a strain on IT resources — all key drivers behind the decision to modernize onto a single, cloud-hosted ERP platform.



[Story link on Avanade website](#)

## Solution

We developed a solution specific to Willemen Groep's industry, using our Avanade Intelligent Enterprise Solutions (AIES). AIES solutions are designed to help clients rapidly deploy leading business practices enabled by innovative technologies. We also used agile methods to shorten feedback cycles, bringing velocity and quality to the delivery cycle.

## Results

- Business process innovation: decision makers can access financial insights in real time. Financial users across various regions are working from the same financial backbone and can get reports within a few clicks. This innovation has resulted in increased agility, simplification and productivity.
- Business insights to help Willemen Groep predict and lead: The D365 implementation is part of a larger strategy, including migration to a more digitally dynamic workforce. The new ERP solution is also making new mergers and acquisitions more seamless.





# Thank You