



DYNAMICS 365 PORTALS AND PAGE VIEWS

G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech provides a Dynamics 365 Portals (Power Pages) service to support the design, build and optimisation of secure, external-facing digital experiences that are connected to Microsoft Dataverse and Dynamics 365.

Power Pages provides a low-code platform for creating scalable websites that support engagement with customers, partners, suppliers and wider ecosystems. By extending these experiences with AI-assisted capabilities, organisations can enhance digital interactions, improve responsiveness and gain insight into user behaviour while maintaining control over data, security and governance.

Built on Microsoft Power Platform and AI services, including AI Builder and Copilot capabilities, the service supports the delivery of data-driven digital experiences that can evolve alongside organisational needs and operating models.

KEY FEATURES

- Design and delivery of secure, external-facing Power Pages websites
- Low-code configuration with optional pro-code extensibility
- Native integration with Microsoft Dataverse and Dynamics 365
- Customisable layouts, branding and reusable templates
- Built-in content publishing and management for business users
- Role-based access, identity and authentication using Microsoft Entra ID
- Monitoring of user interactions and engagement patterns
- AI-supported insight to identify trends and optimisation opportunities
- Copilot-assisted site and page creation using natural-language prompts
- Integration with Power BI for reporting on usage and performance

KEY BENEFITS

- **Faster Time to Delivery**
Copilot-assisted authoring reduces the time required to move from concept to live site.
- **Improved Digital Experience**
Supports intuitive, self-service digital interactions for external users.
- **Enhanced Customer and Partner Service**
Enables 24/7 access to information, submissions and status tracking.
- **Increased Engagement**
Reduces friction through AI-assisted guidance and content delivery.
- **Operational Efficiency**
Automation and intelligent triage streamline the handling of requests and submissions.
- **Scalable Digital Platform**
Provides a flexible foundation that can grow with organisational needs.
- **Data-Driven Insight**
Combines analytics and AI-supported insight to inform continuous improvement.
- **Future-Ready Capability**
Aligns with Microsoft's Power Platform and AI roadmap to support evolving requirements.

ADDITIONAL SERVICES

- Power Pages discovery and design workshops
- Portal and website migration from legacy platforms
- Integration with Dynamics 365, Power Platform and third-party systems
- Identity, access and authentication configuration
- Content and information architecture design
- Analytics and reporting enhancements
- User training and content author enablement
- Adoption and change support
- Ongoing optimisation and support services
- Managed service options

Thank you

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Telefónica Tech

