Transform Automotive with the Microsoft Dynamics 365 Automotive Accelerator

Smith Codio and John Reed
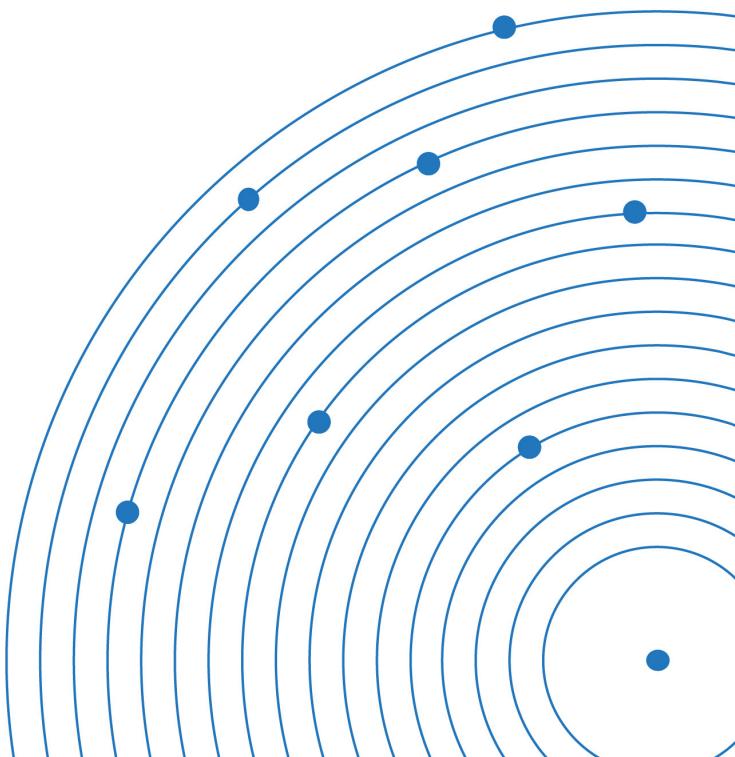
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Microsoft

Contents

Data is driving digital transformation in the automotive industry. As advanced technologies continue to evolve, increasing customer expectations are pushing organizations to differentiate themselves through new types of business models. Consumers are becoming more autonomous and less loyal as they gain access to the information necessary to make comparative purchases. In response, vehicle manufacturers and dealers are developing new services to hold onto their customers. Increased data capabilities are key to these changes—data is central to consumers' empowered role in the industry, and data will be responsible for enabling seamless and personalized services, products, and experiences. By 2030, data from connected vehicles will represent a value pool of $750 billion by increasing safety and reducing overall costs[1], and up to 30% of additional revenue in the automotive industry will be generated by on-demand, data-driven mobility services.[2] Data is quickly becoming the new currency in businesses across industries and will be pivotal to delivering customer satisfaction and building brand loyalty.

However, digital transformation brings unique challenges for the automotive industry. The digital transformation journey may begin with data, but many companies are struggling to cope with the sheer volume of data now available to them. Data is often fragmented across disconnected systems and organizations, making it difficult to analyze for deep customer insights. On top of that, transactional data from one source may be formatted differently than behavioral data from another. Within a single organization, integrating this disparate data—from digital marketing, contact center, loyalty, mobility, shopping, service, and lifetime engagement—requires a huge standardization effort that further delays actionable customer insights.

Of course, the automotive industry spans a plethora of global businesses, all of which manage a wide array of evolving data types. To date, there is no publicly available standard data schema and integration standards that address the concerns of all industry players—from OEM's, mobility providers, and dealer groups, to importers and customers. Even if an individual organization does undergo a digital transformation, they are still waylaid by other organizations whose legacy systems slow down innovation, limit data transparency, and minimize interoperability.

To facilitate digital transformation, Microsoft is introducing the [Automotive Accelerator](#). The accelerator is designed to provide a consistent, centralized data service

that automotive organizations can use to deliver differentiated customer experiences. Leveraging the Automotive Common Data Model, organizations can overcome data adoption challenges and build from standardized, sample applications to realize the true benefits of digital transformation. Microsoft, in partnership with automotive industry leaders, is empowering innovation with the free, open-source accelerator program.
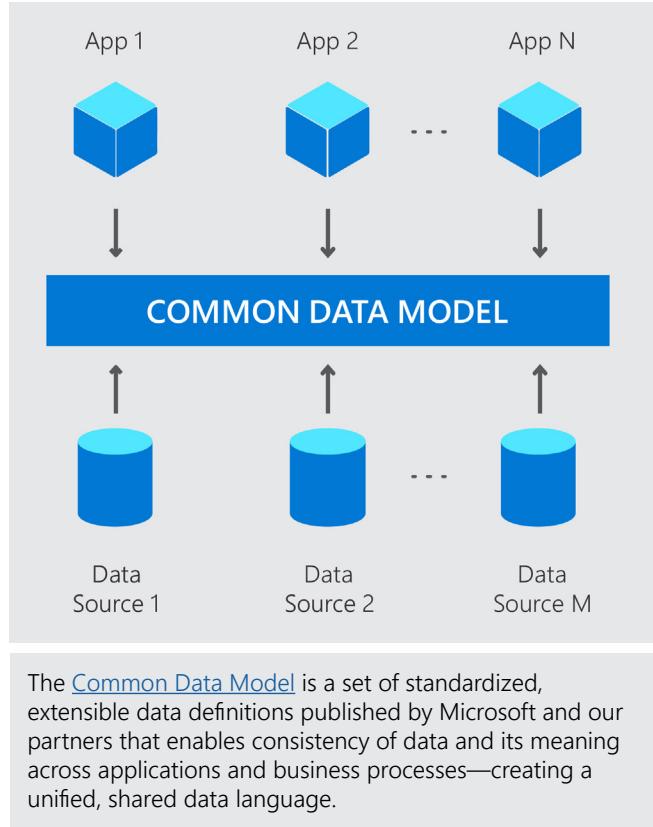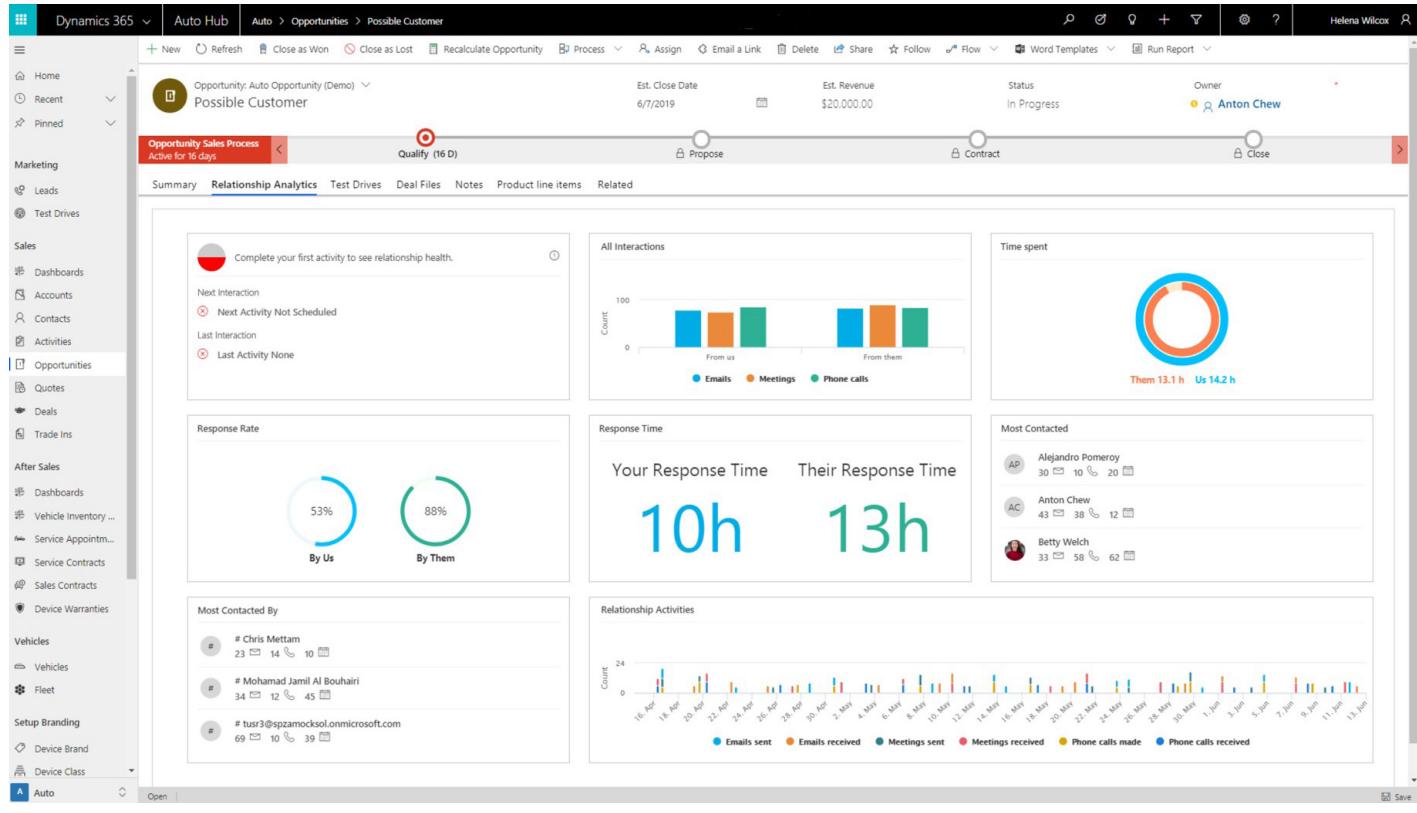
Industry Accelerators empower innovation

Realizing the full benefits of digital transformation—unlocking insights, driving transformative efficiency, and creating powerful, data-driven applications—requires a modernized data infrastructure that breaks down silos and adapts to ever-growing data needs. Across industries, including healthcare, nonprofit, education, and banking, Microsoft is developing Accelerators that speed up app development and shorten time to value by empowering partners and customers to quickly build and deploy vertical solutions. Each Industry Accelerator is built in collaboration with a wide range of customers, partners, and industry experts to develop a unified, common data language for each vertical. And to democratize digital transformation, each accelerator is free on AppSource and open-source on GitHub.

Accelerators can transform industries, giving customers across the board the opportunity to quickly and easily tailor and integrate industry solutions to their needs. Although the accelerator program is relatively new, it has had an immediate impact and received an enthusiastic reception from partners and customers.

For all users, the accelerators provide extensions to Microsoft's Common Data Model (CDM) that support logical, consistent data definitions for industry-specific concepts. This enables a nonproprietary method of building, connecting, and deploying solutions with the potential to increase collaboration and accelerate productivity within and between organizations. The Industry Accelerator program enables partners and customers to create solutions that are interoperable, integrating seamlessly with each other and the entire Microsoft stack—from advanced artificial intelligence (AI), machine learning (ML), and analytics capabilities to modern, intelligent business applications.

For partners, Industry Accelerators represent a new opportunity to build and deliver solutions supported by industry standards on the Microsoft platform. Both Solution Integrators (SIs) and Independent Software

The Common Data Model is a set of standardized, extensible data definitions published by Microsoft and our partners that enables consistency of data and its meaning across applications and business processes—creating a unified, shared data language.

This graphic shows a user's view of tracking 'Opportunities' within auto sales. This easy to use dashboard is available through the Automotive Accelerator.

Vendors (ISVs) are already partnering with Microsoft to improve industry data models and simplify solution development, and as partners continue to quickly build solutions through the accelerators, interoperability will grow along with the pace of innovation.

Accelerators provide ISVs with the tooling to rapidly build vertical, industry-focused apps and solutions across the Microsoft ecosystem while enabling SIs to help scale and support those efforts. Joining the broader Microsoft ecosystem gives partners more opportunities to collaborate and streamline app development. Partners can reference standard libraries and templates in the accelerator for common integration patterns, share designs, and collaborate with other partners, increasing monetization opportunities while reducing costs and development time.
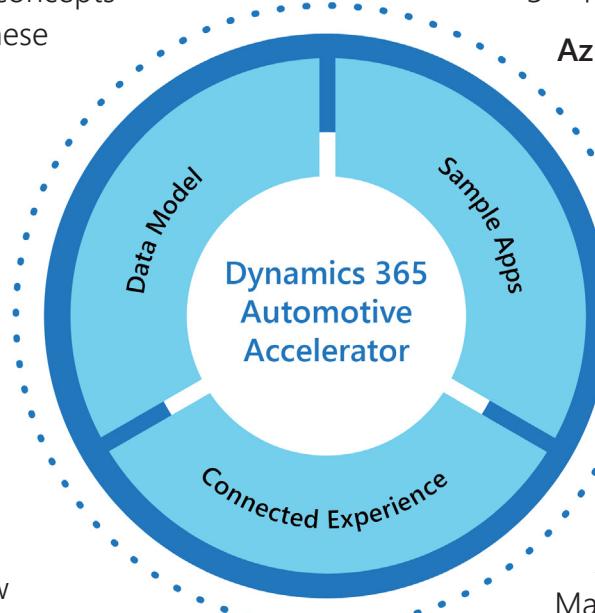
For customers, industry accelerators help provide a unified view of their data across sources, enabling new insights and more personalized customer engagements. Each accelerator includes powerful connected experiences that are designed to support common, existing business needs. Plus, Industry Accelerators simplify efforts to procure partner solutions or build custom applications, utilizing a unified data layer that saves customers the time and resources they would have spent creating their own proprietary data layer or attempting to integrate disparate systems and solutions. Furthermore, a shared data layer across the industry increases industry solution availability and seamless interoperability, while accelerating innovation and deployment.

Industry Accelerator components

Microsoft Industry Accelerators contain components that will help standardize and accelerate application development within a given industry. To streamline development, all accelerators combine detailed guidance and documentation with standardized core technology: an industry-specific data model, sample apps, and connected experiences.

The industry-specific data model acts as the accelerator's backbone, extending to existing CDM standardizations and creating new entities for business concepts and social interactions. These new entities unify data across apps and business processes, making it easy to interoperate between solutions. Sample apps are point solutions that include new or updated legacy forms and views, dashboards, applications, and more. Customers can use sample apps to learn and understand how the accelerators work before applying that knowledge to build their own industry applications. Lastly, connected experiences show users what is possible with the Industry Accelerators. These connected experiences are paired with extensive documentation to help navigate the included connected experiences, all of which can be found on the Industry Accelerators GitHub.

Power BI and Analytics: Each accelerator includes PowerBI dashboards, reports, and template apps that drive insights and reduce data complexity. Users can leverage these tools to integrate data from multiple sources, apply data modeling and visualization,

then process it using cognitive services and machine learning to develop valuable insights. Industry accelerators deliver powerful analytic scenarios, including: persona based analytic applications, embedded scenarios with PowerApps and other Dynamics 365 platforms, hybrid and cross-over applications leveraging Power BI dashboards, and industry-specific Artificial Intelligence (AI) and Machine Learning (ML) driven visualization and application samples. Plus, Power BI template apps assist partners and customers to build custom, out-of-the-box Power BI apps with little to no coding experience.

Azure Data Lake with Artificial Intelligence, Machine Learning, and Bot Framework: Industry Accelerators use the same semantic consistency from the CDM to store data in Azure Data Lake, simplifying metadata discovery and analytics across data producers and data consumers such as Power BI, Azure Data Factory, Azure Databricks, and Azure Machine Learning Service. This interoperability empowers users to focus on augmenting analytics with Artificial Intelligence (AI) and Machine Learning (ML) applications outside of the Power Platform. Industry Accelerators include sample ML/AI models on GitHub that contribute to a guided experience and faster development times.

Finally, every Industry Accelerator comes with an easy-to-use, guided Test Drive on AppSource. Test Drives enable users to immediately experience and see what accelerators can do, in a preconfigured environment with no need to set up or use a Dynamics 365 or Azure subscription.

Dynamics 365 Automotive Accelerator — Data Model, Sample Apps, Connected Experience

The industry accelerators empower partners and customers to quickly and easily build powerful solutions, leveraging industry-specific data schema that seamlessly integrate with the entirety of the Microsoft stack—including Dynamics 365, Office 365, and Azure. Plus, the industry data models are open, flexible, and work with other platforms through simple JSON exporting. Each accelerator provides users with a powerful starting point that covers common industry scenarios, and each is continuously being extended to new scenarios and use cases by partners and customers. By enabling a shared data layer across industries, Microsoft is empowering every organization to unleash the power of their data and create innovative, accessible, open solutions.

The Automotive Accelerator is already delivering tremendous value to the automotive industry

The automotive industry accelerators deliver value to the industry by standardizing data frameworks and enabling interoperability, leading to more collaboration and openness to drive processes forward. The automotive industry accelerator benefits partners, ISV's, and customers, creating an open initiative that delivers insights and value across the automotive industry.

Partners must modernize their disparate data estates to better serve their customer. Adopting the automotive industry accelerator's common data platform eliminates the need for

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CDM SCHEMA

CORE

| Account |
| Activity |
| Contact |
| Currency |
| Email |
| Goal |
| Letter |
| Note |
| Owner |
| Organization |
| Position |
| Task |
| ... |

CRM

| Account |
| Appointment |
| Campaign |
| Contact |
| Lead |
| Marketing List |
| Phone Call |
| Social Activity |
| ... |

SALES

| Competitor |
| Discount |
| Invoice |
| Opportunity |
| Order |
| Order Product |
| Quote |
| ... |

SERVICE

| Case |
| Contract |
| Entitlement |
| Resource |
| Service |
| Scheduling Group |
| Task |
| ... |

SOLUTIONS

MARKETING

| Account |
| Contact |
| Event |
| Marketing Email |
| Marketing Page |
| ... |

Automotive

Deals	Sales Contracts	Specifications	Fleet	Warranties
Inspection	Test Drives	Branding	Business	Customer-vehicle Relationship
Vehicle and Equipment	Leads	Service	After sales Management	...

ACCOUNT

Description: Business that represents a customer or potential customer.

ATTRIBUTES:
- accountNumber
- accountRatingCode
- createdOn
- creditLimit
- openDeals
- openRevenue
- territoryid
- hotelGroup
- ...

The Automotive Data Model extends the Common Data Model for deals, sales Contracts, fleets, warranties, inspections, test drives, and more – enabling insight and integration across automotive.

proprietary data layers, enabling businesses to increase time-to-value by investing more in other stages of their digital transformation process. The automotive industry accelerator also enables ISV's to share designs and collaborate with other partners, helping them deliver an innovative solution set that adds customer value efficiency.

The automotive accelerator empowers automotive organizations to meet and exceed their customers' expectations by personalizing and customizing the customer experience. Additionally, the ability to leverage multiple accelerators in one tenant enables OEM's and dealers to be more proactive with how they deliver solutions to customers.

Rapidly build solutions with the Automotive Accelerator

As digital transformation reshapes the automotive industry, businesses must find new ways to address expanding customer needs, seamlessly integrate emerging channels, and stay in alignment with ever-changing regulations. The Automotive Accelerator streamlines digital transformation and empowers organizations to become a leader in automotive innovation.

The Automotive Accelerator enables organizations to gain a holistic view of their data environment. By building on the Automotive CDM, businesses can merge data surrounding deals, sales contracts, specifications, fleet, warranties, inspections, test drives, branding, customer-vehicle relationship, vehicle and equipment, lead, service and after-sales management, and more. To ensure the Automotive CDM reflects

common automotive scenarios, Microsoft worked with thought leaders across the industry throughout its development. Through this partnership, Microsoft has developed a CDM that incorporates learnings from data model challenges of the past while adhering to standards bodies. The accelerator lowers the barrier of entry for vehicle OEMs, mobility providers, dealer groups, and importers, and introduces standards that enable a richer customer experience.

The Automotive Accelerator is the first of its kind—providing a model that reflects industry best-practices, insight, and integration across existing vehicle retail networks while incorporating emerging mobility businesses. The accelerator works for the benefit of the entire industry, empowering businesses to easily leverage the power of partner solutions and the Microsoft technology stack—Azure, Office 365, the Power Platform, Dynamics 365, Power BI, the Microsoft Connected Vehicle Platform (MCVP), Virtual Assistance, and more—to deliver omnichannel customer experiences and streamline back office operations.

Microsoft's Automotive Data Model

The automotive common data model maps incoming data from business apps and processes to the standard CDM entities, as well as new, automotive specific entities. Some of these categories include: vehicles, customers, sales, and service. An entity like "service" includes data on service order management, warranties, inspections, service contracts, scheduled service, and more. All the automotive entities are connected through logical, consistent relationships The graphic below models a scenario of the key entity relationships for sales and marketing for a customer scheduled to test drive a vehicle. This scenario outlines a typical sales cycle that is built around leads.

1. **Must have automatic transmission**
   Lead: Lilly Conner (Sample)
   Last Specification Type: Transmission
   Comment: Automatic
   Priority: Must have

2. **Would be nice to have leather trim**
   Lead: Lilly Conner (Sample)
   Last Specification Type: Trim
   Comment: Leather
   Priority: Desired

1. **Lilly Conner (Sample)**
   First Name: Lily
   Last Name: Conner (Sample)
   Business Operation: Contoso Seattle
   University
   Requested On: 2/23/2019
   Responded Before: 2/25/2019

1. **Test Drive Booked**
   Lead: Lilly Conner (Sample)
   Lead Disposition Activity: Test Drive
   Booked
   Date Time: 2/24/2019

Lead
Device
Specification

Interested in

Lead

Tracked by

Lead
Disposition

May do

Lead
Device

Test Drive

Lead
Disposition
Activity

Driven using

1. **2018 Contoso X3 xDrive301**
   State: Used
   Device Type: Vehicle
   Device Brand: Contoso
   Device Class: Contoso X3
   Device Model: Contoso X3 xDrive301
   Device Generation: G01
   Device: 2018ContosoX3x-Drive301
   Device Year: 2018
   Device Style: SUV
   Price: $46,995
   Lead Price Type: Asking

1. **Maria Campbell (Sample) - 2018 Contoso X3 xDrive301**
   Lead: Lilly Conner (Sample)
   Device: 2018ContosoX3xDrive301
   Device Brand: Contoso
   Device Class: Contoso X3
   Device Model: Contoso X3 xDrive301
   Device Generation: G01
   Device Style: SUV
   Business: Contoso Seattle
   Business Facility: Contoso Seattle University
   Business Operation: Contoso Seattle University
   -Certified Pre Owned Sales
   Scheduled Start: 2/27/2019 4:00 PM
   Scheduled End: 2/27/2019 5:00 PM
   Scheduled Duration: 1 hour
   Status Reason: Confirmed

1. **Test Drive Booked**

Test Drive

1. **2019 Contoso X3 xDrive301**

The graphic above demonstrates the scenario of developing a Lead and the process of tracking and managing the customer's interest in purchasing the vehicle.

A customer who expresses interest in a vehicle, labeled as a "Lead" entity, originates from the base CDM. In this graphic, the 'lead' is a customer who is interested in test driving a vehicle. The service center has customer information that specifies the customer's interests, which narrows the data into 'lead device specification.' Aside from interests, the automotive model can also track the 'disposition' through customer appointments made.

Sample Solutions and Tools

In addition to the automotive data model, Microsoft offers sample apps and tools as part of the accelerator to enable partners and customers to install solutions in any environment, including Dynamics 365, Microsoft Power Platform, and Azure Data Lake Storage. And these apps and tools can be used across devices, with PowerApps enabling users to easily publish apps to Windows 10, iOS, Android, and the web, while embedded visualization tools built on the data model can be leveraged in Dynamics 365 and Power BI. With the accelerator on a ready-made platform and data model, automotive companies can build apps in a matter of minutes.

Part of these sample solutions and tools are the pre-built, example dashboards and reports the Automotive Accelerator provides to deliver better insights into customers and the business. There are a variety of dashboards included with the accelerator that provide different slices into data. These dashboards enable more useful insights and transform how various automotive employees go about their day-to-day activities.

Additionally, sample apps extend Dynamics 365 and Microsoft Power Platform to demonstrate some of the possibilities of a

unified data layer, while sample workflows span common automotive scenarios. The Automotive Accelerator includes some sample applications that highlight the integration of Power Platform, the Microsoft Connected Vehicle Platform (MCVP), Office 365, and Azure. For example, one of these applications enables proactive maintenance of the vehicle from data insights. By being able to foresee when a vehicle needs maintenance, an automotive employee—or even the connected vehicle itself—can contact the customer and recommend service.

Business Analytic Dashboards: is built off Dynamics 365 and allows the user to review existing inventory. When a customer enters a dealership and expresses interest in a vehicle, they are labeled as a "Lead" and then that information is sent to the system. This dashboard allows the user to review leads (external data about a potential customer) that enters via portals, OEM's and other sources. The user can assign sales representatives so that they can walk the Lead through the sales process and then create and manage test drives. Test drives that are scheduled for the day can also be reviewed on the Dealership Dashboard. These dashboards track simple KPI's that are related to the sales process. The targeted dashboards include the number of Leads received over time, the number of Leads that turn into Opportunities (both in counts and percentages), the number of Opportunities that turn into Deals (both in counts and percentages), the number of Deals that turn into Purchases (both in counts and percentages) as well as the average time required to go from a Lead to a Purchase.

Sales App Sample: The accelerator empowers automotive companies to more easily transform transactional and behavioral omni-channel data into a data estate that enables

customer experience management for both sales and service. Within the sales apps that are available through the automotive industry accelerator, users are now able to schedule services and campaigns, track inspections and warranty issues, and experience better service order management overall. For the sales person, dashboards, lead handling, and the entire sale process from start to finish can be easily managed through powerful data visualizations in Dynamics 365. The sales manager can review overall sales, manage leads, view appointments, and review overall performance of the showroom through the Sales Manager Dashboard and Showroom Analysis Dashboard. Not only do these applications assist sales managers, Dynamics 365 Sales Insights can also work with the automotive accelerator to promote better customer service, empower field sellers, and increase sales. This application works out of the box and offers powerful AI insights for automotive sellers and dealers to gain more insight into the customer, make connections, and promote personalized engagement. This ease of use helps streamline the sales process and enables sales users to gain a high-level overview of the industry, all while maintaining a high level omni-customer journey.

Service App Sample: The sample service apps are easy to integrate with the automotive common data model, empowering streamlined service experiences for customers. These apps are intended to benefit customers by eliminating time-consuming steps to maintain their vehicle. For example, the Auto Accelerator Scheduler app allows appointments to be managed from within the business while the Auto Accelerator End User app allows customers to manage their appointments through their mobile device. With this app, customers are able to receive instant notifications for when service
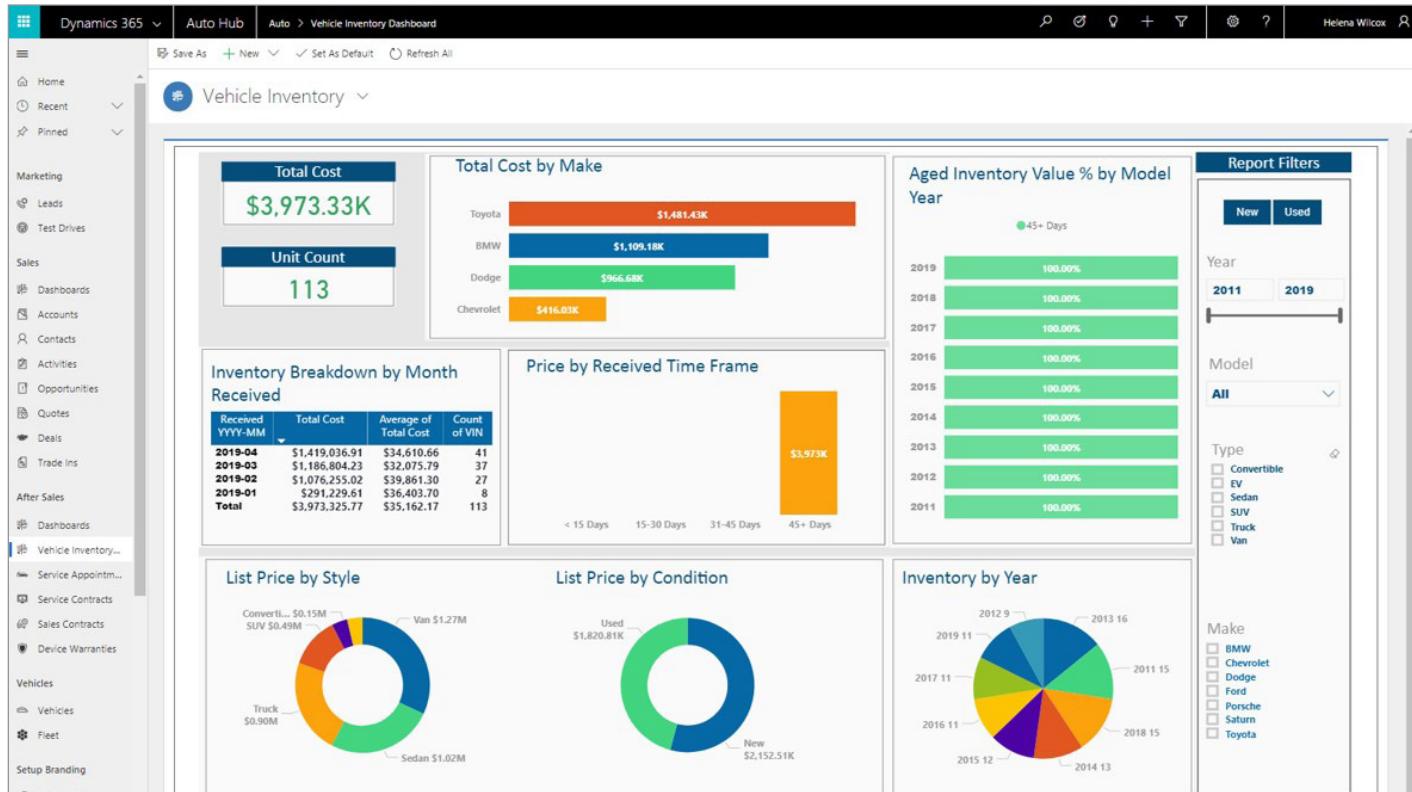
is recommended and book an appointment on their mobile device. The Automotive Accelerator makes it easy for customers to experience this simplicity and convenience.

Enable New Connected Experiences with the Automotive Accelerator

Connecting data creates new possibilities for the automotive industry to better meet customer needs. As customers expect more personalization throughout every commercial interaction and mobility service, the automotive industry needs deeper insight into the customer. By focusing on an omnichannel customer experience, improved data sharing, and mobility services, automotive retailers can provide a tailored, differentiated experience for customers. With the Automotive Accelerator, partners and customers can leverage a consistent, uniform data structure that enables new insights, new applications for Artificial Intelligence and IoT, and new capabilities across automotive companies.

Sales Connected Scenario

In order to improve the omnichannel automotive customer journey, businesses must leverage data from the entire end-to-end vehicle shopping process. With the Automotive Accelerator, enabling a cohesive, differentiated customer experience is much easier. For example, when a customer is interested in purchasing a new car, they may research different offerings before visiting the dealership to test drive a vehicle. This is the beginning of the customer journey, before they even enter the dealership. By being able to track customer preferences at the dealership, dealers can streamline the buying process and enable sales managers to efficiently and effectively personalize the customer's automotive experience. Tracking the "Lead" in the system can help tailor

This dashboard displays a user's view of vehicle inventory. This intuitive data visualization is available through the Automotive Accelerator.

the buying experience and create specific deals, features, warranty plans, and offers unique to each individual customer. Once the vehicle has been chosen and purchased, the powerful customer experience continues throughout the vehicle's entire lifecycle, with proactive maintenance through service alerts and other personalized notifications that are sent directly to the customer's phone, eliminating the hassle of vehicle maintenance. Customers remain engaged and empowered with access to insightful information about the status of their vehicle through a single app: scheduling services, receiving maintenance reminders, keeping track of vehicle costs, and being able to view vehicle statistics. This also provides sales managers with a quick, unified, 360-degree view of the customer to provide a seamless customer experience.

Service Connected Scenario

With the Automotive Accelerator, automotive companies can deliver a new level of service. Leveraging analytics on data from an internal IoT device on a vehicle, automotive firms can regularly and proactively check if maintenance is required, and even enable predictive maintenance to ensure small issues are fixed before they become more serious. Plus, the vehicle can even contact the dealership, saving the customer time. For example, a smart, connected car can run an automated workflow to check if it needs service. If it does, the vehicle itself can send an automatically generated email to the dealership to obtain a list of available service appointment times, then present those options to the customer via an automatically generated email. A service appointment is then created that triggers a VIN lookup to obtain more vehicle details. This proactive

process that is customized to each individual vehicle's needs dramatically enhances customer engagement and satisfaction. By eliminating the hassle of having to call the dealership, inquire about service, and schedule an appointment, customers save time and enjoy a personalized, innovative service experience.

Partners are leveraging the Automotive Accelerator to develop transformative solutions

Many ISVs and SIs are already using and building on top of the Automotive Accelerator to develop specialized solutions across the industry. SI's are taking

advantage of dramatically increased time to value for their customers and faster, easier integration and deployment. ISV's, including Oxlo and Annata, are using the automotive data model to build innovative, powerful new solutions that offer clients more sales and service functionality. The Automotive Accelerator and data model lay the foundation for a wealth of possibilities, from analytics and AI to customer experience management. Instead of each automotive company investing their own time and resources into a proprietary data layer, the Automotive common data model leverages the expertise from leaders in the industry—from SI's such as KPMG and EY, and ISV's such as Loyalty logistics, Incadea, Hitachi and Sikich—to unify data in a consistent, logical model.

This screenshot shows a car seller's view of a lead with predictive lead scoring. This powerful dashboard is available through the Automotive Accelerator.

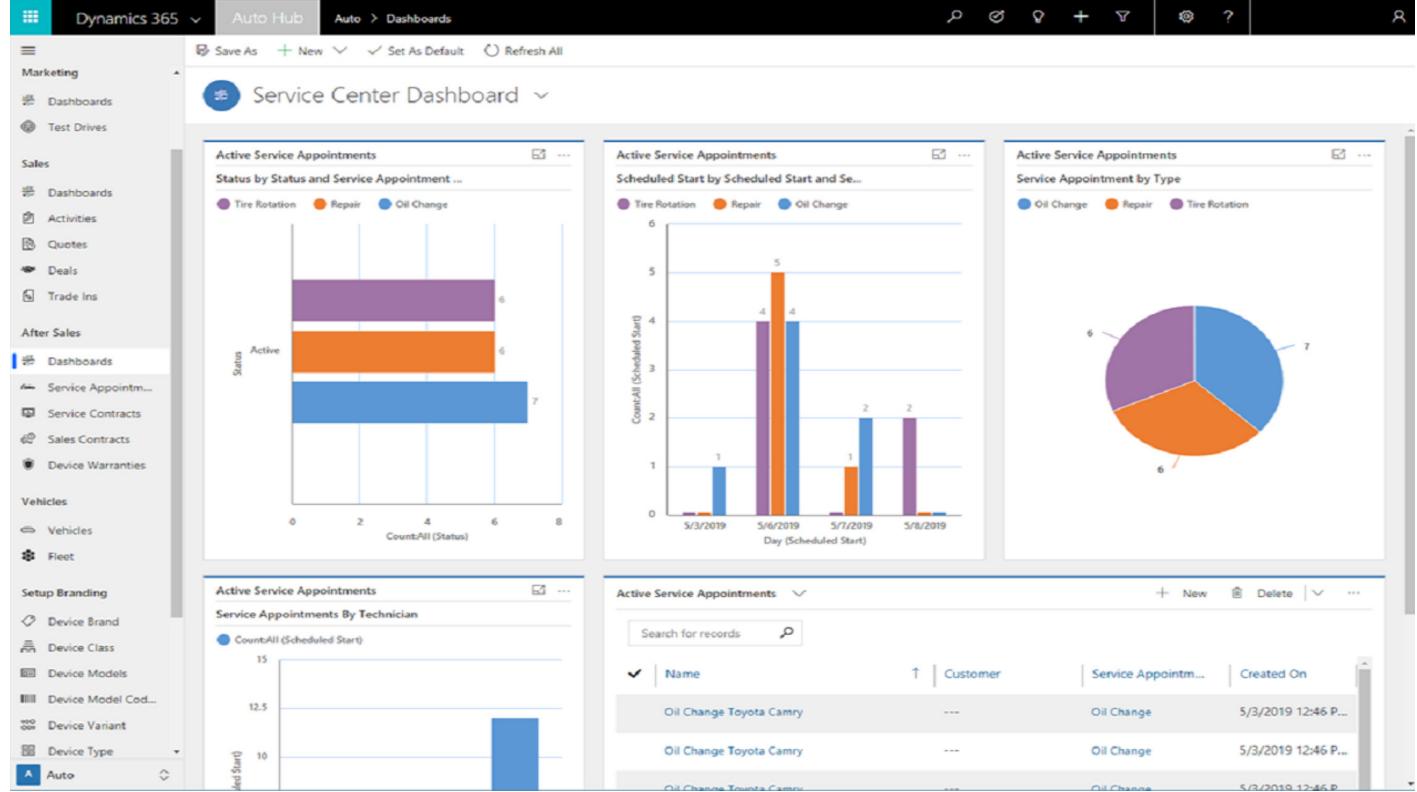# Oxlo is driving innovation in automotive

Oxlo has decades of experience in the automotive retail sector and continues to develop insightful solutions that drive innovation in the global automotive marketplace. A Microsoft Certified Partner, Oxlo has cultivated a top-tier customer base that includes some of the world's largest automotive manufacturers, dealer groups and dealer software providers. And as one of Microsoft's founding partners with the Automotive Accelerator, Oxlo is working to bring agility, openness and universal standards to the entire industry through a common data model. Oxlo helps companies connect,

analyze and manage data, empowering automotive retailers to innovate, tap powerful business intelligence, grow revenue, improve the customer experience, aggregate data, and ensure seamless integration across the enterprise.

Oxlo IntegrateOnce and GroupManager solutions

Oxlo offers two main solutions that are built off the automotive accelerator: IntegrateOnce® and GroupManager®. Both solutions leverage the common data model to store common data from multiple areas that enable enterprise business management and business analytics for automotive companies.

IntegrateOnce empowers OEMs and dealers to eliminate the time-consuming and difficult tasks of internally building, maintaining, and monitoring expensive system infrastructure.

The Service Center Dashboard provides a user-friendly view of active service appointments and is available through the Automotive Accelerator.

With the solution, automotive companies can simplify with a cloud-based SaaS service, employ a secure, reliable, scalable solution across multiple locations, speed development times with a pre-built, open platform, save on maintenance, personnel, updates and onboarding, and retain ownership of all of their data.

Oxlo IntegrateOnce provides the most cost-effective solution for streamlining integration and connecting disparate systems. IntegrateOnce validates third-party tools and seamlessly collects, shares and manages data across the enterprise. Patented Oxlo Self Service Integration™ reduces the time to develop and certify integrations between disparate computer systems by up to 70%. With the solution, automotive firms enjoy a faster time to market, reduced complexity, lower costs, and immediate connections to all of their network entities. One leading Asian manufacturer relied on Oxlo solutions to open 20+ integrations to multiple DSPs across 300 dealerships throughout Canada in record time.

Oxlo GroupManager leverages data across the enterprise to drive robust business analytics in the areas of service, deals, customer experience, vehicles, parts, and accounting. GroupManager utilizes visualization dashboards inherent to the Microsoft Cloud and is built on the proven Microsoft Dynamics 365 and Microsoft PowerBI Platforms with business intelligence dashboards. GroupManager aggregates, shares, manages, and analyzes large, complex, and ever-changing pools of data across the enterprise.

Oxlo's solutions are helping automotive companies integrate their systems to enable better customer care, speed time to market, and lower development costs—while enabling digital transformation that empowers firms to more effectively leverage their data to enhance decision making and customer loyalty.

"The Automotive Accelerator provides an incredible opportunity to have an open platform for anyone to build innovative automotive applications, helping the industry move beyond legacy systems with siloed data."

Richard Ward
VP Global Partners,
Oxlo

Annata is enabling digital transformation in automotive

Annata is a top-tier GISV (Global Independent Software Vendor) with 20 years' experience and focus on delivering end-to-end information technology solutions for the Automotive and Equipment industries. Annata relies on Microsoft technologies and innovation to accelerate the development of the Annata 365 vertical business solutions on top of the Microsoft Dynamics 365 business application platform.

Annata 365 solutions integrate and leverage standard features of Microsoft Dynamics 365 while also providing additional, extensive
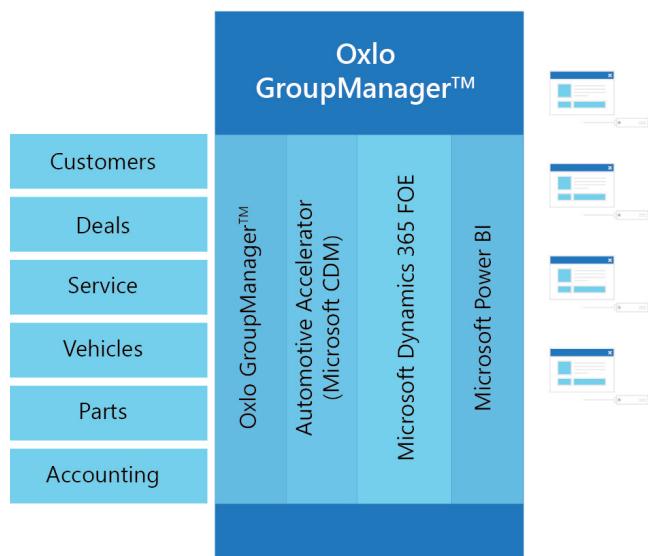
features to support end-to-end processes for import, distribution, retail, fleet, service, and customer engagement. By adopting the Common Data Model for Automotive as part of their solutions, Annata not only allows organizations to streamline their IT environments, but also opens new possibilities for sharing automotive data across interconnected solutions and technologies as well as across organizations in the automotive value chain. In an industry where innovation and digital transformation is hindered by siloed data and disparate, legacy systems, this is an important enabler to help drive businesses forward.
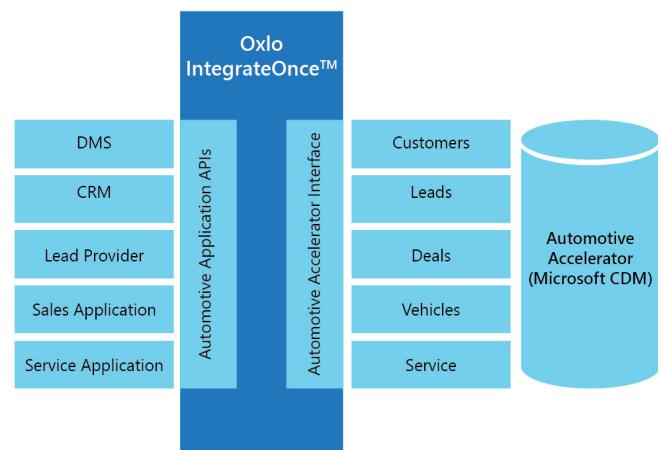
Annata 365 solutions

Annata offers several solutions designed to cover the high-value device lifecycle and value chain while maintaining a customer-centric approach. With Annata 365 for Finance and

Operations®, Annata provides a solution built on Microsoft Dynamics 365 for Finance and Operations for the tracking of device lifecycles and back-end processes for manufacturing, assembly, import, distribution and dealer management. With focus on customer facing processes and customer journeys, Annata 365 for Sales®, Annata 365 for Rental®, Annata 365 for Customer Service® and Annata 365 for Field Service® provide an industry-specific, customer-centric approach with solutions that extend the capabilities of Microsoft Dynamics 365 for Customer Engagement.

Historically, Dealer Management Systems (DMS) have been difficult to integrate with other applications and technologies, which has greatly reduced the ability of automotive organizations to connect business processes across multiple touchpoints and drive value from data residing in those systems. All Annata 365 solutions are aligned with or natively built on the Common Data Model for Automotive which immediately allows businesses to unlock this data via rich connection capabilities in a familiar, shared schema.

The GroupManager platform provides dashboards for leveraging data and driving business analytics about customers, vehicles, deals, service, and more. This platform combines the Automotive Accelerator, Dynamics 365, IntegrateOnce and Microsoft Power BI to provide a management solution for improving customer experience.

Oxlo IntegrateOnce solution enables the connection of off-the-shelf dealer systems, empowering easy interoperability and seamless integration.

Annata's solution stack can either be implemented as a whole or on a per-solution or per-module basis to complement existing systems where needed. With further built-in capabilities to connect IoT devices, use Machine Learning, and connect to a broad set of Azure Services, Annata's solutions present a modern, future-proof, cloud-based business application for the automotive industry.

By providing extensive end-to-end process coverage, Annata's solutions can help streamline IT infrastructures in automotive organizations by reducing the number of disparate systems needed and provide a modern, cloud-based platform for future growth and business models. With the changes happening in the automotive industry and the importance of new types of data driving decisions and engagements, Annata is also confident that building on a shared data model brings increased value and opportunities to its customers.

"By partnering with Microsoft and sharing our industry insights and experience to establish the Common Data Model for Automotive we believe we serve our customers even better by driving more business value, synergy, and insights across their solutions, helping them modernize, optimize, automate, and digitally transform their business across the value chain on Microsoft Dynamics 365 and the Power Platform."

Jóhann Jónsson
CEO,
Annata

Annata empowers Manufacturers, Importers/Wholesalers, Dealers, Rental and Fleet businesses to maximize their market value and excel in customer service and sales with a world class management solution. Annata helps companies track their vehicles/machinery with a 360-degree overview, including CRM, following the full lifecycle of the vehicle/machinery from "cradle to grave".

Get started today

The growing necessity of omni-channel engagement and the increasing explosion of mobility and vehicle information is driving an influx of the volume, diversity, and fragmentation of data in the automotive industry. All this data presents automotive firms with a challenge—and a tremendous opportunity. Automotive companies that harness all their data to gain deep customer insights and deliver powerful, personalized experiences will gain a potent competitive advantage. Delivering a differentiated customer experience starts with a consistent, shared data language and the sample apps, tools, connected experiences, and guidance needed to develop innovative, interoperable solutions.

The Automotive Accelerator extends the Microsoft Common Data Model to include concepts tailored for the automotive industry while maintaining the flexibility to expand to new, custom entities for any business. Microsoft is creating a shared data language for business and analytic applications so partners and customers can leverage the industry-specific data model and out-of-the-box solutions to quickly build intelligent, data driven, task-focused business and analytic solutions that optimize business processes, deliver customer insights, and provide advanced automation and intelligence.
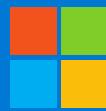
Download the Automotive Accelerator, including data samples, Power BI examples and more for free.

Available on AppSource where you can also learn more and test drive the accelerator.

The accelerator is part of the open source creative license and is also available on GitHub.

If you'd like to learn more, check out the Dynamics 365 community blog or Microsoft Docs

[1]McKinsey, 2019
[2]McKinsey, 2018

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