



Grant Thornton gains traction by getting data-driven insights with Microsoft Dynamics 365

The Grant Thornton logo is a purple circular icon with a white stylized 'G' shape inside.

## Grant Thornton

Grant Thornton integrated Microsoft Dynamics 365 into their system to enhance financial operations, unify data, automate processes, and gain better, predictive insights.

As part of the efforts to transcend traditional ideas and accelerate evolution, Grant Thornton has teamed up with a-solutions. The organization was seeking an experienced vendor to implement Microsoft Dynamics 365 and run their business end to end, ensuring seamless adoption.

Grant Thornton is a leading business adviser that helps dynamic organisations unlock its potential for growth. Its brand is respected globally, as one of the major global accounting organisations recognised by capital markets, regulators and international standards setting bodies. Privately owned, publicly listed and public sector clients go to this company for its technical skills and industry capabilities but also for their different way of working.

The Grant Thornton UAE practice is supported by over 200 local professionals who are represented by over 28 nationalities. Additionally, the local team are supported by a connected group of wider regional professionals of which GT has access to over 700 who are based in over 12 offices.

The company has been built on transparency, connected thinking and driving real insight to businesses who are focused on growth, building value and investing in innovative models for the future. It has a long legacy in the region which spans to over 50 years, therefore not only it has supported economic prosperity but has worked to support businesses who have started humbly, and which today have become successful and profiled conglomerates.

## Optimized business processes

Grant Thornton was looking for a consulting company to carry out the migration, implementation and integration of Microsoft Dynamics 365, Customer Relationship Management (CRM), Enterprise Resource Planning (ERP) and Talent solutions.

The client's main goal was to add value to its business, automate and consolidate the financial, talent acquisition, customer engagement and supply chain management processes, boost communication, transparency, and decision-making across all departments.

When defining requirements and loopholes, Grant Thornton took several factors into account. Its unique requirements included accelerated, automated business processes, improved transparency, and proper overview, including reduced time to market.

The organization has decided to take several actions to define key gaps into its system. Hence, the a-solutions team have launched an audit of the system and existing applications.

Following a thorough assessment, the a-solutions team was able to define key challenges and underlining issues and prepare a plan of action. To go into further detail, the a-solutions team launched analysis sessions with users and gained a proper and immediate understanding of the client's requirements and expectations.

## Unlocking opportunities with a trusted partner

*"Helping our clients navigate the ever-changing environment requires our people and our organization to be ahead of the curve. Being a technology enabled is a strategic priority for us as it allows for more efficient internal operations, and more importantly, enables our people to focus on delivering value for our clients.", Mr. Hisham Farouk, Chief Executive Officer at Grant Thornton UAE said.*

Prior to the implementation of Microsoft Dynamics 365, Grant Thornton was running an older version, i.e. Microsoft AX 2012 R3. But the platform no longer provided the required support. Time sheets and reporting processes were time-consuming, stakeholders had no proper budget control, or control over the revenue recognition. Many of the procedures were done manually or were half-automated, including some of the basic calculations as revenue calculation. Most of the staff was using different templates and spreadsheets that burdened the finance department. The revenue recognition was a huge challenge, whereas the employees were using recovery percentages to help the revenue calculations.

Moreover, several issues stemmed from the inability to monitor and track leads and prospects and further turn them into opportunities. The prior custom solution, Salesforce, no longer satisfied the needs of the client in giving a full retail explanation and the required forecasts.

## On the road to digital transformation

As a result of the implementation, Grant Thornton has gained sustainable operational agility and financial efficiency that position it as the innovation leader in the GCC region.

With the migration to Microsoft Dynamics 365, CRM, ERP, Talent, including the a-solutions' custom payroll solution a-Pay, Grant Thornton has seen benefits in the following areas:

### **Building and maintaining strong customer relationships**

Microsoft's Customer Relationship Management (CRM) solutions are designed to manage interactions with current and potential clients, at the same time, increasing profitability by unifying and streamlining administrative processes in sales, marketing, and service divisions. The multi-layered platform helps in tracking leads. The detailed, user-friendly dashboards give full overview and forecast of potential customers, allowing customer retention, and ultimately driving sales growth.

The Microsoft Dynamics 365 Customer Relationship Management (CRM) system allows to define the budget, the team, the structure and resources, contract value and recovery percentages. The finance and sales team can review the projects, cross-check and define inconsistencies as to whether the budget is justified and further approve and activate the projects through an enterprise portal. Key stakeholders can evaluate performance - change requests if they are dissatisfied with the outcome. Furthermore, the ERP and CRM platforms are intertwined - one can easily shift between modules with just one click.

### **Heightened budget visibility and control**

The Microsoft Dynamics 365 for Finance and Operations Enterprise Resource Planning (ERP) platform gives access to all budget information, allowing full control and transparency across all departments. Thus, it prevents employees from initiating procurement if the budget is insufficient. Heightened visibility enables efficient prioritization of expenditure, ensuring that key stakeholders are aware of the budget availability in real-time.

### **Enhanced operational efficiency**

Approval processes were very time-consuming prior to Microsoft Dynamics 365. A lot of stakeholders were required to provide data.

The innovative application allows access to all relevant information directly through the Enterprise Resource Planning (ERP) platform, from both desktop and mobile devices.

### **Process payroll easy and fast with a-Pay**

a-Pay provides possibility for calculating standard payroll, end of service as well as proration for salary. It enables companies to provide accurate accrual calculations for all kind of accrual plans with simple formulas. Benefits, pension, and contributions are also out of the box features of a-Pay. Through a-Pay, companies can easily control leave management of their employees as well as the Injury and Illness requests.

### **Simplified HR processes**

The Microsoft Dynamics 365 Talent solution helps identify, interview, and hire candidates that hold the skills the organization needs. As the company moves from recruiting through hiring, the HR department is able to set accurate expectations, providing new employees all the information they need to get started, connecting them with colleagues, and setting them up for success in their new role.

Hiring teams can use view key hiring process metrics for a single job or aggregated across all jobs with analytics reports. The Talent module is connected to the organization's LinkedIn profiles as well, allowing the HR department to find and shortlist applicants, based on the data.

### **Fully automated processes with Microsoft Flows (Power Automate)**

One of the client's main concerns was the automation of processes and unification of data. Power Automate has helped streamline repetitive tasks and paperless processes. The application allows creation of automated, time-saving workflows into everything from individual tasks to large-scale systems with seamless integration using hundreds of prebuilt connectors.

### **Expertise redefined**

To execute Grant Thornton's strategy, a-solutions created a unique data system that removes the complexity of disparate systems. It tears down the traditional silos of ERP and CRM, bringing them together.

a-solutions has become a trusted partner by competently supporting Grant Thornton to deliver on its mission and values. The successful cooperation has led to elevated business agility, increasing the role of all forms of data and information.