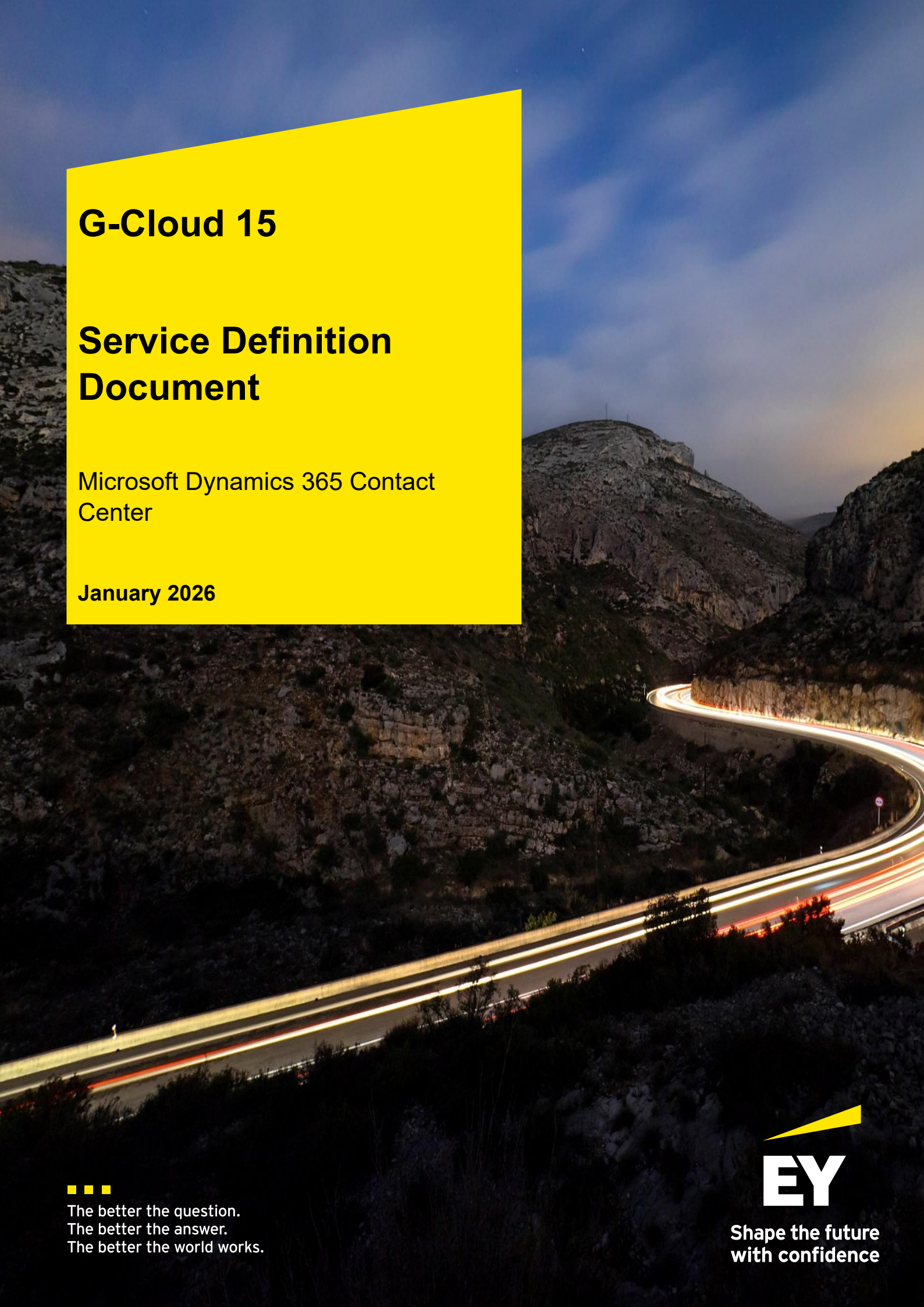




G-Cloud 15

Service Definition Document

Microsoft Dynamics 365 Contact
Center

January 2026



The better the question.
The better the answer.
The better the world works.



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1. Service detail

1.1. Service Description

EY Microsoft Services Group delivers implementation services for Microsoft Dynamics 365 Contact Center. Our solution transforms customer experience with agentic AI, providing a modern multi-channel service with intelligence, automation and efficiency, that works with existing CRMs.

With EY Business Consulting providing specialist financial planning to support the transformation that embeds a cost-effective, outcome-driven, technology-enabled solution. This is enhanced by EY Service Design who co-create human-centered services that maximise adoption and drive the outcomes for the contact center transformation.

Dynamics 365 Contact Centre can work with existing CRMs or supplement Microsoft case management (D365 Customer Service) as a unified system. We will help you assess these options, understand the ROI and deliver a cost-effective transformation.

As part of the service, EY can provide full lifecycle multi-disciplinary support including:

- ▶ Needs Assessment and Planning, including process mapping
- ▶ Business case and ROI assessment
- ▶ Change management planning and implementation
- ▶ Future process and operating model design
- ▶ System Design with Technical Architecture
- ▶ Configuration and Customization
- ▶ Integration Services with existing systems
- ▶ Data Migration
- ▶ User Training and Change Management
- ▶ Testing and Quality Assurance
- ▶ Support and Maintenance
- ▶ Ongoing ROI and adoption support and assessment

What are the benefits of our service

- ▶ Cost-effective, customer centric, technology transformation
- ▶ Contact Center modernisation and unification in the Microsoft cloud
- ▶ Increased productivity and efficiency with Copilot
- ▶ Personalise interactions using your CRM data on any channel

Our service features

- ▶ Business Planning, Service Design and Technology Implementation
- ▶ Reimagine your customer service experience with AI agents
- ▶ Engage customers on any channel with digital self-service
- ▶ Connect with right representative with intelligent unified routing

1.2. Engagement Approach

The EY engagement philosophy is one of open exchange which breeds mutual trust in a solutions partnership which may be expected to last many years into the future. We believe that organisations will find EY a refreshingly different technology partner, and one that acknowledges the fact that the human challenges of any major project typically outweigh the associated technical challenges.

Based upon this principle, an EY engagement is consciously one of close and regular personal interaction and focus is given to the nature, staffing and operational goals of your business over and above technology considerations. This regular, open dialogue means that our consultants can make well-informed recommendations in the specific context of an organisation. It also means that they are able to challenge assumptions and historic ways of working.

Our experienced and professional implementation teams follow an established project management methodology for both Agile or Waterfall approaches and can make recommendations on the most appropriate, based on your preference, requirements and capability. We work in partnership collaboratively with you throughout all stages to ensure user adoption and measurable benefits are achieved.

1.3. Implementation Approach

The EY approach is scalable, flexible and set on managing project constraints and expectations.

Based on client requirements, EY will employ one of two industry standard offerings: Waterfall or Agile.

Waterfall	Agile
▶ Scope and deliverables locked ▶ Time and cost more predictable ▶ Full design / technical documentation ▶ Less resource intensive for client ▶ Fully managed implementation ▶ Managed 'stages' requiring approval ▶ Full plan: start, middle, end	▶ Flexibility on deliverables and end goal ▶ Client Agile maturity and experience required ▶ High levels of collaboration required ▶ Dedicated resource(s) working to a fixed capacity ▶ Single Client product owner required providing direction ▶ Rapid decision making essential ▶ Configuration focus not documentation

Figure 1 - Waterfall vs. Agile Methodology

The Waterfall approach utilises the methods and principles from the internationally recognised standard of PRINCE2 (Projects IN Controlled Environments).

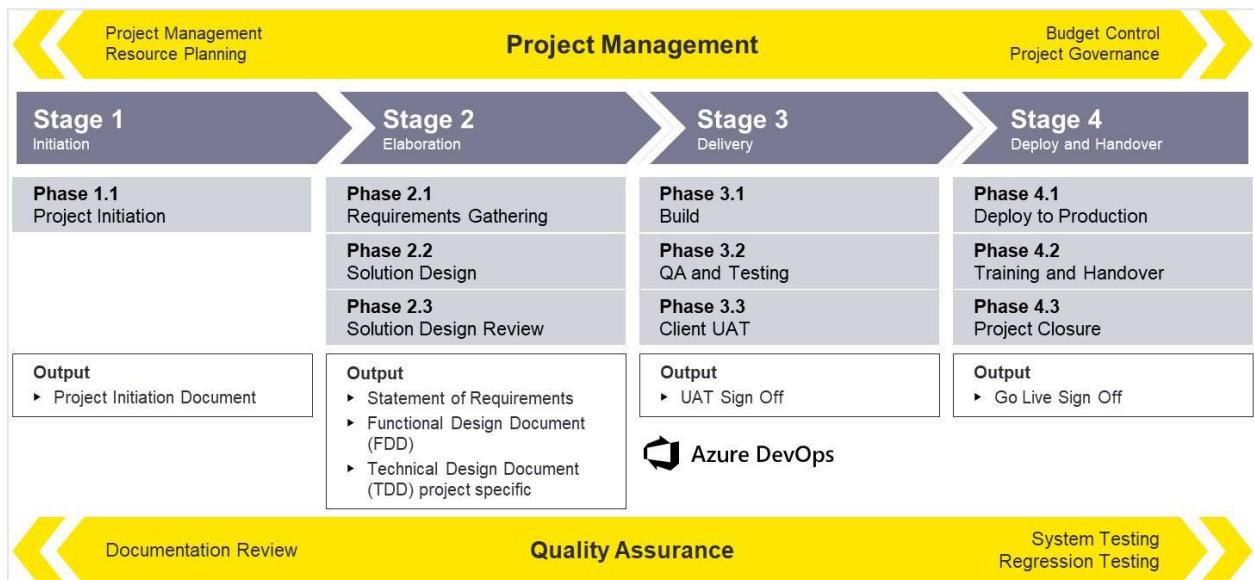


Figure 2 - Waterfall Methodology

The Agile approach is focused around a 'Minimal Viable Product' (MVP) methodology, whereby the client dictates the priority, order and direction of the project via defined Sprints using one team. This is centred on rapid development and iterative cycles maximising configuration over development. It concentrates on working with the product(s) as much as possible over design, documentation, and specification.

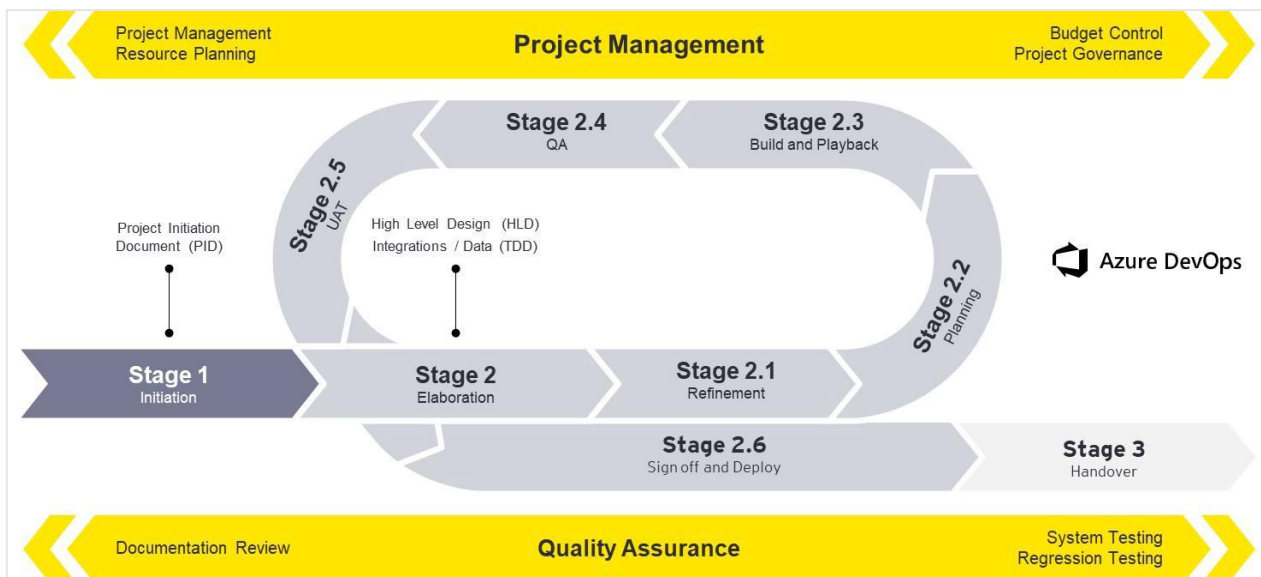


Figure 3 - Agile Methodology

1.4. Client responsibilities

The client is responsible for the following:

- Acquisition of any required Microsoft application subscription licenses (which EY can advise on), to enable the service that EY will be implementing, supporting, or training the client on
- Provision of any relevant test data required by EY

- ▶ Provision of resources for User Acceptance Testing as advised by EY, and that these staff are not technical staff involved in the development, but end users/subject matter experts who were involved in the user requirements definition phase
- ▶ For any integration services to back-office applications, it is assumed that the client will have the required APIs available on all the deployed CRM instances (i.e. Development, Test, and the Production), and give EY access to any available documentation for those APIs
- ▶ Provision of equivalent instances for the relevant back-office systems and make these available at no cost to EY
- ▶ Availability of staff with detailed technical know-how in the back-office applications to input into any integration services implementation, whether from the client, or from the back-office application vendor, and have support arrangements in place with that vendor for technical support
- ▶ Provision of remote access to any relevant back-office applications as required

1.5. Application Support Services

EY have a dedicated Application managed services team to support Microsoft technologies we deliver, providing seamless transition from delivery to business as usual. Our Application Managed Services empowers organisations to mitigate operational, financial, and reputational risks associated with system issues through our highly responsive issue resolution services and proactive system monitoring for Microsoft solutions.

As an extension of your team, our dedicated application support professionals collaborate closely with you to ensure that your business is always operating at peak efficiency and is consistently supported.

EY adheres to the rigorous standards of the Information Technology Infrastructure Library (ITIL), integrating ITIL best practices within our Microsoft Dynamics 365-based IT Service Management (ITSM) tool. We offer comprehensive support across the following critical areas:

- ▶ Incident and Problem Management
- ▶ Service Requests
- ▶ Change Management
- ▶ Release Management

Our processes are grounded in industry standards and continually refined over many years to ensure simplicity, clarity, and systematic execution. We are committed to transparency, sharing our approach in detail with our clients to enable effective collaboration and to ensure that we achieve mutually agreed objectives.

Moreover, our application support team assists organisations in understanding, evaluating, and implementing the latest Microsoft features, thereby maximising your technology investment and enhancing user experiences across your enterprise.

1.6. Support Features

EY helps organisations reduce the operational, financial and reputational risks of any system issues, by providing highly responsive issue resolution and proactive system monitoring for Microsoft solutions. Acting as an extension of your team, we are there to make sure your business is always supported, whether you're looking to take advantage of a new feature, or if things aren't working as they were the night before. Our EY application support teams help organisations understand, assess and implement the latest features from Microsoft to increase the value of your investment and drive better experiences for your users.

Our support offerings at a glance:

- ▶ Built using Information Technology Infrastructure Library (ITIL) best practice
- ▶ Fast and responsive incident resolution
- ▶ Response and resolution SLAs
- ▶ Problem management for ongoing issues
- ▶ Service request delivery
- ▶ Established co-development framework
- ▶ Service Delivery Manager to ensure service quality
- ▶ Packages tailored to your specific needs
- ▶ Quick access to Microsoft expertise and knowledge
- ▶ Continuous system insight and improvements
- ▶ Option to add additional service uplifts, such as 24/7 coverage
- ▶ On-shore-based support, with options to increase the scale and flexibility of support with off-shore or blended delivery

We have adopted a flexible approach to our support packages so that we can deliver a service tailored to suit you. We offer a range of off-the-shelf packages and bespoke support options to meet your needs. Detailed overviews of each support package and additional service uplifts are available on request.

1.7. Pricing

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, etc. EY is also able to provide off-shore and near-shore pricing at reduced rates. 'Ordering and Invoicing' and 'Termination' are to be undertaken in accordance with G-Cloud 15 contract terms unless varied by mutual agreement and detailed within a call-off contract.

2. EY Microsoft Alliance

The EY organization leverages Microsoft technology to create transformative solutions across its service lines, including Assurance, Tax, Consulting and Strategy and Transactions. These solutions empower clients to achieve significant transformational outcomes, enhancing their agility, fostering innovation and equipping them to effectively respond to disruptions.

- ▶ Data and Artificial Intelligence (AI) capabilities that drive business-led transformation with humans at center
- ▶ Repeatable enterprise solutions that help enable key business functions
- ▶ Sector-led solutions that address industry challenges

The EY-Microsoft Alliance designs and helps deliver transformative cloud solutions powered by business ingenuity that helps create long-term value. The EY organization and Microsoft bring a compelling formula to spark the potential of the cloud and unlock the power of data. We solve clients' most challenging issues by blending trusted industry knowledge with innovative cloud technology. This strategic relationship draws on decades of success developing visionary solutions that provide lasting value. Together, we empower organizations to create exceptional experiences that help the world work better and achieve more.

Recent awards

- ▶ 2025 Microsoft Global Advisory Services Partner of the Year – 6th consecutive year
- ▶ 2025 Microsoft Global Sustainability Changemaker Partner of the Year – 3rd consecutive year
- ▶ 2025 – Global SI – Finalist
- ▶ 2025 – Global – Dynamics 365 Service
- ▶ 2025 – Intelligent Automation – Finalist
- ▶ 2025 – Dynamics 365 Finance – Finalist

3. Key contacts

For further information please get in touch via the email address below.



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Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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