

NODE4

G-Cloud 15

Service Description

Dynamics 365 Customer Insights Design & Planning

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CHANGE CLIENTS CAN FEEL AT EVERY LEVEL

ABOUT THE SERVICE

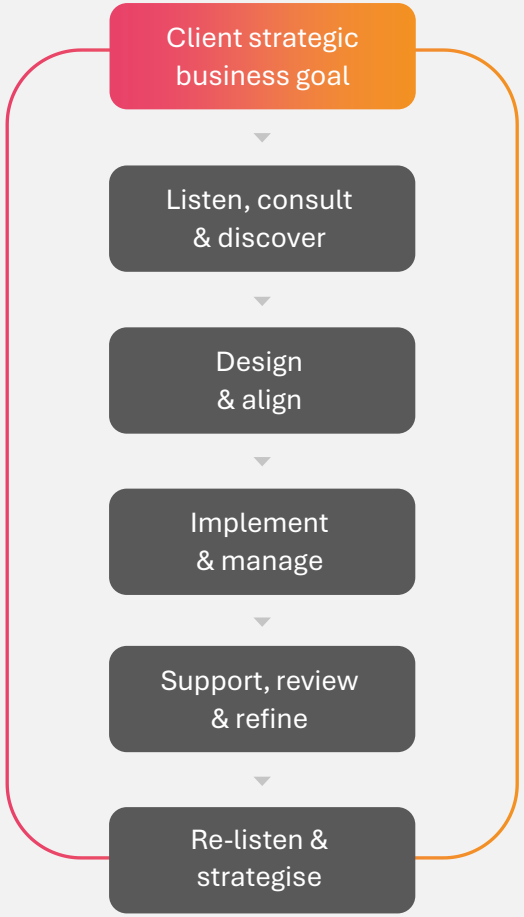
The Dynamics 365 Customer Insights Design & Planning service is a comprehensive solution aimed at enhancing marketing efforts through automation and customer engagement. It encompasses expert consultancy, tailored adoption strategies, custom design solutions, comprehensive training programmes, and seamless deployment to integrate effectively with your existing marketing processes. This service leverages Dynamics 365's advanced analytics for data-driven strategies and supports the creation of impactful customer engagement campaigns.

Key features include expert consultancy to maximise automation capabilities, customised design solutions to meet specific marketing objectives, comprehensive training for user proficiency, and support for integrating with other Dynamics 365 applications. The service also provides ongoing technical support and updates on the latest marketing trends and features.

Benefits of using this service include enhanced marketing strategies through advanced automation tools, effective platform adoption tailored to specific marketing goals, streamlined marketing processes for improved efficiency, informed decision-making through data analytics, and personalised customer relationship management approaches. Integration flexibility and reliable support ensure an optimally functioning platform that stays current with digital marketing trends.

However, the implementation of Dynamics 365 Customer Insights Design & Planning involves challenges such as the need for in-depth consultancy to align the platform with specific marketing objectives and seamless integration with existing marketing processes. Adoption requires comprehensive training for marketing teams to harness the full potential of the platform. Ongoing support and a commitment to continuous learning are essential to keep up with evolving marketing trends and Dynamics 365 features, ensuring the platform remains effective and relevant to your marketing needs.

ON A JOURNEY TO CHANGE, WITH YOU



WORKING TOGETHER TO ACHIEVE YOUR GOALS

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NODE4 ASPIRE FRAMEWORK

A delivery framework built for innovation and value creation.

Node4's ASPIRE Framework delivers a consistent customer journey across all our delivery practices and outlines our approach to delivering end-to-end, secure and transformative services.

A	S	P	I	R	E
Assessments & Advisory	Strategy & Business Case	Design & Planning	Implementation, Testing & Go Live	Handover to Run	Service Evolution & CI/CD

One Transformation Journey – Many Pathways to Discover

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BUSINESS APPS – DYNAMICS 365

Analysis and Strategy

- Modern Finance Assessment

Plan and Implement

- Concierge / Mobilisation
- D365 Business Central Foundation
- Dynamics 365 Business Central Implementation
- D365 Customer Experience Implementation
- Dynamics 365 for Case Management
- D365 Customer Experience Foundation
- D365 Field Service Implementation
- D365 Finance & Supply Chain Implementation
- Dynamics 365 Human Resources Implementation
- D365 Field Service Foundation
- D365 LA/SH Service Request Framework
- D365 Upgrade and Migration Services
- Dynamics 365 Marketing
- D365 Finance & Supply Chain Foundation
- Microsoft Omnichannel Contact Centre
- CoE D365 and Power Platform
- Dynamics 365 Project Operations
- Dynamics 365 Sales
- Web Foundation
- Web Build

Run and Evolve

- D365 Business Central Online Evergreen
- D365 CE Online Evergreen
- Dynamics CRM Doctor
- Dynamics NAV Doctor
- DR Doctor
- Jet Doctor
- Dynamics 365 Support

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BUSINESS APPS – POWER PLATFORM

Analysis and Strategy

Plan and Implement

- Power Apps Implementation
- Power Automate Implementation
- Power Virtual Agents Implementation
- Power Apps Accelerator
- Power Apps Portals
- Power Pages
- Power Apps for Policing
- D365 Finance & Supply Chain Implementation
- Power Platform Foundation
- Microsoft Power Platform Development
- Power Platform Centre of Excellence

Run and Evolve

- Power Platform Support

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CLIENTS

1800 CLIENTS, 1800 INDIVIDUAL STORIES OF CHANGE. HERE ARE JUST A FEW

Foreign, Commonwealth & Development Office

Ministry of Defence

Ministry of Justice

Department for Environment Food & Rural Affairs

UK Export Finance

Department for Levelling Up, Housing & Communities

Homes England

SSRO
Single Source Regulations Office

NHS Digital

UKSBS
Shared Business Services

West Mercia Police

Leicestershire Police
Protecting our communities

Cheshire East Council

West Midlands Combined Authority

Care Quality Commission

Locala
Health & Wellbeing

Ofsted
raising standards
improving lives

HS2

HM Land Registry

acas
working for everyone

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East Sussex Fire & Rescue Service

CHANGE CLIENTS CAN FEEL AT EVERY LEVEL

CLIENT SUCCESS

FROM 7 DAYS TO 5 MINUTES – A 99.9% REDUCTION IN TIME

ESFRS's previous manual SSRI process meant crews assessing the risk at premises had to make handwritten notes, fill out a Word document and then send an email to their respective Station Manager for approval. This was prior to the SSRI document being uploaded manually to a SSRI system and downloaded to the services' Mobile Data Terminals (MDT), located on each fire appliance, for use when in transit and at incidents. This process could take up to seven days to complete.

ESFRS identified this process needed upgrading to meet aspects of the Grenfell Tower incident recommendations and to modernise the technology in use and reached out to their ICT managed service provider and trusted partner, Telent, to help them kickstart the process.

With the support of strategic partners, Telent have been working with ESFRS since 2016 to transform key operational processes. In this instance, commercial, out-of-the-box solutions were available – but ESFRS and Telent felt that a purpose-built, configurable solution would be better placed to meet all requirements and deliver maximum impact and improve safety.

Telent introduced Node4, to ESFRS and what they had set out to achieve, and together we mapped a way forward for the organisation. The end solution would support ESFRS's digital strategy, with a focus on alignment of digital risk data collection and current guidance, and the introduction of an auditable digital process for collecting and communicating risk data.

> "Self-service was a key driver in this project for us, with risks continuously changing, and new risks regularly being discovered, it was important that any new requirements could be added to the form as and when needed."

DEREK HAMILTON
STATION MANAGER – OPERATIONAL LEARNING & INTELLIGENCE



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CHANGE THAT MATTERS

We empower public and private sector organisations by delivering positive outcomes through technology and innovation.

Harnessing our knowledge, passion and talent we help our clients reach their full potential.

We call it change that matters.

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THE JOURNEY SO FAR...

2004 - 2014

THE EARLY YEARS

Founded in 2004
By Andrew Gilbert
Opened 3 data centres
LETN acquisition

2015 - 2016

BUILDING SOLID FOUNDATIONS

Bowmark Investment
Premier IT & Reconnix acquisition

2017 - 2018

DEVELOPING PUBLIC CLOUD

N4Stack Launched covering public cloud, data & DevOps
HSCN achieved

2019

ACQUISITION SUCCESS

Secura acquisition
Employee Experience Awards winner

2020

PANDEMIC RESPONSE

Launched N4Engage
COVID-19 Response
Launch of SD-WAN

2021

EVEN MORE GROWTH

Starcom acquisition
TNP acquisition
MS Azure Expert MSP
Providence Investment

2022

LOOKING TO THE FUTURE

risual acquisition
Tisski acquisition
Launched Azure Hybrid Cloud
Great Place to Work 3 years in a row

2023

THE FUTURE IS HERE

TNP, risual, Tisski and core Node4 teams join together
BizApps and Power Platform capability rollout
Microsoft Inner Circle status acquired through Tisski
ThreeTwoFour acquisition

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IT'S OUR CULTURE THAT MAKES A REAL DIFFERENCE TO YOU

When it comes to ESG, our actions speak for themselves.

NET ZERO by 2030

We already power our data centres with renewable power. Beyond that, we partner with Carbon Neutral Group to offset our other emissions.

UNITED NATIONS SUSTAINABILITY DEVELOPMENT GOALS

We're continually working to align our CSR strategy and activities with the United Nations 17 Sustainable Development Goals (SDGs) at both a local and national level.

Each of our employees is fuelled by a passion for technology and what it can do to make your organisation grow.

We're vibrant, passionate and united by a dedication to delivering **EXCEPTIONAL SERVICE AS A STANDARD**, not only to our clients, but to each other too.



Best Workplaces™ Medium Organisations Great Place To Work. UK 2020

Best Workplaces™ Large Organisations Great Place To Work. UK 2021

Best Workplaces™ Large Organisations Great Place To Work. UK 2022

VERY GOOD TO WORK FOR 2023 cert.b.co.uk

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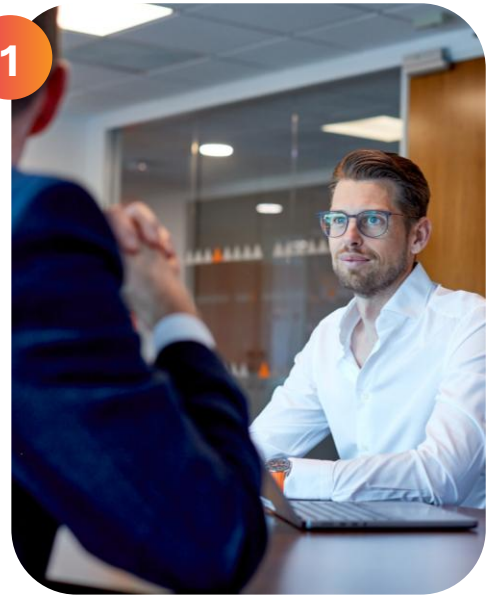
WHY PARTNER WITH US?

1



PROVEN

20 years delivering outcomes as the IT partner of choice for over 1800 organisations

2



CAPABLE

Utilising our expertise & knowledge from the highest IT accolades & accreditations to deliver innovative technology solutions

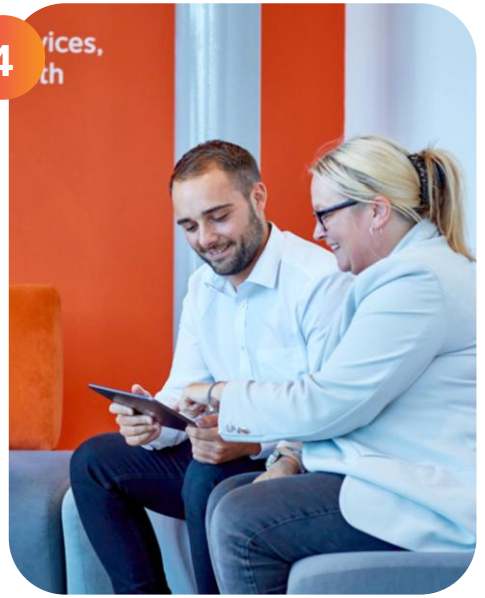
3



SCALE & AGILITY

We are big enough to deliver yet agile enough to care, always ensuring exceptional service comes as standard

4



WE DELIVER

Everything we do is developed & executed with your outcomes in mind to ensure we deliver change that matters

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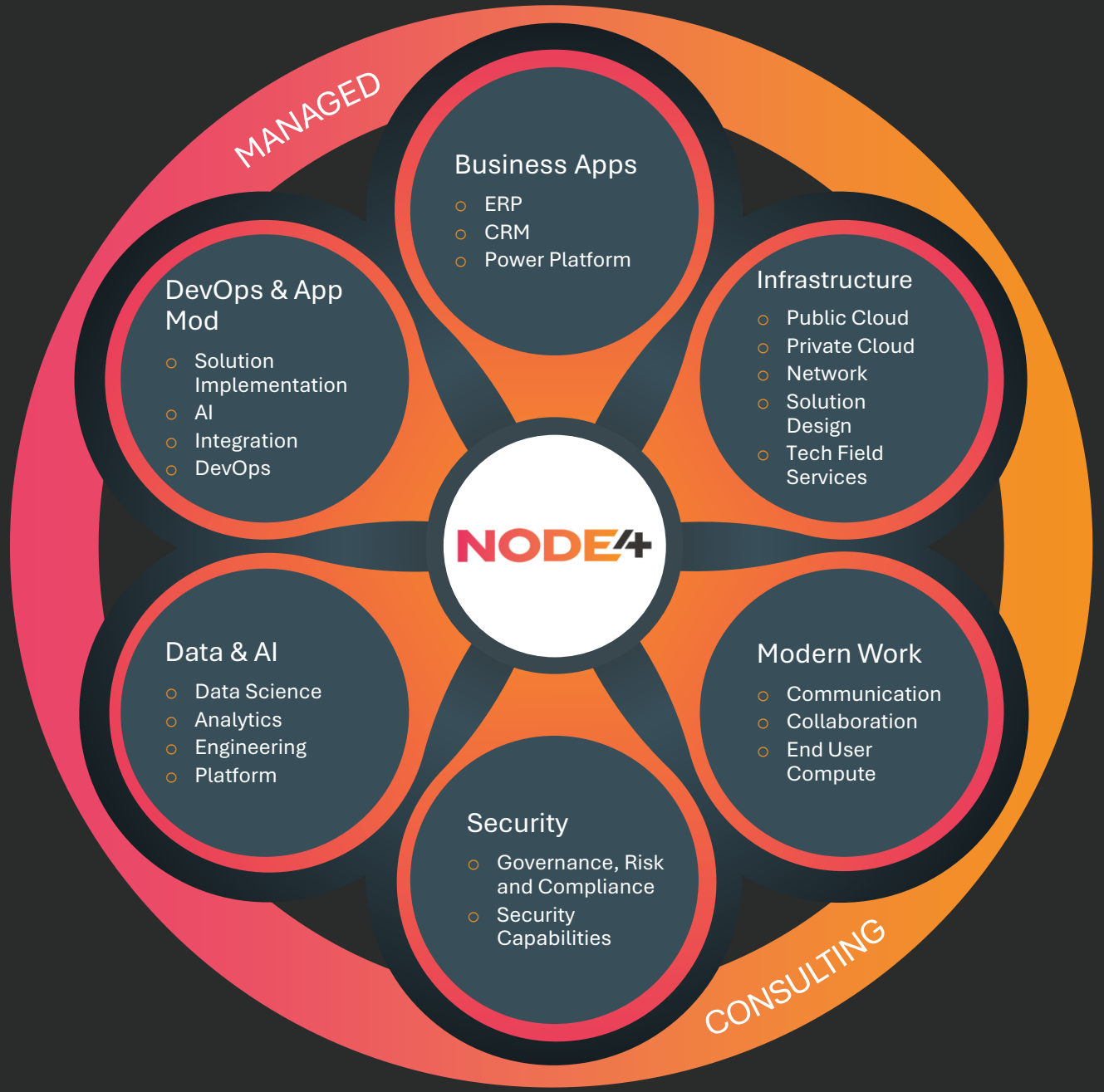
NODE4 CAPABILITIES



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