



G-Cloud 15

Lot 3 – Cloud Support Services (Additional Services)

Avanade Dynamics 365 Customer Engagement Services



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1. Scope of our services

This document describes Avanade's Microsoft Dynamics Customer Engagement Services and should be read in conjunction with the associated G-Cloud 15 Services documentation.

Introductory Summary

Avanade, as Microsoft's leading strategic partner, delivers end-to-end solutions built on Microsoft Dynamics 365 Customer Engagement to help public sector organisations transform citizen services and deliver operational efficiency. Our offerings span **Sales, Marketing, Customer Service, Field Service**, and the **Power Platform**, enabling organisations to modernise processes, enhance transparency, and deliver personalised experiences at scale.

Public sector organisations face mounting challenges: aging infrastructure, siloed data, rising citizen expectations for digital-first services, and budget constraints. Dynamics 365 Customer Engagement addresses these by providing a secure, cloud-based platform that unifies operations, automates workflows, and leverages AI-driven insights to improve decision-making and service delivery. With Avanade's expertise, businesses can accelerate transformation while ensuring compliance, security, and cost efficiency.

We use our industry-leading expertise to accelerate digital transformation and develop and deliver solutions in industry sectors across the globe. Many of our unique solutions are featured on Microsoft AppSource. With Avanade, Dynamics 365, and our custom solutions, you can:

- **Citizen Engagement & Transparency:** Meeting demands for omnichannel communication and self-service options.
- **Operational Efficiency:** Breaking down silos and streamlining workflows across departments.
- **Budget Constraints:** Delivering scalable, cloud-based solutions without costly infrastructure investments.
- **Data Security & Compliance:** Protecting sensitive citizen data with advanced security and regulatory compliance.
- **Workforce Enablement:** Empowering frontline workers with mobile tools and AI-driven insights.

Capabilities

Avanade deliver Dynamics CE cloud solutions summarised below. For our Customer Service AI led Contact Centre specific solutions please refer to our specific Contact Centre as a Service offering detailed in our separate service summary.

Sales

Gain insight, automate, engage and drive service adoption:

Providing comprehensive sales force automation with AI-driven insights and collaboration tools that improves productivity and accelerates revenue generation by focusing on the right opportunities.

Marketing

Unify service and marketing to connect customer experiences:

Dynamics 365 Insights can help you digitally transform your citizen's journey. With an integrated platform and data that provide a complete view of your citizens, enabling you to personalise experiences across every

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touchpoint. With events management built-in, Dynamics 365 Insights helps you create personal relationships with your customers at scale.

Connected Field Service

Intelligence and practicality for the field:

Deliver a seamless, end-to-end service experience with Dynamics 365 for Field Service. Built-in intelligent scheduling and mobile work order management helps you resolve issues before they occur, reduce operational costs, and deliver positive onsite experiences. IoT connectivity allows assets to report problems before they are noticed. Remote Assist and Guides use Virtual and Augmented Reality to ensure your best people can contribute without having to be physically present. Ideal for facilities management, field repair teams, and all other asset scheduling scenarios.

Unify service and marketing to connect customer experiences:

Dynamics 365 Insights can help you digitally transform your citizen's journey. With an integrated platform and data that provide a complete view of your citizens, enabling you to personalise experiences across every touchpoint. With events management built-in, Dynamics 365 Insights helps you create personal relationships with your customers at scale.

Power Platform

Low and no-code citizen developer platform

Sitting on the same data services as Dynamics 365 and connecting data across the enterprise, the Power Platform - comprising Power Apps, Power Automate, Power BI, and Copilot Studio (for intelligent virtual agents) allows you to harness the creativity and innovation that permeates your organisation to respond to demand at unprecedented speed. Avanade can help you set up a Centre of Excellence (CoE) to ensure good governance and shared knowledge are maintained and offers an App Factory to cost-effectively help you build the applications that will elevate your business to the next level.

Key offerings

Avanade offer a number of pre-packaged services that help you recognise value quickly. A summary of which are below:

Intelligent Contact Centre

A ready-to-deploy, AI-powered contact centre solution that boosts agent productivity and citizen satisfaction through automation and analytics.

Copilot for Sales Enablement

AI-infused tools integrated with Dynamics 365 Sales to streamline seller workflows, summarize communications, and enhance responsiveness.

Connected Field Service Accelerator

Pre-configured solution leveraging mixed reality and IoT to optimize field operations and empower technicians with real-time insights.

Customer Experience Advisory

Strategic consulting to design and implement citizen-centric engagement models using Microsoft technologies and advanced analytics.

2. Pricing

Please refer to the associated Pricing Document relevant to this Service.

3. Contacts

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4. About Avanade

Avanade, a joint venture between Accenture and Microsoft, is a privately held company was founded in 2000 with the goal of delivering innovative services and solutions to enterprises worldwide using the Microsoft platform. Avanade's main business focus is to purely deliver innovative services and solutions to enterprises worldwide on Microsoft technology. Avanade is a global organisation with over 56,000+ professionals worldwide, serving our clients in major geographic business areas in 26 countries.

This vast network of highly skilled resources is further complemented by our network of delivery centres that we refer to as Advanced Technology Centres (ATCs). This complementary capability provides the agility, cost efficiency and diversity of skills that today's businesses demand. This construct underpins the results we generate for our clients and forms the foundation for our long-term relationships with them.