

# Discover why our customers trust us to power their transformation

Take a look at how A365 empowers equipment businesses across the globe, helping them drive better business outcomes and meet industry demands.



**annata**  
Powering possibilities

 **Microsoft**



# How Ponsse went from data disintegration to real-time visibility

**Challenge:** Ponsse faced challenges in integrating diverse operations for balanced machine and solution sales, ensuring efficient data management across processes, handling aftersales complexities, and streamlining comprehensive management in a unified system.

**Why Annata:** Annata was selected due to A365's industry alignment, Microsoft Dynamics 365's integrated capabilities, aftersales support, and holistic efficiency covering diverse operations.

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# How Speedy went from end-of-life systems to cutting-edge orchestration

**Challenge:** Speedy's operations were running on an aging system approaching end of life, unable to meet customer promises and enhance services.

**Why Annata:** The Microsoft Dynamics 365 capabilities offered through A365 offered Speedy a modern cloud-based solution with the flexibility to integrate omnichannel, customer service, and marketing for comprehensive enhancement.

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# How Hitachi Construction Machinery went from system obsolescence to cloud-driven agility

**Challenge:** Hitachi aimed to integrate global ERP systems via cloud services, to enhance transaction efficiency and inventory management for construction machinery globally. The objective was to transmit information, from collection to analysis, in near-real time to the Japanese headquarters.

**Why Annata:** A365 was chosen for its comprehensive features, providing out-of-the-box functions in sales, after-sales service, rentals, and accounting for its machinery. A365 also detailed tracking of machinery components, facilitating precise management of maintenance records and unit-level earnings.

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Reliable solutions





# How Power Farming went from disjointed systems to comprehensive connectivity

**Challenge:** Power Farming faced challenges with outdated and highly customized green screen software for its wholesale business. Issues included difficulties integrating with other systems, lack of a global business view, limitations in web presence, and inadequate data analysis capabilities.

**Why Annata:** The organization opted for Annata to meet operational needs and support future business innovation. A365 was identified as the solution that enabled Power Farming to maintain exceptional customer service levels.

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# How TBF Thompson went from siloed systems to integrated performance

**Challenge:** TBF Thompson Northern Ireland operation utilized a heavily modified solution for business management, while the Irish Republic relied on an inadequately supported basic accounting/inventory system, supplemented by manual processes. The two systems operated independently of each other.

**Why Annata:** TBF Thompson identified the Annata solution as the one aligning with their operational requirements and supporting innovative approaches to future business practices. Additionally, they recognized that Annata would empower them to uphold exceptional levels of customer service.

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# How Danish Agro went from fragmented growth to streamlined efficiencies

**Challenge:** In 2016, Danish Agro acquired CLAAS distribution rights in Sweden, establishing a new organization with 12 locations. Having 110 companies, they lacked a cohesive growth strategy, hindering synergy and uniform KPIs. Danish Agro needed support for its operations, spare parts management, and maintenance.

**Why Annata:** Danish Agro selected Annata for its ability to manage a large spare parts inventory, including pricing for over a million items. The decision was driven by the need for a fully automated and transparent process, ensuring efficiency from order requests to warehousing and delivery.

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The logo for Danish Agro, featuring the text "Danish Agro" in a bold, sans-serif font. "Danish" is in red and "Agro" is in green. A green leaf icon is positioned to the right of the word "Agro".

**Danish Agro**



# Power your possibilities with full digitalization

Discover how A365 can help your business stay agile,  
compliant, and ahead of the competition.

Connect with us at [marketing@annata.net](mailto:marketing@annata.net)

