



Hso

the results company



Crown
Commercial
Service
Supplier

Hso Software Services - Microsoft Dynamics 365 Marketing

G-Cloud 15 | Turn your Microsoft investments into better resident outcomes

Contents

- 3 Trust your Microsoft project with the right partner
- 4 HSO Software Services - Microsoft Dynamics 365 Marketing
- 7 HSO Social Value
- 10 Ensure your project is a success: *take the next step*



Technology enables when the right partner delivers.

trust your project with the right people and processes

HSO is a transformation partner with deep Public Sector expertise, that uses Microsoft technology to enable you to deliver the connected services that *make a positive difference to people's lives*.

We help Public Sector organisations modernise operations, adopt intelligent automation, deliver real-time performance insights and connect systems – accelerating the impact of digital change.

Founded in 1987, HSO is one of the world's top business solution and implementation partners, large enough to serve, small enough to care.

We are HSO - the results company

Our people make the difference. HSO's award-winning team is our secret weapon. We invest in attracting and developing the industry's brightest minds. So you don't have to.

Our expertise delivers success. Three decades of delivering Microsoft projects have taught us what works. We've built tools and methods that save time and cut risk. Every project you run with us benefits from hundreds we've done before.

Michael Lonnon
HSO, Head of Public Sector



HSO Software Services - Microsoft Dynamics 365 Marketing features

The HSO approach

Dynamics 365 Marketing is a Marketing Automation application that helps you foster relationships with the people that matter most to you.

Dynamics 365 Marketing allows you to create diverse and dynamic marketing email content, compose personalised engagement journeys and landing pages, social media posting, lead scoring, event management and more.

What you get

- Dynamics 365 Marketing enables account, contact and activity management.
- Build personalised marketing emails, landing pages and mobile communications.
- Intelligent contact segmentation providing targeted marketing.
- Build real time personalised contact journeys.
- Nurturing, scoring and qualifying contact engagement.
- Contact consent and subscription management.
- Plan and manage events from a single management portal.
- Use embedded intelligence to improve decision making accuracy.
- Gather insights, use analytics, and monitor Key Performance Indicators (KPIs).
- Dynamics 365 contains out of the box Customer Survey Management.

HSO Software Services - Microsoft Dynamics 365 Marketing

benefits



Solutions for you

Microsoft Dynamics 365 Marketing enables organisations to build meaningful, personalised relationships at scale through intelligent marketing automation.

Create dynamic email campaigns, engagement journeys, landing pages, events, and social activity from a single platform.

With unified data, lead scoring, and actionable insights, teams can align more effectively, prioritise engagement, and make informed decisions, accelerating time to value through best-practice processes and seamless Microsoft integration.

Benefits

- Reduce time to value with pre-defined HSO best practice processes.
- Seamless integration to Microsoft 365 and Azure applications.
- Maintain peace of mind with 24/7/365 support models.
- Gain a safe pair of hands: Dynamics 365 Gold partner.
- Quickly extend Dynamics 365 Marketing into other department processes.
- Efficiently create, and nurture contact engagement with flows.
- Improve alignment between departments engaging with contacts.
- Data insights provides the information to make informed decisions.
- Create a single 360-degree contact view with unified data.
- Apply logic to track and prioritise engagements more effectively.

Guarantee Microsoft technology success

with HSO's **Software Services - Microsoft Dynamics 365 Marketing** services

Your dedicated team won't stop at project launch. They'll continue to work side-by-side with you to maintain momentum and drive adoption by knowing your setup inside and out and how it relates to your operation. *This frees you from 3 worries:*



1. You stay current. Your HSO team constantly updates you on new developments that benefit your operation and your residents.

2. Knowledge stays in-house. When staff change, your technology expertise remains as we preserve every connection and insight.

3. Problems get solved fast. HSO offices across the UK provide 24/7 support to resolve any issues immediately.

The result? Faster ROI, higher adoption, zero disruption.



Social value

HSO social values

HSO weaves social value into its mission: leading in Microsoft solutions while boosting opportunities and wider economic benefits. Three pillars guide our approach, supporting government's levelling up and Net Zero goals.



People

Equality, diversity, and inclusion

Inclusion underpins HSOs culture. We've created a safe environment where individuals feel empowered to share their unique ideas and perspectives. Through our actions, we ensure everyone feels respected and valued, regardless of background.

Prosperity

Skills, opportunities, and liberating lives

HSOs commitment to ethical business practices, fair trade, and responsible sourcing ensures our growth and success go hand in hand with the well-being of wider communities. To date, HSO has raised over £200,000 for nonprofit organisations.

Planet

Sustainable, greener, and cleaner future

HSO is committed to environmental excellence and pollution prevention. Working to lessen impact on the local and global environment by reducing waste, conserving energy, water, and other natural resources.

Social value is not a tick box exercise

When you work with us, Social Value is discussed from the start as we know that the needs of your organisation are as unique as the service you provide to your community.



[> > Download
HSOs 2025 – 2026
Social Value policy](#)

HSOs commitment to you: Your Public Sector Client Director will personally ensure delivery of the Social Value aspects of our engagement with you.



- **Celebrating neurodiversity:** Encouraging neurodiverse talent to thrive, as a member of the UK Disability Confident scheme.
- **Zero tolerance modern slavery:** HSO extends this policy throughout its supply-chain and partnerships.
- **Reducing the gender pay-gap:** Annual gender pay research ensures salary equality and equal employment opportunities.
- **Supporting local initiatives:** HSO supports local initiatives to enhance employability and fostering local talent for employers.



Ensure your project is a success: *take the next step*

Get expert guidance *from veterans in your industry*

Public Sector works differently, and your Microsoft partner needs to understand that. Without real industry knowledge, they'll set up systems that fight against how you work instead of supporting it.

That's why we put Public Sector veterans in charge of your project. We're talking former executives. People who've solved your exact challenges. They know the constraints, the workarounds, and what gets results.



"HSO's implementation delivered a solution that reduced manual work and improved process efficiency while providing the capability for departmental groups to have insight into their cases addressing inadequate case management systems and effort duplication."

"The collaboration between Basildon and HSO is a prime example of how technology can drive meaningful change in the public sector. This project is setting a new standard for local government and inspiring others to follow suit."

"Over 1,500 homes across the city now have assistive technology. It provides reassurance for the families but also gives independence for the individual."

Proven success in Public Sector transformation

- Basildon Council launches **trailblazing AI initiative** as part of its Resident, Digital, and Transformation strategy
 - [How HSO helped deliver this resident first AI project](#)
- How Kent Council approach delivering the **best resident services** ...
 - [... using the right technology approach](#)
- Overcoming the **Local Government Reorganisation**
 - [Don't start with tech, start with outcomes](#)
- How to make your Microsoft project a **guaranteed success**
 - [Reduce the risk of your projects failing](#)
- **A success story** with South Gloucestershire Council
 - [Improving citizen service delivery by replacing inefficient legacy systems](#)

Back-office to front line

*Finance &
Procurement*

Contact Center

*Loan
Management*

*Human Services
Case Management*



Data & AI

*Legal Matter &
Case Management*

*Information
Governance*

*Relationship
Intelligence*

Supply Chain

*ESG &
Sustainability*

Certified in all 6 Microsoft Solution Designation Areas

A business transformation partner with deep industry expertise and global reach using the entire Microsoft stack to transform how Public Sector works.



HSO sits in Microsoft's 'Inner Circle', a coveted standard just 1% of Microsoft partners meet. This ensures the brightest minds in technology support your success.



the results company

Ensure your Microsoft project is a success
take the next step with the right partner

Talk to HSO Public Sector experts –
no cost, no obligation

Email:

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**Helping you get
more value from
your investments
in Microsoft
technology**



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