crimson® HOUSING

# Service Definition Document for Housing Associations

Supporting housing associations to deliver intelligent experiences
for customers, partners, tenants and colleagues

UTILISING MICROSOFT'S CLOUD PLATFORMS UNIFIES PROCESSES AND DATA ACROSS THE CUSTOMER/TENANT LIFECYCLE TO DELIVER SUPERIOR EXPERIENCES

Microsoft invests billions of pounds annually in its cutting-edge technologies while maintaining affordability, accessibility and functionality — making Microsoft solutions a must-have for many housing associations.

Crimson created Housing Association Accelerators using the tools provided in the Microsoft cloud platform. The Accelerator results in quicker outcomes for housing associations due to reduced implementation times.
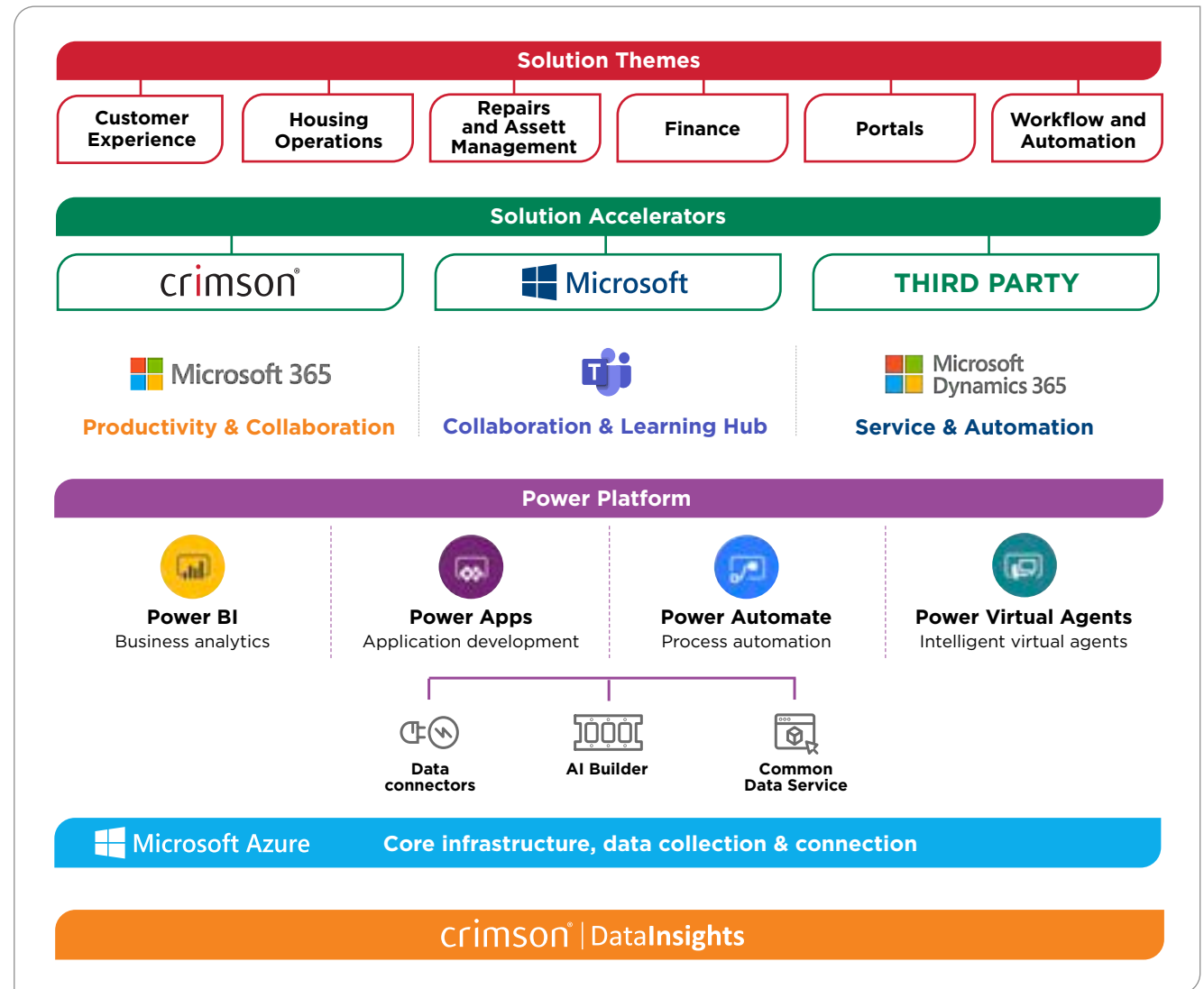
With increased service engagement expectations, new build pressures due to the housing crisis, and a need to enhance data visibility, housing association leaders face an array of challenges when delivering services to customers, tenants and staff.

By working with housing association IT leaders, Crimson used Microsoft's low-code/no-code platforms to rediscover ways to deliver digital services. This has allowed housing associations to face their challenges and overcome them, while also experiencing what Microsoft offers.

Solution Themes

- Customer Experience
- Housing Operations
- Repairs and Assett Management
- Finance
- Portals
- Workflow and Automation

Solution Accelerators

crimson	Microsoft	THIRD PARTY
Microsoft 365	Microsoft Teams	Microsoft Dynamics 365
Productivity & Collaboration	**Collaboration & Learning Hub**	**Service & Automation**

Power Platform

Power BI
Business analytics

Power Apps
Application development

Power Automate
Process automation

Power Virtual Agents
Intelligent virtual agents

Data connectors

AI Builder

Common Data Service

Microsoft Azure — Core infrastructure, data collection & connection

crimson | DataInsights

WHICH CUSTOMER OR TENANT EXPERIENCE DO YOU WANT TO IMPROVE TODAY?

Provide exceptional support

Provide a single point of contact for help and advice on a channel of the customer's choice, with AI-driven case management capability for staff.

Deliver efficient messages to your customers

Personalised messaging ensures the right message goes to the right customer, every time. Centralise marketing and events activity on a single platform.

Track customer behaviour to improve efficiency

High-quality monitoring capabilities ensure the messages you're sending are effective by tracking engagement.

Better decisions through a single view of the customer

Use 360° customer insights to effectively engage with them throughout the customer journey

Provide tailored solutions

Enhance IT self-sufficiency with low-code/no-code solutions that are easy to adapt — from virtual lettings to complaints management.

Drive customer engagement

Be the housing association your tenants love to talk about. Provide better services, boost accessibility and speed up property sales.

Microsoft Dynamics 365

ENHANCE THE CUSTOMER EXPERIENCE WITH MICROSOFT DYNAMICS 365

Working with Crimson to leverage Microsoft, third-party and Crimson's accelerators for Microsoft Dynamics 365, housing associations can deliver richer customer engagements and unlock the power of data to automate and enhance the customer experience.

Using the Microsoft Dynamics 365 customer management platform, you can gain a single view of a customer and deliver more personalised experiences across the lifecycle.

Deliver a 360-degree view to your housing colleagues to enable them to deliver excellent customer experiences through a single source of activity that creates a complete picture of each customer's needs.

Futureproof your housing association with modern, intelligent solutions and a personalised customer journey that tailors communications across multiple channels, including social, web, chat, in-person and events.

We are now in a much greater position to meet the demands of the business when it comes to reporting and leveraging Power BI and its capabilities are enabling us to deliver great insight into the organisation. Over time, the improvements we will make with the use of all of the functionality available in Power BI will be truly transformational.

Barry Shields, Head of Digital and Data, Great Places Housing Group

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TURN GREAT IDEAS INTO IMPACTFUL SOLUTIONS USING CRIMSON'S MICROSOFT POWER PLATFORM SERVICES

The Microsoft Power Platform is more than the sum of its parts. Connect them together — and to Microsoft 365, Dynamics 365, Azure, and hundreds of other apps — and build end-to-end business cross-device solutions that increase staff productivity and reduce costs by modernising business processes.

Microsoft Power Platform ties together four best-in-class services: Power BI, PowerApps, Power Automate, and now... Power Virtual Agents. With Microsoft's no-code/low-code approach, Power Platform makes it significantly easier to generate deep insights from data, deploy rich applications, create powerful workflows, automations, and leverage AI.

Crimson equips housing associations to design, build, test, train and support their apps that end-users adopt — with zero or minimal involvement from the IT departments. By supporting you with the tools and processes to seek out time-consuming processes, Crimson helps your teams to start automating and innovating – fast.

We have a fantastic work relationship with Crimson. They understand our processes and leverage their experience with the Housing and Homebuilder sectors to make us think differently to get the most from the Dynamics 365 solution.

Robert Bloom, Sales & Marketing Director, Accent Group

Microsoft 365

BOOST TEAM PRODUCTIVITY, FLEXIBILITY, AND COLLABORATION WITH CRIMSON'S MICROSOFT 365 SERVICES

Crimson's Microsoft 365 services foster collaboration, so that teams — remote or otherwise — work both effectively and creatively, across devices.

Working across the implementation cycle, Crimson's Microsoft Certified Professionals can guide your team in the successful use of Microsoft 365 — from scoping and governance through to training and support.

With Microsoft 365 housing associations can provide colleagues with tools for planning, assignments, and communication all in one location, enabling them to spend less time managing technology and more time assisting vulnerable tenants.
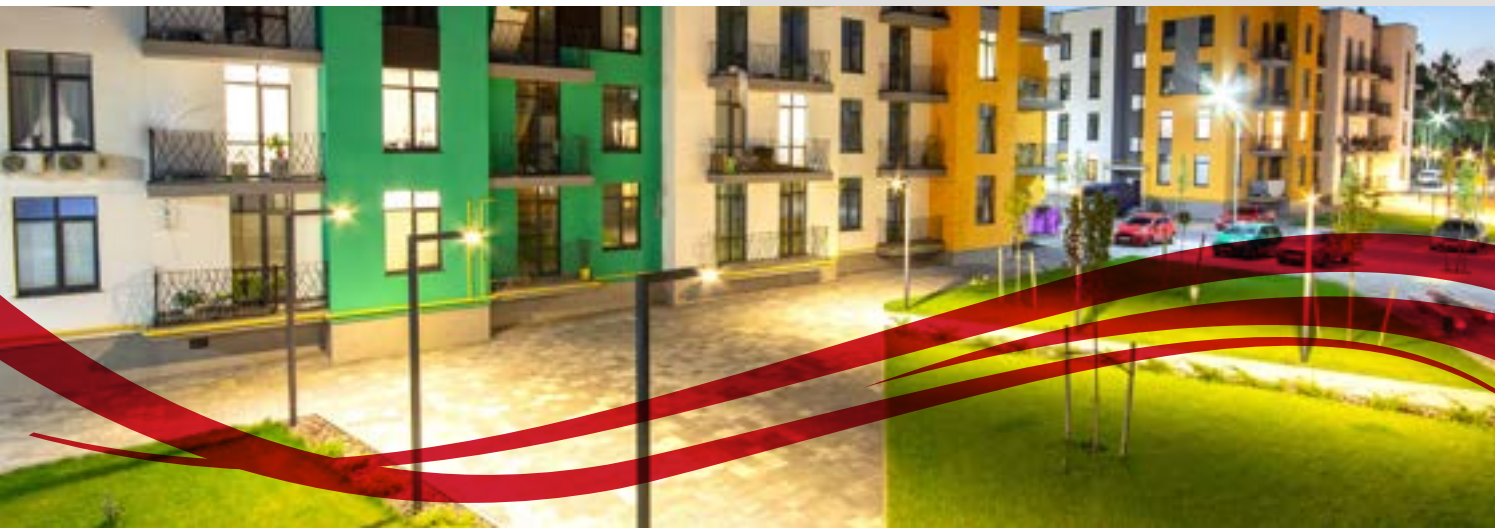
Enable teamwork and simplify workflow: meet, call, instant message and meet online with Microsoft Teams, access familiar Office apps on all devices, plus store and share files using OneDrive for Business. Intranets, team sites and enterprise social networks provide additional methods for sharing and exchanging information.

Fuel innovation: create engaging presentations and 3D models, plus immersive mixed reality experiences. When inspiration strikes, effortlessly go from thought to content using voice, touch, and pen on any device. The suite includes tools to effortlessly create engaging presentations and 3D models, plus immersive mixed reality experiences.

Get more done with AI-enabled tools: get more creative, discover new insights, elevate search and get personalised assistance with built-in intelligence features.

UNLOCK THE VALUE OF YOUR DATA TO DRIVE FASTER AND MORE INFORMED DECISIONS WITH AZURE DATA PLATFORM

Crimson's Data Insights team demystifies and democratises data science for housing associations; giving you the strategic guidance, tactical brainpower and an end-to-end approach to unlock the value of your data to drive faster and more informed decisions.

Microsoft's Azure tools have incredible implications for housing associations; from contact centre and housing operations, to asset management and finance. Crimson can help you build an end-to-end Azure Modern Data Platform with real-time data that is collected and immediately disseminated.

Combined with data analytics, predictive models can streamline processing to calculate what might happen in the future. Crimson's Data Insights team supports housing associations in using predictive analytics models to help drive priority agendas, including reduced arrears average days, void properties as well as intervention with vulnerable customers/tenants.

⊞ Microsoft Azure

GAIN THE FREEDOM AND FLEXIBILITY TO BUILD, MANAGE, AND DEPLOY YOUR APPLICATIONS ANYWHERE USING MICROSOFT AZURE

The Crimson Azure team support housing associations in implementing the foundations in Azure that provide everything needed to build great solutions, using preferred languages, frameworks, and infrastructure to solve challenges large and small.

Crimson's Azure team have a range of services to enable your housing association to execute its Azure journey, providing your cloud programme with practical and insightful implementation guidance, technical and programme governance.

Gold-standard accredited services provide expertise and experience in orchestrating and sequencing cloud transition and transformation activities.

The Azure team help you assess current business capabilities and infrastructure readiness before they move key workloads and applications to the Microsoft cloud platform. Structured consulting engagements can help you envision business scenarios that will help your housing association achieve its strategic objectives while plotting a realistic roadmap that leads to meeting your goals.

> " For us, this is a generational transformation. The design and configuration progress so far has been exciting to see and even in times of uncertainty and disruption, the collaboration between Crimson and our team has been excellent and were looking forward to the Phase 1 roll out.
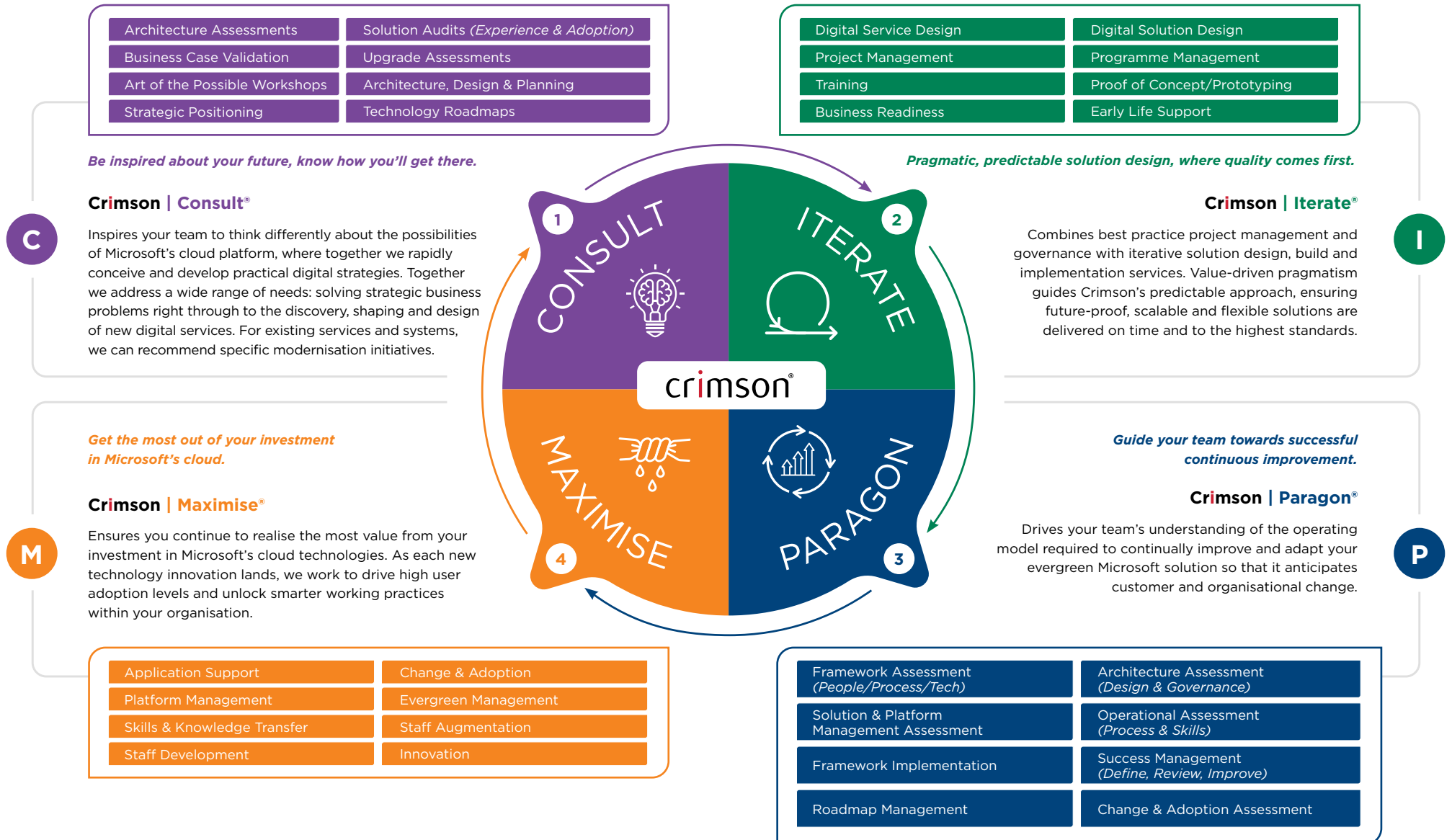>
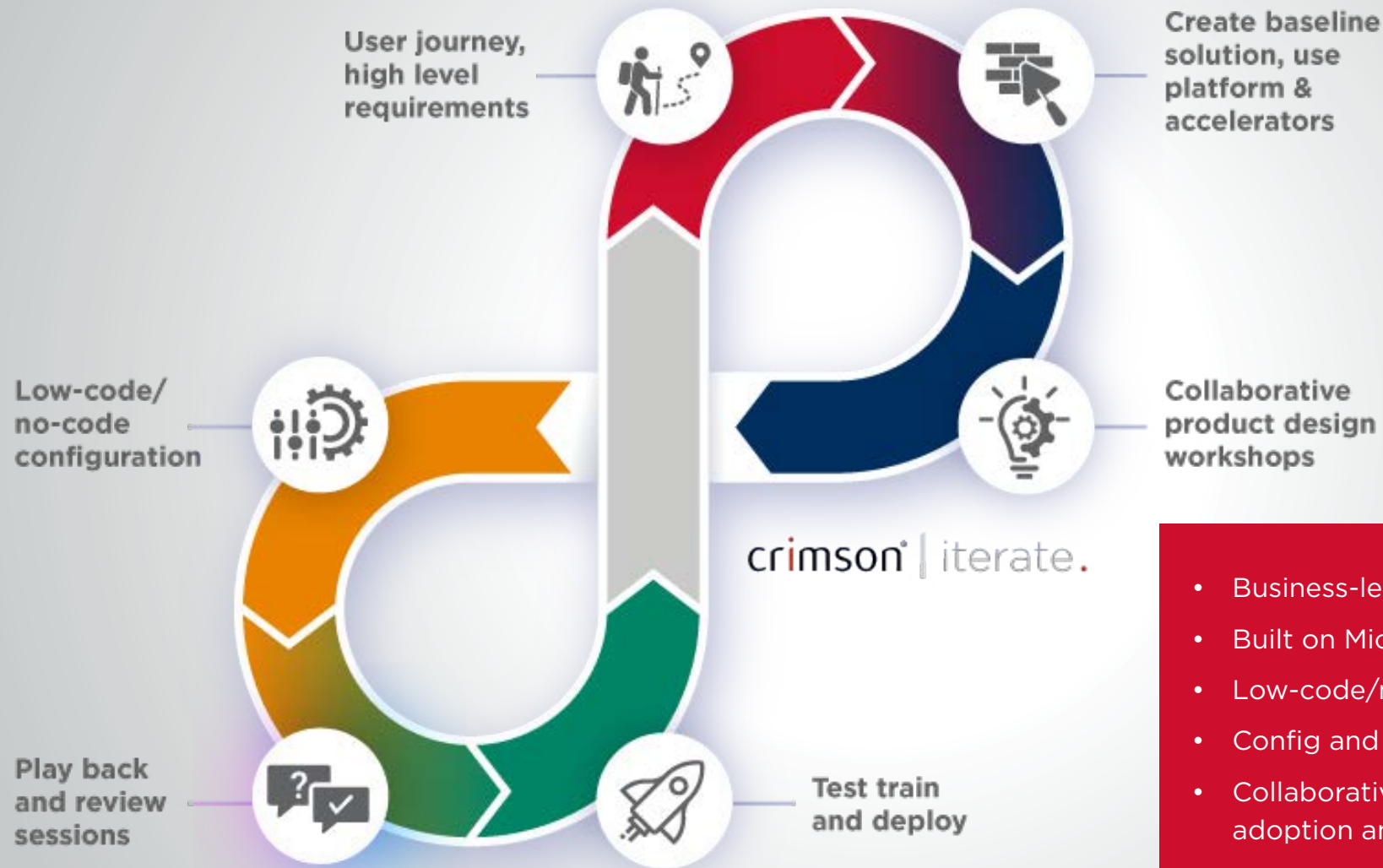> **Jon Cocker, Chief Information Officer, Platform Housing Group** "

WHEREVER YOU ARE ON YOUR DIGITAL JOURNEY, CRIMSON'S PROVEN PACKAGED SERVICE STREAMS YOU TOWARDS SUCCESSFUL OUTCOMES AND LASTING CHANGE

CRIMSON'S FOUR SERVICE STREAMS SHAPE AND DELIVER THE SUCCESS FOR YOUR DIGITAL TRANSFORMATION PROGRAMME

CONSULT

- Architecture Assessments
- Solution Audits *(Experience & Adoption)*
- Business Case Validation
- Upgrade Assessments
- Art of the Possible Workshops
- Architecture, Design & Planning
- Strategic Positioning
- Technology Roadmaps

Be inspired about your future, know how you'll get there.

Crimson | Consult®

Inspires your team to think differently about the possibilities of Microsoft's cloud platform, where together we rapidly conceive and develop practical digital strategies. Together we address a wide range of needs: solving strategic business problems right through to the discovery, shaping and design of new digital services. For existing services and systems, we can recommend specific modernisation initiatives.

C

ITERATE

- Digital Service Design
- Digital Solution Design
- Project Management
- Programme Management
- Training
- Proof of Concept/Prototyping
- Business Readiness
- Early Life Support

Pragmatic, predictable solution design, where quality comes first.

Crimson | Iterate®

Combines best practice project management and governance with iterative solution design, build and implementation services. Value-driven pragmatism guides Crimson's predictable approach, ensuring future-proof, scalable and flexible solutions are delivered on time and to the highest standards.

I

MAXIMISE

Get the most out of your investment in Microsoft's cloud.

Crimson | Maximise®

Ensures you continue to realise the most value from your investment in Microsoft's cloud technologies. As each new technology innovation lands, we work to drive high user adoption levels and unlock smarter working practices within your organisation.

M

- Application Support
- Change & Adoption
- Platform Management
- Evergreen Management
- Skills & Knowledge Transfer
- Staff Augmentation
- Staff Development
- Innovation

PARAGON

Guide your team towards successful continuous improvement.

Crimson | Paragon®

Drives your team's understanding of the operating model required to continually improve and adapt your evergreen Microsoft solution so that it anticipates customer and organisational change.

P

- Framework Assessment *(People/Process/Tech)*
- Architecture Assessment *(Design & Governance)*
- Solution & Platform Management Assessment
- Operational Assessment *(Process & Skills)*
- Framework Implementation
- Success Management *(Define, Review, Improve)*
- Roadmap Management
- Change & Adoption Assessment

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1 CONSULT · 2 ITERATE · 3 PARAGON · 4 MAXIMISE

Crimson's Iterate Methodology

- **User journey, high level requirements**
- **Create baseline solution, use platform & accelerators**
- **Low-code/no-code configuration**
- **Collaborative product design workshops**
- **Play back and review sessions**
- **Test train and deploy**

crimson | iterate.

- Business-led approach
- Built on Microsoft
- Low-code/no-code
- Config and IP owned by you
- Collaborative approach for greater adoption and buy-in

crimson®
Part of Nash Squared

crimson®

THE UNIQUE CRIMSON DIFFERENCE THAT GETS YOUR HOUSING ASSOCIATION RESULTS

You can win the hearts and minds of colleagues. Crimson's people-centred approach enables successful change management — the crucial ingredient in any IT programme. And combining Microsoft's technology platform with Crimson's four service streams is where education leaders can deliver transformational results.

You can accelerate the implementation cycle and time to value. Crimson's and Microsoft's collection of cost and copyright-free housing association solution accelerators, combined with the Crimson's packaged service steams expedites your project so your team can see results sooner and move forward with confidence.

You can support innovation across the housing association. Crimson Paragon® helps support teams that want to be more technologically self-sufficient and manage their own continuous improvement. We can offer knowledge transfer, change management processes and solution architecture tools to enable your teams to extend your evergreen Microsoft cloud solutions in-house — or help you co-develop with an integrator partner such as Crimson.

You can access the best talent for your project. As a Microsoft Gold Certified Partner, Best Companies award winner and highly rated Glassdoor employer, Crimson attracts and develops the best Microsoft Certified cloud consultants in the industry. And with a world-beating sister IT recruitment consultancy, Crimson can also help you source the talent your team needs to continue transforming your institution.

You can draw on greater strength and depth. Crimson is part of the global £1BN Harvey Nash Group, giving Crimson the bandwidth and global outlook to meet your ambitions while remaining an independent, agile company that keeps business personal.

LET'S GET STARTED TODAY

Crimson can inspire your team to think differently about the possibilities of Microsoft's cloud platforms, provide clarity around your strategy, guide you towards success and ensure you continue to get the most out of your investment.

To learn more about the work we've done elsewhere, get more out of your existing Microsoft platform investment or to discuss your current IT project, call the consulting team today on 01675 466 477.

STRENGTH THROUGH PARTNERSHIP

Crimson is committed to working closely with our partners. While each partnership is unique, our goal is to understand service offerings to deliver a broad range of solutions, expert guidance, and quality service to our mutual client community.

BT

Microsoft

REALISE

ClickDimensions

combinedknowledge

GeckoEngage

crimson®

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