



G-Cloud 15 Service Definition

**Accenture D365 Customer Engagement Cloud
Services**

Jan 2026

 **accenture**

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1.0 Scope of our services

This document outlines Avanade's Microsoft Dynamics Customer Engagement (CE) Services and should be reviewed alongside the relevant G-Cloud 15 Services documentation.

Introductory Summary

As Microsoft's premier strategic partner, Avanade delivers comprehensive solutions built on Dynamics 365 Customer Engagement to support public sector organisations in modernising citizen services and improving operational performance. Our capabilities span Sales, Marketing, Customer Service, Field Service, and the Power Platform—enabling organisations to streamline processes, enhance transparency, and deliver tailored citizen experiences at scale.

Many public sector bodies face increasing pressures: legacy systems that are difficult to maintain, fragmented data landscapes, growing expectations for digital-first interactions, and constrained budgets. Dynamics 365 Customer Engagement addresses these challenges through a secure, cloud-based environment that unifies operations, automates routine work, and surfaces AI-powered insights to enhance service delivery and strategic decision-making. With Avanade's expertise, organisations can accelerate transformation in a way that maintains compliance, strengthens security, and manages costs effectively.

Avanade applies its extensive industry knowledge to drive digital transformation across global markets. Many of our specialised accelerators and solutions are available through Microsoft AppSource. When combined with Dynamics 365 and Avanade's enhancements, organisations can achieve:

- **Improved Citizen Engagement & Transparency:** Delivering omnichannel support and modern self-service experiences.
- **Operational Efficiency:** Breaking down functional silos and automating cross-department workflows.
- **Cost-Effective Modernisation:** Implementing scalable, cloud-based capabilities without major infrastructure investments.
- **Security & Compliance:** Managing sensitive citizen information with advanced safeguards and regulatory alignment.
- **Workforce Empowerment:** Providing frontline teams with mobile tools, real-time context, and AI-driven insight.

Capabilities

Avanade provides end-to-end Microsoft Dynamics 365 Customer Engagement cloud solutions across multiple functional areas.

(For customer service contact centre capabilities, refer to our dedicated **Contact Centre as a Service** service summary.)

Sales

Insight-driven sales performance and engagement:

Dynamics 365 Sales provides full sales force automation combined with AI insights, collaboration tools, and guided next-best actions. This empowers teams to prioritise high-value opportunities, improve productivity, and accelerate revenue and service adoption.

Marketing

Connecting service and marketing for unified citizen experiences:

Dynamics 365 Insights enables end-to-end transformation of the citizen journey. With unified platforms and rich data, public sector organisations can deliver personalised experiences across every interaction point. Built-in event management supports deeper engagement and scalable relationship building.

Connected Field Service

Intelligent service delivery for remote and on-site teams:

Dynamics 365 Field Service provides end-to-end field operations management, including AI-assisted scheduling, mobile work order execution, and predictive maintenance. IoT connectivity enables assets to self-report issues before they escalate. Tools such as Remote Assist and Guides leverage AR/VR to allow experts to support field workers without needing to be physically present—ideal for facilities management, asset repair, inspections, and local authority services.

Power Platform

A secure, low-code platform for rapid innovation:

Built on the same data foundation as Dynamics 365, the Power Platform—Power Apps, Power Automate, Power BI, and Copilot Studio—enables organisations to rapidly build secure applications, automate workflows, and create data-driven insights. Avanade supports this through governance frameworks, Centres of Excellence, and our scalable App Factory model to help organisations innovate responsibly.

Key Offerings

Avanade provides a suite of pre-packaged, accelerator-driven services that help organisations realise value quickly. These include:

Intelligent Contact Centre

A deployable, AI-driven contact centre solution enhancing agent effectiveness and citizen satisfaction through automation, analytics, and integrated case handling.

Copilot for Sales Enablement

AI-enhanced capabilities embedded in Dynamics 365 Sales that streamline seller workflows, summarise interactions, prepare communications, and increase responsiveness.

Connected Field Service Accelerator

A pre-configured offering that uses IoT, mixed reality, and real-time data to optimise field operations and support technicians with intelligent guidance tools.

Customer Experience Advisory

Strategic consulting support to help organisations design service models, engagement strategies, and experience frameworks using Microsoft technologies and advanced analytics.

An Experienced Partner You Can Rely On

Accenture, in partnership with Microsoft and Avanade—the “Power of 3”—offers unmatched product expertise, global delivery scale, and proven industry accelerators, making us one of the most trusted partners in delivering Dynamics ERP transformation.

Accenture Highlights

- Among the world’s largest Dynamics partners
- Over 5,000 Dynamics specialists globally
- More than 1,400 CRM and ERP implementations
- Over 5,000 certifications held

Microsoft Global & Dynamics Awards

- Microsoft Global SI Partner of the Year (2025) – 19-time winner
- Copilot Business Transformation Award (2025) – inaugural winner
- Dynamics 365 Partner of the Year 2025:
 - Finance (Finalist)
 - Supply Chain (Finalist)
 - Sales & Customer Insights (Winner)
 - Service (Finalist)
 - Low-Code Application Development (Finalist)

Industry & Public Sector Recognition

- Global Industry Awards (2025):
 - Winners: Retail & Consumer Goods, Media & Telco, Mobility
 - Finalist: Defence & Intelligence
- UK Government & Public Services recognition for delivering Dynamics 365 ERP and citizen service solutions under government frameworks
- Proven delivery experience with organisations such as Church of England Central Services and various government bodies

Analyst Acknowledgement

- Forrester Wave™ Leader – Microsoft Business Application Services (Q1 2024)
- Everest Group PEAK Matrix® Leader – Dynamics 365 Services (2023)
- IDC MarketScape Leader – Worldwide Dynamics 365 Implementation Services (2023)
- Gartner Magic Quadrant – Cloud ERP for Service-Centric Enterprises (2023)

Scale & Credentials

- Largest global pool of certified Dynamics 365 professionals

- 70+ delivery centres with 24/7 managed services for enterprise and public sector clients

Approach

Our delivery approach is grounded in the proven Method One, a comprehensive collection of templates, tools, and best practices refined with clients across diverse industries.

Accenture delivers Dynamics 365 projects using Agile, Waterfall, iterative, or hybrid models. The selected approach is aligned with customer readiness, system complexity, and programme duration.

Our Agile for Dynamics methodology has been purpose-built for Microsoft Dynamics 365 projects. By merging Agile principles with structured release cycles, it ensures the appropriate level of control, robust integration testing, and effective user training required for complex transformation initiatives.

Method One

Method One is a predictable, customisable, and repeatable delivery framework that supports both Agile and Traditional approaches. It is used throughout the entire engagement—from early solutioning through to deployment—ensuring reduced risk and more consistent delivery outcomes.

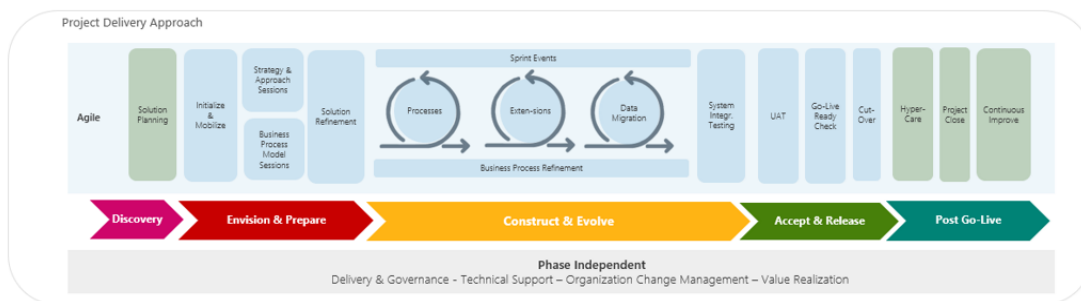
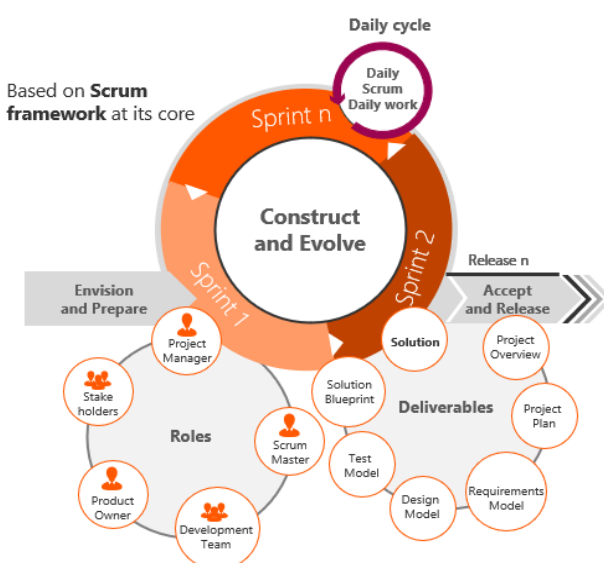


Figure 1
Indicative Accenture Agile Delivery – Scrum Framework



Agile Project Lifecycle:

- Envision & Prepare – Understand, refine the business needs and objectives of the project, develop a vision for the solution and agreed MVP scope.
- Construct & Evolve – Consists of multiple sprint lifecycles, early sprints to proof out solution architecture, future sprints build functionality. Sprint Lifecycle – 1 to 4 week sprints, timeboxed and continuous.
- Accept and Release - validate the solution with the stakeholders and obtain acceptance
- Required key roles to enforce process – Scrum Master, Product Owner, and Project Manager
- Deliverables – only document things with limited change or requested by the client

Figure 2
Accenture Delivery Framework Model

2.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

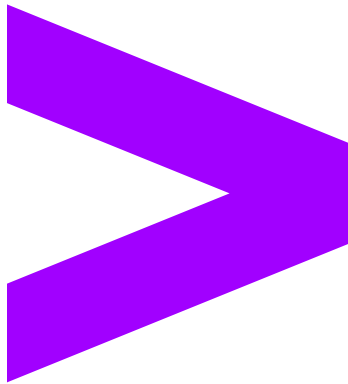
3.0 **Contacts**

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4.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



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