

IBM Consulting



G-Cloud 15

IBM - Microsoft Dynamics 365 Customer
Relationship Management (CRM)

Service Definition Document

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Service Overview

IBM has extensively implemented Microsoft Dynamics 365 CRM and our UK- based teams experience covers each of the and our UK- based teams experience covers each of the key areas of the Microsoft Platform

Bringing our experience of the Microsoft Dynamics 365 CRM Bringing our experience of the Microsoft (which includes PowerApps, Power Automate & Power BI) implementations at scale and across the public sector will enable your organisation to realize maximum value from your low code / no code solutions and be confident of successful delivery. We can support all aspects of a solution from initial requirements, through design, solutioning, implementation, training, and ongoing support.

The value of IBM to help you deliver your Dynamics 365 CRM comes from a proven approach (such as Design Thinking & IBM Garage for rapid prototyping), transformation model, accelerator tools (including components to rapidly speed up delivery), access to expertise and being part of a strategic Microsoft partnership.

IBM can also support your organisation in the creation of a Microsoft Dynamics 365 Centre of Excellence with all the appropriate tools and methodologies for an agile team.

We have skilled resources that can support your Dynamics 365 CRM journey as well as providing advice and strategy for a robust security model and governance protocols so that your organisation can take full advantage of this exciting platform.

Service Features and Benefits

Features

- Advanced business analysis for your organisation for Dynamics 365 CRM
- Multi Module solutions for a comprehensive solution connected seamlessly OOTB
- IBM's experienced consultants can design and architect complex CRM solutions
- Automated Resource Scheduling Optimization (RSO) capabilities
- Predict and resolve Service issues proactively with intelligent preventative maintenance
- Gain a 360 view of a customer and their assets
- Dynamics 365 integration including Microsoft Azure
- Comprehensive security, encryption, and role-based access management
- Virtual Reality, mixed reality for remote assist delivered with Hololens
- Application Maintenance & Support service available

Benefits

- Gain an improved view of your customer's needs
- IBM deliver rapid solutions using the Agile and Catalyst methodology
- Seamlessly triage customers through combined CRM (multiple Dynamics365 modules)
- Have access to real-time data informing accurate critical decisions
- Gain the advantage of IBM's best practice from client projects
- Extensive Public Sector expertise and insight
- Automate business processes using IBM's extensive Public Sector experience
- Dedicated specialists with in-depth Dynamics 365 Customer Experience
- Access wider Microsoft stack including Azure, Power Platform & Microsoft365
- Take advantage of IBM's experience in low code no code

Key Differentiators

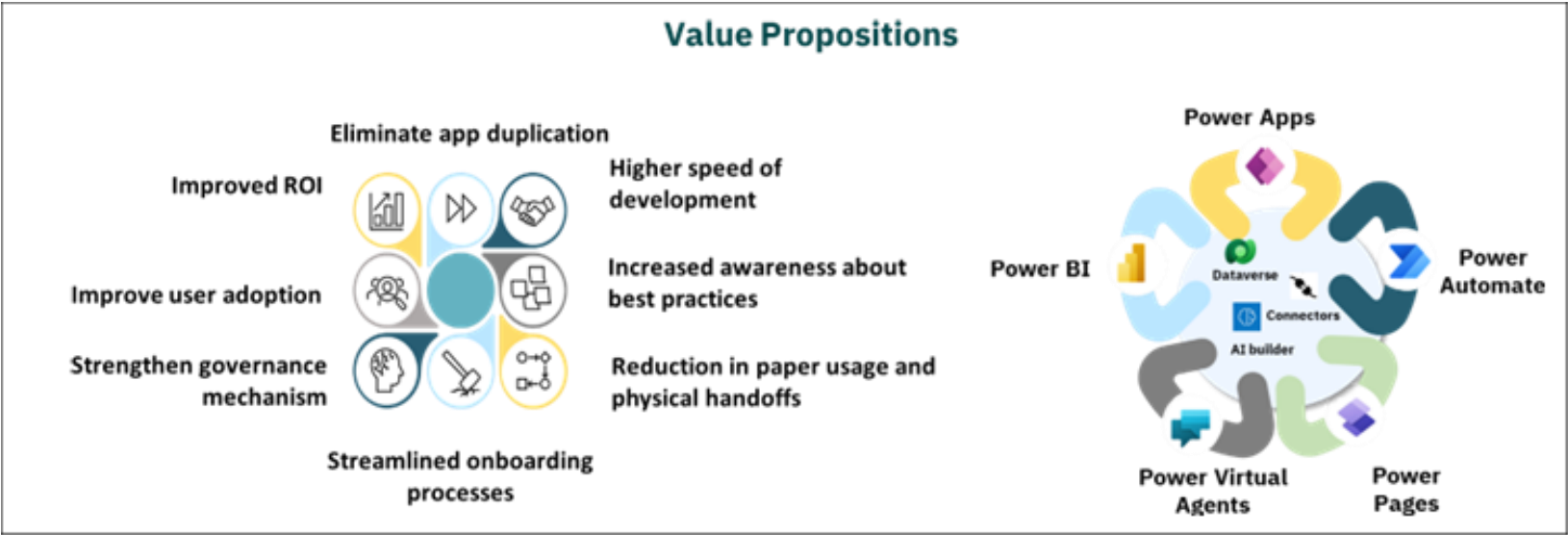
- Industry leader
- Global coverage
- IBM Design Thinking
- End-to-end capabilities
- Methods and Tools
- AI Integration Cloud Innovation
- 2 Tier Support

IBM Microsoft Dynamics 365 CoE

IBM Microsoft Dynamics CoE offering can help organizations build an internal Center of excellence to govern structure and processes, as well as manage security, while encouraging adoption and innovation. It focusses to empower IT with the control and security they need, while allowing the freedom and creativity of citizen developers within the business.

Effective use of COE power can further be leveraged to enable, encourage, and empower Dynamics 365 practitioners to come up with innovative automated solutions that could be the catalysts for growth.

The Dynamics 365 practice of IBM has its own dedicated CoE which work closely with the customer to design and establish core processes which includes best practices, governance mechanisms and standardization for Dynamics 365 Platform based solution implementation. Also, Dynamics 365 CoE focus on creating IP's, reusable components & frameworks which can further be leveraged to provide business transformation to client addressing specific business and technical pain areas.

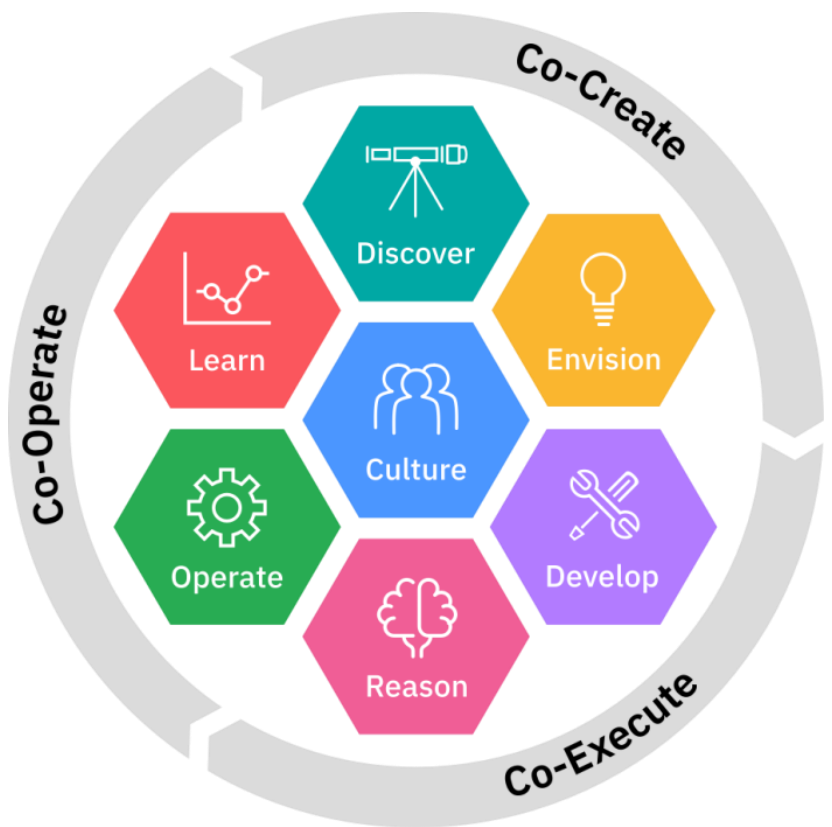


IBM Garage™ FRAMEWORK

The value of IBM to help you deliver your ERP solutions comes from a proven approach (such as Design Thinking & IBM Garage for rapid prototyping and or the IBM ascend methodology), transformation model, accelerator tools (including components to rapidly speed up delivery), access to expertise and being part of a strategic Microsoft Partnership.

IBM Garage™ is a framework for accelerating digital transformation. It helps you generate innovative ideas and equips you with the practices, technologies, and expertise to turn those ideas into business value in weeks.

More information on the IBM Garage Method for Cloud is available at ibm.com/garage

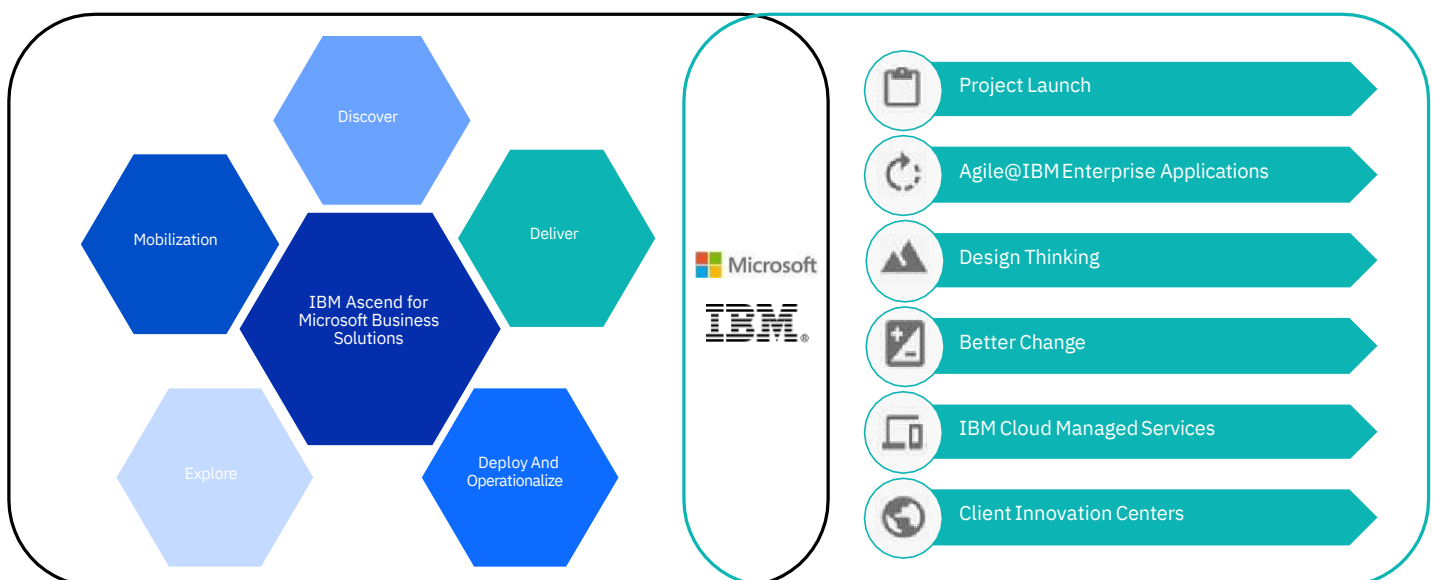


IBM ASCEND for Microsoft

IBM Ascend for Microsoft Business Solution Implementation Services method adopts a structured approach and uses IBM's suite of Next Generation tools to deliver with customer satisfaction and business excellence in all engagements. In Dynamics 365 implementation projects, the method (often referred to as the Implementation Roadmap) leverages elements of the GBS Agile framework to define a common hybrid approach for implementing package applications in an Agile way.

“Shift left” with reusable assets that leverage IBM Blueworks Live (process models), MS Visual Studio Test automation suite, and pre-assembled solutions (IBM pre-configured industry solutions and Microsoft Dynamics 365 best practices). The preassembled solutions are specific to few industries and are subject to feasibility in the overall implementation.

- IBM Ascend for Microsoft Business Solution Implementation Services method defines the phases, key deliverables, and Work Breakdown Structure (WBS)
- Agile techniques (Scrum / Sprints) to enable more efficient delivery and execution, higher quality, and lower implementation risks.
- Early end-user / stakeholder buy-in through iterative playbacks during Explore Sprints
- “Shift-Left” assisted with Blueworks Live (Process Model) and MS Visual Studio Test automation suite.
- Secure solutions IBM provides industry leading secure applications services by integrally.



Microsoft awards and accolades

By choosing IBM and Microsoft, you take advantage of the expertise of several thousand practitioners worldwide, ready-to-use software, and best-in-class solutions.

- Multiyear winner of Microsoft Inner Circle and
- President's Awards
- Microsoft Gold Partner in 17 categories, covering Data Analytics, Datacenter, DevOps, Security and ERP
- 2023 Winner US Partner of the Year
- GSI Growth Champion
- 2023 Winner Japan Partner of the Year, Manufacturing
- 2023 Winner World-wide Partner of the Year, Migration to Azure – Neudesic, an IBM Company
- 2023 Winner US Partner of the Year, AI – Neudesic, an IBM Company
- Microsoft Certified Partner since 1995, IBM provides a broad range of consulting services to help advance your organization's growth and efficiency.
- We offer jointly developed solutions that drive excellence and business value in applications driven by Microsoft technology and enhanced by IBM's professionalism and experience.
- Our dedicated team have delivered hundreds of services across a diverse range of public sector projects.
- Our Experience and Partnership has helped to shape IBM's Microsoft capability into a team that delivers real business benefit from day one.

39,000

Microsoft Azure
certifications

300+

customer engineering
deployments

#1

global system integrator of
Red Hat—IBM Consulting™
is specialized in Azure on
Red Hat OpenShift

35

Azure Marketplace
listings

About IBM Supporting Government

We help government organisations in the UK and worldwide deliver and transform essential public services – our teams are passionate and proud about helping you to make a real difference to people’s lives.

Government Services Supported by IBM

**Healthcare**

**Life Sciences**

**Tax and Revenue Management**

**National Infrastructure**

**Social Care**

**Education**

**Works and Pension**

**Defense and Intelligence**

**Public Safety and Policing**

The problems we solve for clients are complex and cannot be satisfied with technology alone. They require a partner that can also offer deep industry expertise and a relationship of trust.

We bring access to the industry experience, insight, and technology capability to deliver and operate secure, scalable, optimised and available services for government.

We support you by bringing:

- Industry expertise – Professionals who understand and are passionate about delivering quality public services and can bring industry insights and apply innovation to your business processes.
- Trust and security capabilities – Protecting valuable data and insights and deploying new innovations responsibly.
- Innovative technology – Expertise in areas such as AI, blockchain, 5G, Automation, IoT, cybersecurity and quantum, delivered in a Hybrid Cloud environment.
- Experienced Services professionals to support strategy, innovation and deliver transformation.
- Global alliances – valuable partnerships with the world’s leading vendors

About IBM

We have worked together with organisations in the UK for over 100 years, with a rich history of joint innovation and achievements, built on trusted relationships.

This is IBM in the UK



Tech talent

IBM runs P-TECH schools in 18 countries, helping **>100,000 students build skills for careers of the future**



Inventors

IBM UK is home to many Master Inventors, with **>250 patents filed last year alone**



Changing the world

IBM was awarded **World Changing Company of the Year 2019** by Fast Company



Royal recognition

29 UK IBMers received **honours from the Queen** for contributions to tech and society



Diversity

IBM won the **Global Diversity Award 2019** and the ENEI's **Gold Standard**



Graduates

IBM is committed to developing future talent – we are Target Jobs' **Graduate Employer of the Year 2019**



Volunteering

IBM dedicates **>20,000 volunteering hours every year** for a better society



Cloud

Together, IBM and Red Hat are working to deliver the world's only **next-generation hybrid multicloud platform**



Economy

IBM has been **integral to the UK economy for >100 years**, and is one of its largest tech employers



R&D

In the UK alone, IBM **invests £170 million in R&D** each year



Quantum

IBM Q, the world's most advanced quantum computing initiative for commercial use, is being used by CERN



Environment

IBM's **focus on sustainability** began in 1971 with our first environmental policy



Artificial Intelligence

IBM develops **watsonx based generative AI solution** for the Austrian federal armed forces to **provide fact-based evaluation and classification** for the ability to remain capable of acting in the light of risk scenarios.

We are Here to Help

This document provides an overview of our service with context about how our services can support you and how we work. You can also find out more about us and our work at ibm.com. However, every organisation faces unique challenges, and our specialists are available to answer your questions and discuss how our services can be tailored to your needs. You can reach us by email, and we are here to help.

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