



Ase Case Study



Microsoft Dynamics 365 for Sales
Professional Services



Ase is a cross-functional unemployment insurance fund for both employees and the self-employed in all industries with approximately 145.000 members throughout Denmark. The unemployment fund is 100% owned by its members and focuses on creating an open, customer-oriented organization that makes its members ambassadors. Ase operates in addition to the unemployment insurance fund, the Ase Lønmodtager, Ase Selvstændige and Ase Jobudvikling unions and an insurance company. Ase has its headquarters in Copenhagen and 16 local offices all over the country.

Microsoft Dynamics is a keystone of digital transformation at Ase

Ase has an ambitious digitalization plan for the future but is breaking the process into smaller steps so that both the economy and employees can follow. Recently, Ase implemented Microsoft Dynamics 365 for Sales with AlfaPeople as the technology leader and sparring partner.

The unemployment insurance fund Ase, like many other companies, is in full swing with their digital transformation. They use a proprietary system for operating the core business but use standardized platforms in selected business areas. As part of this digitalization strategy, Ase has recently replaced their proprietary sales solution with Dynamics 365 for Sales with AlfaPeople as their implementation partner. Previously, Ase's sales data was stored in various siloed systems, which didn't work properly

together. With the implementation of the Dynamics platform, all sales-relevant data is now gathered in one place and so, AlfaPeople has built the integration necessary for the rest of the system, primarily the core system, and previous integrations have been completely looped out because they were no longer needed.

This means, among other things, that the architecture has been simplified and that data has become more valid as there are no duplicates. In addition, employees no longer have to log into different systems and can work in more streamlined flows, increasing individual efficiency and the overall productivity of the organization.

Better data activation

In addition to greater digital connectivity, Dynamics 365 for Sales also provides Ase with better opportunities to enable the value and use of the sales data generated every day in the organization. This includes further developing data for marketing and business analysis, explains Niels Agerup, Market Director of Ase. In sales we produce approx. 150.000 call attempts a month, of which a certain percentage turns into orders. The orders contain an amount of data that we can actively use to improve our customer service.

Agerup also mentions that in the future Ase will probably connect multiple applications on their new Dynamics platform using the same recipe to enable more data for business use. This could be Microsoft Dynamics 365 for Marketing, where customer behavior data can be used to target the campaign activities.

Be sharp with your ambition

Ase's new sales solution for the organization's approx. 130 users went live in spring 2018. It's too early to conclude the overall success and impact on the daily processes, but Niels Agerup brought some good advice to the table for companies that are going to implement a similar solution on their business-critical platform.

"You must set the level of ambition right from the beginning, because as you dig deeper into the project, new opportunities become evident. More begets more. We did of course also experience that", says Agerup, explaining that Ase has chosen to connect a mobile payment solution to Dynamics 365 for Sales so that a seller can receive immediate payments in dialogue with a customer.

"Of course, we are happy that we decided to implement the mobile payment solution even though it was not a part of the project to begin with but the point is, that you are regularly presented with these kinds of solutions and possibilities. It is important to remind yourself and the rest of the team, what the starting point was for the implementation. What do we want? What does it cost? And how long does it take? Here, AlfaPeople was an important sparring partner to us".

AlfaPeople as a Trusted Advisor

Kate Pennerup Thomsen was Ase's Project Leader in implementing Dynamics 365 for Sales. She emphasizes that users have taken well to the solution and that it has been easy to get to know:

"Microsoft Dynamics 365 for Sales is based on familiar interfaces from the Microsoft world, so design and user-friendliness has been easy. We thought we should educate them for a whole week, but most of the employees were up and running by themselves in a few hours. So, we actually ended up shortening our education plan by 50%, and we have not been able to detect any decline in efficiency, something which often accompanies an implementation,".

Great co-operation leads to a service agreement

In addition to a clear transition phase and a more than satisfactory uptime of 100%, Pennerup Thomas emphasizes the positive collaboration that Ase had with the AlfaPeople. When there is good chemistry on a project, it's way easier to reach the finish line.

"Good cooperation is, among other things, the reason we have chosen to sign a service agreement with AlfaPeople at the end of implementing Microsoft Dynamics 365 for Sales. Now, they know our needs and our business. Hopefully, it will save us a lot of time when we start the next IT project one day."



Benefits

- 1.** Ase has implemented Microsoft Dynamics 365 for Sales, which integrates with a proprietary core system. The sales solution makes it possible to activate the sales data generated in the organization. This is beneficial for several teams such as Marketing, who are now far better able to target their communications and campaigns going forward.
- 2.** Ase has approx. 120 users working daily with the Microsoft Dynamics 365 for Sales solution. These employees are experiencing 100% uptime and, in combination with the design and ease of use from other Microsoft solutions, it has been very easy for employees to use it effectively in their work day.
- 3.** Ase expects to implement additional applications from Microsoft Dynamics 365 solutions, including the Marketing application. Thus, the synergy and recognizability are preserved, but what is equally important to Ase is to have chosen a solution for their core business that follows their development and is being rolled out by a competent player in the market.



Do you have questions or want to know more? It's easy to get in touch!

Call us at: **+45 70 20 27 40**
or email us at: dynamics365team@alfapeople.com

Global Offices

Brazil - Barueri

Al. Tocantins, 125 - Conj. 250,
Alphaville Industrial
06455-931
Barueri-SP
Phone: +55 (11) 4082-3232
Email: info.br@alfapeople.com

Brazil - Porto Alegre

Rua Mostardeiro, 366
5º andar
90430-001
Porto Alegre
Phone: +55 (51) 2117-1865
Email: info.br@alfapeople.com

Chile

Av. Tajamar 481, of. 607
Torre Sur, World Trade Center
Las Condes, Santiago
Phone: +56 (2) 2 751 90 00
Mobile: +56 9 75296062
Email: info.cl@alfapeople.com

China

Four Seasons Square, Building 2
No. 503 NingGuo Road,
Shanghai
200090
Phone: +966 2 6929450
Email: kle@alfapeople.com

Colombia

Ave Cra 9 # 123-86
Edificio Uraki - Ofi 401, Bogotá
Phone: +571 6054222
Fax: + 571 2082198
Email: info.co@alfapeople.com

Costa Rica

Calle 36. Av 4 y 6.
Edificio Don Bosco. Tercer Piso
San Jose
Phone: +506 2233 7000
Fax +506 2233 3238
Email: info.cr@alfapeople.com

Denmark

Støberigade 14, 4. sal
2450 København SV
Denmark
Phone: +45 70 20 27 40
Email: info.dk@alfapeople.com

Ecuador

Edificio Trade Building Torre B
Oficina L-530 calle Leopoldo Benítez
y Joaquín Orrantía, Ciudad del Sol
Guayaquil, Ecuador
Phone: +593(09) 93267791
Email: info.ec@alfapeople.com

Germany

Elsbach Haus, Goebenstraße 3-7
32052 Herford
Phone: +49 5221 28440-0
Fax +49 5221 28440-44
Email: info.de@alfapeople.com

Guatemala

5ta Avenida 4-55 Zona 14
Edificio Europlaza Torre 1, 2do Nivel,
Oficina 208/209
Phone: +502 2386 9981
Fax: +502 2386 8800
Email: info.gt@alfapeople.com

Mexico

Baja California 245 Piso 8
Colonia Hipódromo.
Condesa C.P. 06170
México, D.F.
Phone: +55 5265 6030 Ext.878
Email: info.mx@alfapeople.com

Saudi Arabia

King Road Tower (1106)
King Abdulaziz Road - Jeddah
PO Box 11787, Jeddah 21463
Phone: +966 2 6929450
Fax: +966 2 6068744
Email: info.me@alfapeople.com

Switzerland

Hohenbühlstrasse 2
8152 Glattbrugg
Phone: +41 43 355 30 60
Fax: +41 43 355 30 61
Email: info.ch@alfapeople.com

United Arab Emirates

Sidra Tower (1801)
Sheikh Zayed Road
PO Box 9588, Dubai
Phone: +971 4 5585066
Fax: +97144405988
Email: info.me@alfapeople.com

United Kingdom

Phoenix House
18 King William Street,
London, EC4N 7BP
Phone: +44 (0) 20 3167 4911
Email: info.uk@alfapeople.com

United States

Chrysler Building
405 Lexington Avenue,
26th Floor, New York 10174
Phone: +1 (855) 732-6484
Email: info.us@alfapeople.com

alfapeople.com

dynamic365team@alfapeople.com