

Case Study

**Bonava**

Microsoft Dynamics 365 Cloud Migration

## About Bonava

Bonava is a leading residential development company in Northern Europe. Born out of NCC, Bonava has been creating homes and neighbourhoods since the 1930's. Today Bonava has 1400 employees and operates in Sweden, Finland, Denmark, Norway, Germany, Russia, Estonia, and Latvia with sales of SEK 13 billion.

### Project Scope

Bonava is on a determined journey towards the cloud with an overall digital strategy of gaining more **agility**, **flexibility** and **compatibility**. As a part of that they decided to migrate from Microsoft Dynamics CRM, which was installed on-premise in 8 countries, to **Microsoft Dynamics 365 Customer Engagement**.

### Added Value

Microsoft Dynamics 365 Customer Engagement has given Bonava a future-proof solution that has addressed a number of challenges and they now have a solid foundation for growth in the future:

- **Substantial annual cost savings** by closing down servers in the global IT setup.
- **Reduced number of customizations** and the more standardized the more Bonava can keep up with new functions and features.
- **Shorter and more agile release processes** where users can actually work at the same time, so no need to shut down for a whole weekend anymore.
- Access to **new tools** that provides an overview of user behavior to optimize license model.



## Fast and efficient cloud migration

### Fast and efficient cloud migration leverages new and more CRM possibilities in Bonava

A well planned and executed AlfaPeople CRM cloud migration project translates into cost savings, higher internal efficiency, and new mobile tools in the housing company Bonava.

Since 2016, when NNC Housing turned into the new brand Bonava, the company has been on a determined journey towards the cloud. Almost everything that can run in the cloud, runs in the cloud on a Microsoft Azure based architecture. As a part of that strategy Bonava decided to migrate from Microsoft Dynamics CRM, which was installed on premise in 8 countries, to Microsoft Dynamics 365 Customer Engagement in 2020.

By moving online Bonava, among other, gains access to tools where they can see how users actually work with the CRM application. With that type of insight, they can optimize the CRM licensing model, so they don't pay for licenses they don't use.

"We don't have any numbers yet, but we know that we will benefit from the license model online. On top of that it's also a matter of reducing the number of customizations we have to do and get a more standardized solution. The more standardized we can keep our CRM the faster we can keep up with new features and functionalities in the Microsoft roadmap," says Elisabeth Shishoo, CRM Process & Application Manager at Bonava.

### Long-term partnership with AlfaPeople

Bonava has worked together with AlfaPeople since 2013. The long-term partnership was an advantage when AlfaPeople and Bonava scoped and executed the migration project.

"One of the reasons we chose AlfaPeople to help us with this project was because they knew our processes, our complexity, and number of customizations. Another reason was AlfaPeople's pragmatic approach. Even though the project took a bit longer than they first expected the overall process went very smooth. AlfaPeople made sure that we were included in Microsoft's FastTrack program, they got quick responses to our questions and so on," says Elisabeth Shishoo.

"Compared to our other major projects this has been one of the smoothest because it was well prepared and because it didn't result in big functionality changes. Users sometimes worry before big releases because there is a risk that it will affect existing functionality. But that was not the case this time. With few exceptions there were not many things to fix after we hit the go live button, and the users have indicated in user satisfaction surveys that they are happy with our new online version of CRM."



**Elisabeth Shishoo**

**CRM Process & Application Manager**

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## The Solution

### Several IT and business advantages

Moving Bonava's CRM to the cloud has created both IT and business advantages. First of all, the shift fits the overall digital strategy of gaining more agility, flexibility, and compatibility. Users can work mobile based which will improve internal efficiency. By optimizing CRM licensing with AlfaPeople's Usage Monitoring tool and shutting down 10 servers in the global IT setup Bonava will also realize substantial annual cost savings. And finally, Bonava can speed up the release process.

"Normally, when we do releases, we shut down Friday afternoon and open up Monday morning in which period users can't work with the application. But now we do releases from Friday afternoon to Friday evening. And users can actually still work with the application throughout the update process even though we recommend no usage for security reasons."

### Create business apps

Looking ahead, Elisabeth Shishoo and Bonava has already begun to explore the possibilities of creating mobile apps with the Microsoft Power Apps platform and build external portals for partners.

"One of the apps we are building is for home inspections. So, when our employee walks around in an apartment or a house with a customer and they for example notice a crack in the wall, they can report it directly into CRM and it will be processed from there. Another app we are interested in building is for showings where customers can type in personal information directly on a mobile device at the apartment or the house so we don't have to manually handle email addresses, consent and so on afterwards. That will save us hours," she ends.



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