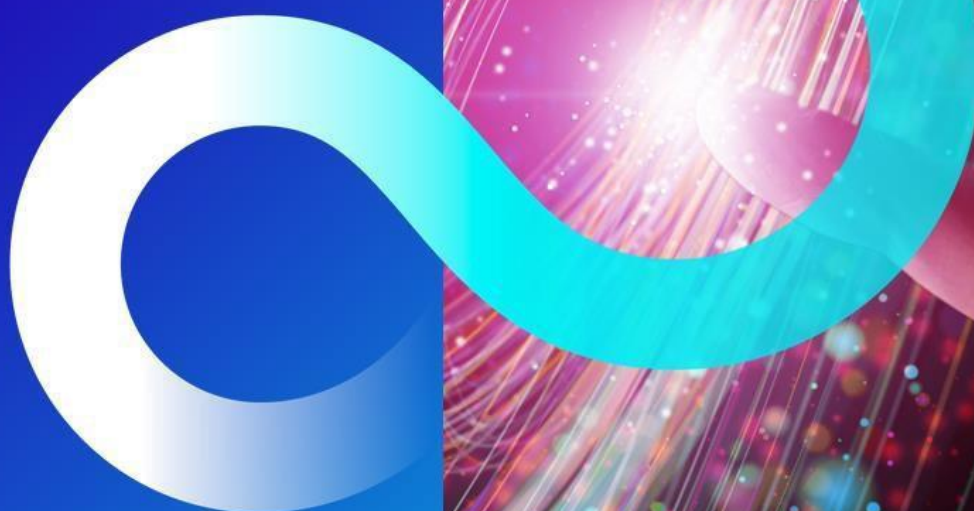


Service Definition

Microsoft Dynamics 365 Professional Services

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Microsoft Dynamics 365 Professional Services Overview

The Challenge

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Recognising the complex challenges organisations face in managing and developing their IT estates, particularly regarding critical systems, processes and controls, Fujitsu has designed a focused suite of professional services. Our expertise is targeted at optimising your use of Microsoft Dynamics 365 and the broader Microsoft ecosystem, including the strategic adoption of cutting-edge Microsoft AI capabilities like Copilot for Dynamics 365 and Power Platform. This enhances productivity, automates processes and improves decision-making across your enterprise.

We leverage our strategic partnership with Microsoft to deliver complex, transformative solutions using Agile, Waterfall and DevOps methodologies. We are recognised for our deep technical skills and proven capability in delivering large, transformative digital solutions that deliver maximum value for our clients.

- ISG Industry Leader in Dynamics 365 and Power Platform for multiple years.
- Microsoft Solutions Partner for Business Applications.
- Microsoft Solutions Partner for Data & AI (Azure)
- Microsoft Solutions Partner for Digital & App Innovation (Azure)
- Copilot Specialisation
- 2025/2026 Inner Circle for Microsoft AI Business Solutions

Our consultancy services are dedicated to solving common challenges encountered when creating, enhancing, and utilising Dynamics 365 solutions. Our services include:

- **Agility & responsiveness:** Adapting swiftly to changing business needs and advancing business agility where inflexible architectures currently hinder progress.
- **Estate modernisation:** Addressing challenges posed by complicated and fragmented existing IT estates, as well as legacy or ageing technology and platforms (including those end-of-life or out of support).
- **Operational efficiency:** Optimising IT operating costs, mitigating the increasing cost of support and maintenance and providing a better, consistent service level performance through cloud management principles.
- **Enhanced security & compliance:** Strengthening security focus and navigating the complexities of regulation and regulatory change.
- **Standardisation & integration:** Standardising disparate solutions across your enterprise.
- **AI-driven empowerment:** Enabling the adoption of AI capabilities to enhance automation, insights and workforce efficiency.

Service Delivery Approach

The Approach

We leverage a standardised but adaptable approach for the entire solution lifecycle; from design and implementation, to transition and ongoing support. This methodology uniquely combines our industry-specific business knowledge,

Fujitsu's and Microsoft's best practices and our deep technical expertise in AI Business Solution development.

User-centred design is a fundamental element of our delivery methodology, enabling us to collaborate closely with stakeholders to:

- **Deeply understand user requirements:** Through comprehensive research, we develop profound insights into service users, their needs and project drivers, alongside key business performance indicators.
- **Iterate and validate solutions:** We deploy changes for continuous feedback, encouraging collaborative working to ensure optimal results and enhance user experience.
- **Rapidly prototype and refine:** Ideas and solutions are quickly developed at early stages, grounded in business objectives, user needs and user testing.
- **Measure and optimise performance:** We utilise analytics and robust tools to accurately measure project and solution KPIs, ensuring continuous improvement.

We support customers on their journey from Discovery through to Live, ensuring that key stakeholders are engaged, that key benefits are identified and captured in a benefits roadmap, input is provided to the customer's business case and that there is a technical and solution roadmap defined.

Our proven approach includes:

Discovery: Understanding business objectives, user needs, evaluating technology and confirming policy boundaries.

- Project planning.
- Onsite/hybrid meetings and workshops (flexible to customer needs).
- Business strategy and objectives.
- Project & technical scoping.
- User requirements and persona development.
- Benchmarking and KPI reporting.
- Stakeholder engagement.

Alpha: Prototyping solutions to validate design and functionality.

- Business analysis.
- UX/UI design.
- Interactive wireframe development.
- Testing.
- Stakeholder feedback.
- Iterative agile process.
- Alpha assessment

Beta: Building robust solutions at scale, against the demands of a live environment in conjunction with business requirements.

- Project development.
- Dynamics 365 environment configuration.
- Dynamics 365 customisation.
- WCAG accessibility compliance and inclusive design practices.
- Quality assurance.
- Security and compliance testing.
- Beta assessments.

Live: Development: Iterative development continues post-launch, delivering continuous improvement whilst adapting to an evolving environment.

- Operational managed services.
- Continuous user research.

- React to changing user needs.
- Iteratively improve the service.
- Iterative development.
- Continuous integration.
- Live service support.

We also offer specific Dynamics 365 solutions in the following areas:

- **Dynamics 365 Managed Services:** Post go-live support, preventative maintenance capabilities and break/fix resolution across your full Microsoft environment.
- **Dynamics 365 Sales:** Tools and insights to help teams build stronger customer relationships, automate sales processes and improve conversion.
- **Dynamics 365 Customer Insights:** An intuitive, flexible and scalable customer data platform (CDP) connecting data from various transactional, behavioural, observational and operational sources to gain a single view of customers, derive insights and act.

What We Offer

- Consultancy and technical engagements – flexible to meet client needs.
- Requirements and fit-gap analysis.
- Solution roadmap.
- Dynamics 365 licence optimisation.
- Installation and configuration Microsoft Dynamics for on premise deployments.
- Configuration of Microsoft Dynamics 365 for cloud deployment.
- System integration and development; including SharePoint, MS Office, Portals, Azure platform services, SQL Server and Microsoft Fabric integration.
- Extension of Microsoft Dynamics 365, where appropriate through wider stack development
- Adoption and change management.
- Third party liaison.
- System design & build.
- Systems documentation.
- Data migration.
- Information security.
- Reporting & analytics.
- Analytics & business intelligence.
- Testing & UAT support.
- Training & support.
- Programme management.
- Project management.
- Benefits realisation.
- Customer experience design.

Clients can benefit from the modularity of our consultancy services, which can be engaged individually or as part of a complete, end-to-end Microsoft Dynamics 365 implementation.

Consultancy Engagement

- **Initiation:** Identifying key client stakeholders required for successful delivery. Managing requirements gathering through a series of workshops with key stakeholders, whilst logging and resolving any project risks or issues early to avoid negative impact.
- **Solution road map:** Our experience of Dynamics 365 projects will be used to evaluate existing IT estates and provide a solution road map that exploits the extended functionality of Dynamics 365 to facilitate real benefits that could lower total cost of ownership (TCO) and provide for rapid return on investment (ROI).
- **Information security:** Addressing information risk and associated reputational risk including the control of information security permissions and access. This is achieved through a consistent enterprise architecture

framework, utilising enhanced security features including password enabled field level security. This ensures appropriate information rights management when migrating data from legacy systems and provides accessibility to meet disability legislation.

- **Data migration:** Services are provided to migrate data from existing legacy systems; this covers both static and transactional data and will include a data migration plan, identifying key timings and extent of the data to be migrated.
- **System design & build:** Exploiting Dynamics 365 to support the transformation of business operations. Using powerful workflow, call dialog scripts and Power Apps form designers, Fujitsu can enable the streamlining of business processes by automating tasks and process steps, whilst ensuring a standardised and professional scripted response to customer enquiries and interactions. All designs will be supported by HLD and LLD documentation where appropriate depending on the deployment choices (cloud vs on premise).
- **Systems integration:** System integration and development; including integration to SharePoint, Microsoft 365, customer facing portals, Azure Platform Services, Azure SQL Database, Microsoft Fabric and integration to other feeder and repository systems.
- **Reporting, analytics and business intelligence:** Capturing management information and providing a 360° view of entities and customer records utilising the advanced reporting features of Dynamics 365 and Power BI. This will be displayed in real time via custom designed dashboards for separate departmental use, leveraging unified data.
- **Project and programme management:** In addition, our dedicated Microsoft Dynamics 365 teams work closely with our PRINCE2® certified Project Managers or Agile Delivery Managers to proactively drive success and mitigate potential project risks.
- **Testing:** Employing automated testing tools such as Microsoft Test Engine (MTE) and Power Platform test framework etc. Accessibility testing with assistive technologies (screen readers, voice input, keyboard-only navigation). Our dedicated testers work alongside our delivery team to ensure a wide range of system, unit and system walk-through tests are undertaken to confirm that the functional requirements of the system are met, and that system performance is as expected.
- **Empowerment & enablement:** Our Microsoft Certified Trainers deliver structured, client-specific training using tailored learning materials. Training can be provided as formal classroom or virtual sessions, or through a train-the-trainer approach to equip key users and super-users to cascade knowledge effectively across all relevant role groups.

Solutions and Benefits

Fujitsu has successfully deployed Microsoft Dynamics 365 solutions for Case Management, Campaign Management, Complaints Management, Contact Management, Contracts Management, Grants Management, Customer Relationship Management, Client Onboarding, Enquiry Management, Event Management, Freedom of Information Requests (FOI), Parliamentary Questions, Resource Management & Asset Scheduling, Sales & Marketing and Stakeholder Management across a diverse range of sectors.

Customer benefits:

- A single unified data model.
- A 360° single view of the truth.
- Streamlined business processes.
- Improved operational efficiencies and productivity.
- Cross departmental working.
- Dramatically reduced number of applications and databases in your estate.
- Offer a “Shared application service” to the enterprise.
- A pathway to remove very expensive to maintain legacy applications.
- Less switching between disparate applications.
- An environment to promote a standardised naming convention.
- Ensures WCAG-compliant, accessible solutions usable by all users.
- Deployment pipeline / continuous integration - continuous development setup.
- An improved and standardised customer service.
- Real time reporting and improved business analytics.
- A rapid return on investment (ROI).

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- A lower cost of ownership.
- Optimised Microsoft software and licensing, leveraging Dynamics 365 Power Platform, and Microsoft 365 to align with Microsoft's roadmap.

Customers benefit from a highly flexible and configurable platform, built on web services and standard technologies. This foundation improves internal and external communications, drives increased productivity and streamlines business processes, ultimately delivering a rapid return on investment and enhanced protection for their entire IT portfolio.

Service Deliverables

Our engagements are bespoke, adapting to each customer's specific phase of development and their distinct requirements. However, the indicative deliverables presented below offer a representative cross-section of the solutions we can provide.

- A systematic approach to identifying, quantifying, and agreeing on the outcomes and benefits that will be delivered from the adoption Microsoft Dynamics 365.
- Business case creation with identified and quantified outcomes.
- Development of customised Dynamics 365 solution roadmap.
- Dynamics 365 design services.
- Integration with external business systems.
- End-to-end implementation services, including migration.
- Efficient delivery using business solutions and accelerators
- Continuous integration - continuous development setup
- RoM costs for budgetary purposes.
- Solution architecture.
- Business process design.
- Customer experience design.
- Customer playback/conference room pilot workshops.
- High-level design (HLD)/low-level design (LLD) documents.
- Requirements specification.
- Build documentation.
- Testing strategy and test planning.
- Test execution.
- Training.
- 24x7x365 end-to-end support services.

About Fujitsu

As one of the world's leading IT companies, Fujitsu is at the forefront of pioneering technology in the UK since we made our initial investment over 40 years ago. As a key strategic partner we deliver essential services, from our secure hybrid IT which underpins critical national infrastructure to our investment in emerging technologies to boost national capability. Drawing on our Japanese technology expertise we provide bespoke digital transformation solutions. This unrivalled expertise has allowed us to specialise in emerging focus areas; Hybrid IT, AI & RPA, Data analytics, Agile application development/transformation and Security. Together, we offer a full package of solutions to support the UK as a long-term industry supplier.

We believe in realising the significant alignment between the UK and Japan in emerging technologies and in creating a UK-Japan 'Innovation Bridge' to support the UK's science and technology superpower objectives. We are committed to investment in UK skills and research and development, driving customer outcomes and promoting social value. We employ 124,000 people around the globe, including around 8,000 people across the UK, promoting diversity and inclusion as a DWP Disability Confident Leader. We are recognised as a Times Top 50 employer for Women since 2017, a Stonewall Top 100 Employer for 2023 and were awarded an EcoVadis Silver Rating, the world's largest provider for sustainability ratings.

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