

Power new possibilities with A365 for your Automotive business



The **power of choice**

A365 is our cutting-edge, cloud-based solution tailored for the automotive industry. Whether you're looking for a comprehensive, all-in-one platform or specific modules to address key areas, A365 has you covered.

A365 brings together everything you need in one seamless experience. It integrates Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and Dealer Management

Systems (DMS) into a single powerhouse solution that simplifies your workflows and boosts productivity.

Harnessing Annata's deep expertise in the automotive industry, A365 adapts to your business needs with AI-driven insights and IoT-enabled features, making it scalable, customizable, and ready for the future. From predictive maintenance to dynamic pricing strategies, A365 provides the tools you need to innovate and stay competitive.



Efficiency meets **flexibility**

Built on Microsoft Dynamics 365, Azure, Copilot, Power Platform, and Dataverse, A365 delivers:

- **Out-of-the-box industry-specific** capabilities that are tailored to your needs.
- **Real-time data** for faster, smarter decisions.
- **Rock-solid security and scalability** to grow with your business.
- **A future-proof solution** that evolves with technological advancements and industry trends.



Module **key features**



└ Sales

A365 enables automotive businesses to deliver hyper-personalized customer interactions, strengthening relationships and enhancing engagement throughout the sales process. It provides a unified platform ensuring all relevant data is accessible and usable for data-driven decision-making.

With a focus on centralized deal management, A365 consolidates key sales processes into a single system, including finance, warranty products, accessories, device configuration, and trade-in management.

Key features include:

Vehicle Customization and Upselling: Offer tailored configuration options and accessories to enhance sales opportunities.

Lead and Opportunity Tracking: Manage the entire sales process from initial interest to conversion with streamlined tools.

Centralized Sales Catalog: Access a comprehensive inventory overview with an intuitive interface for stock management and queries.

Seamless Trade-In Management: Facilitate smooth transactions with accurate vehicle evaluations and tracking.

Test Drive Coordination: Improve fleet oversight, scheduling, and appointment tracking for an enhanced customer experience.

Customer Relationship Management: Strengthen retention with detailed communication history and relationship insights.



└ Aftersales

A365 is a comprehensive management solution designed to address the unique challenges of automotive service operations. By leveraging advanced tools and real-time insights, A365 enhances operational efficiency and ensures exceptional customer support.

It simplifies processes such as service scheduling, resource allocation, and communication between management and technicians, while adhering to the highest operating standards. Warranty management and predictive analytics help minimize vehicle downtime and streamline aftersales operations.

Key features include:

Service and Maintenance

Tracking: Maintain seamless oversight of vehicle service and maintenance records for accurate tracking.

Optimized Workshop

Scheduling: Utilize drag-and-drop functionality for efficient resource allocation and scheduling.

Role-Based Workflows:

Streamline task execution with workflows designed for service managers, advisors, and mechanics.

Real-Time Inventory

Management: Prevent service delays with live inventory tracking and automated stock updates.

Automated Warranty Claims:

Manage warranty claims with built-in validation for faster resolutions.

Digital Service

Documentation: Attach photos, notes, and records to service orders for comprehensive tracking.

└ Dealer management

A365 acts as a command center for dealership businesses, enabling real-time management of day-to-day operations. It connects dealers with OEMs, distributors, and customers for seamless operations.

Key features include:

Dealer Workflow Optimization:

Streamline sales, spare parts procurement, and warranty claims for efficient operations.

Inventory and Replenishment Management:

Ensure timely availability of parts and vehicles with optimized stock control.

Sales Performance and Customer Insights:

Track sales metrics and interactions to drive engagement with actionable data.

Centralized Dealer Data Management:

Simplify operations and maintain consistency across the dealer network.



Dealer portal



A365 enables dealers to manage sales, spare parts procurement, and warranty claims. It enhances supply chain communication and after-sales processes, supporting production and distribution according to market demands.

Key features include:

Real-Time Data Capture:

Enable prompt analysis and informed decision-making with live data tracking.

Comprehensive Reporting:

Access visualized parts data for real-time insights into inventory and sales performance.

Dynamic Pricing Strategies:

Implement flexible pricing models tailored for vehicles and parts.

Centralized Communication Hub:

Enhance collaboration between dealers and manufacturers with integrated messaging tools.

Mobile-Friendly Management:

Streamline dealer operations with accessible mobile features for on-the-go control.

Inspections

A365 streamlines digital inspection processes, providing tools that boost efficiency, enhance compliance, and reduce costs. It enhances technical excellence, business insight, and compliance with minimal investment or risk, making inspections time-efficient for both customers and service centers.

Key features include:

Real-time data capture for faster and more accurate inspections

Automated inspection report generation, reducing manual effort.

Incorporation of images and visual evidence to ensure thorough documentation.

Advanced defect identification, tracking, and resolution management.

Parts management

A365 enhances parts management with simplicity and effectiveness, streamlining processes, strengthening supplier relationships, accelerating response times, and reducing costs. It optimizes parts inventory, mitigates counterfeit issues, and ensures justifiable claims management.

Key features include:

Real-time supplier connections for seamless and efficient procurement processes.

Inventory trend analysis for cost reduction and adaptability to changing demands.

Personalized pricing and discount options to strengthen dealer relationships.

Automated restocking of frequently used parts to prevent shortages and minimize downtime.

The integration of **AI** in **A365**



└ **Aftersales: AI Agent for Service Center**

This AI-powered tool automates appointment scheduling, improving efficiency and customer satisfaction.

Key features include:

- ▶ **Intelligent scheduling:** Time slot recommendations based on workload and technician availability.
- ▶ **Streamlined data integration:** Pulls customer and vehicle details from integrated systems.
- ▶ **Future-ready capabilities:** Provides a foundation for customer-facing self-service portals.

By handling more appointments with fewer resources, the AI Agent **boosts productivity and streamlines service center workflows.**



└ **Sales: AI in A365 Sales**

A365 leverages AI to revolutionize customer interactions, enabling sales teams to deliver personalized and impactful experiences.

Key features include:

- ▶ **Data-driven insights:** Tailor recommendations based on customer preferences.
- ▶ **Streamlined processes:** Automation powered by Microsoft Copilot reduces administrative burdens.
- ▶ **Personalized engagement:** Data-driven follow-ups and targeted offers make every interaction meaningful.

With AI, A365 empowers sales professionals to focus on **building relationships, closing deals, and delivering exceptional customer experiences.**



Facilitating mobilization with A365

└ Aftersales: Workshop Mechanic App

A mobile-optimized solution tailored for workshop operations, the Workshop Mechanic App empowers mechanics with tools for real-time service order management, task tracking, and intuitive workflows.

Key features include:

- **Job task management:** Streamlined workflows for efficient task execution.
- **Service order tracking:** Real-time updates for enhanced transparency.
- **Internal communication:** Attach media and document comments for seamless collaboration.

The app ensures accurate service execution, reduced errors, and **a scalable solution for workshops of all sizes.**



└ Sales: Sales Assistant

A mobile-optimized tool designed to streamline sales processes, the Sales Assistant empowers sales teams with features that reduce manual tasks and accelerate the sales cycle.

Key features include:

- **Automated data entry:** Eliminates repetitive tasks, ensuring efficiency and accuracy.
- **Dynamic device catalogs:** Visually capture customer interest and match them with ideal solutions.
- **Mobile-friendly design:** Enables salespeople to work effectively from anywhere.

With intuitive device catalogs, sales teams can visually capture customer interest and match them with the right solutions, helping **ensure efficiency, accuracy, and exceptional service delivery.**



Curious about your automotive business's digital game?



Take our **5-minute assessment** and see how you stack up—it's **fast, free, and insightful!**

[Take the assessment](#)

Trusted by companies that carry **global brands**

A365 is the trusted partner of some of the top automotive brands across the globe, delivering agility, innovation, and streamlined operations. Whether you're managing the entire value chain or optimizing specific areas, A365 helps you unlock new possibilities and stay future-ready.



PORSCHE



JAGUAR



VOLVO

Polestar



SKODA

GEELY



ISUZU





a
365

Discover why our customers trust us to power their transformation

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

[View case study](#)



How Brimborg went **from outdated systems to modern business excellence**



Challenge:

By the early 2000s, Brimborg faced growth constraints with fragmented systems dedicated to workshops, sales, and finance, limiting efficiency and hindering potential.

Why Annata:

Brimborg opted for A365 in a strategic move aimed at streamlining operations, enhancing efficiency, and positioning Brimborg for sustained success in the evolving automotive landscape amidst increasing competition and digital advancements.

[View case study](#) >



“

At Brimborg, **95%** of our business decisions are driven **by data provided by A365 on a daily basis**. With real-time insights and analytics, A365 empowers us to make informed decisions, optimize operations, and stay ahead in a competitive market.”

Egill Jóhannsson,
Chief Executive Officer at Brimborg

How Renault on Demand went **from static offerings to new business model integrations**

Challenge:

Renault wanted to create a fully online car subscription service to be rolled out in the Brazilian market.

[View case study](#) >



Why Annata:

A365 proved it was possible to achieve a fully digital and integrated business model using functionalities that were fully operational, simple, and efficient.

Did you know you can gain a significant return on investment with A365?

Post A365 implementation, our customers have enjoyed streamlined efficiency, driven by automation, optimized workflows, and insightful analytics facilitating informed decisions. This transformation has significantly and positively impacted their financial performance.

Curious about the potential return on investment (ROI)* for your automotive business through A365 implementation?

Connect with us



Elevate your business growth and unlock enhanced financial performance by choosing A365 for implementation.

Example: A preliminary assessment of one of our customer's profiles revealed the following:

- > **\$2.5B** - Existing generated revenues
- > **3,500** - Existing Full-Time Employee (FTE) workforce
- > **8-9x** - Projected ROI from the initial investment
- > **1 year** - Projected payback period
- > **\$8M to \$10M** - Projected total annual net impact

Disclaimer: The projected ROI and financial impact figures provided are based on preliminary assessments and estimates for illustrative purposes only. Actual results may vary and are subject to various factors such as market conditions, business strategies, implementation timelines, and other variables.



Potential impact of A365

Let's take a look at the potential impact and ROI your business could achieve with A365. The following scenarios, based on simulations, highlight how A365 can address everyday challenges in automotive service centers and sales operations.

└ A day in the life of a technician: From chaos to control

The challenge

Sam, a technician at a busy automotive service center, used to spend much of his day running between the workshop and his computer to update job statuses. This constant back-and-forth wasted time and often led to missed details.

The solution

With the new Mechanic App, Sam can update everything directly from his mobile device, eliminating paper trails and allowing him to focus on servicing vehicles more efficiently.

Time saved
per technician

13.2 hours
per month

Reduction in errors
per technician

10 errors
per month

Total value of time saved
for 50 technicians

\$19,800
per month

Total cost savings
from error reduction

\$12,500
per month

Annual impact

\$387,600

252% return on
investment

that's what Sam and his team achieved in just one month. With an upfront cost of \$5,000 for devices, they recouped their investment within 12 months, making their automotive service center more profitable and efficient while saving time.

Communication breakdown? **Not anymore**

The challenge

Sam also needed to keep the service advisor informed about delays or changes. Previously, this required walking to the advisor's desk, wasting valuable time.

Time saved
per technician

6.68 hours
per month

Total **value of time**
saved for 50 technician

\$10,020
per month

The solution

Now, Sam can instantly notify the service advisor through his mobile device, saving time and ensuring smooth communication without unnecessary downtime.

Downtime reduced
per technician

\$2,400
per month

Annual impact

\$149,040

50% **increase in efficiency**—that's the result of this small change for the whole team. More time is spent repairing vehicles, and less time is wasted walking around.

Speeding up deal creation

The challenge

Alex, a sales rep at an automotive dealership, used to waste a lot of time clicking through screens to create deals. It was a slow and tedious process, and he often felt stuck in a loop of waiting.

The solution

With the Sales Assistant App, Alex can create deals faster, with fewer screens and clicks, making the process much more efficient.

The impact : In a scenario where 50 salespeople each close 10 deals a day at \$25/hour:

Time saved
per month

41.5 hours
per month

Time
reduction

33.33%

Total monthly
cost savings

\$1,041.25
per month

Click
reduction

50%

Annual cost savings

\$12,495

2X deals

that's what Alex can now close in the same amount of time it used to take for just a handful. This efficiency saves the dealership over \$12,000 a year, a huge win for the automotive business!

Warranty processing made simple: **Fewer clicks, no more hassle**

The challenge

Adding warranties to a sale used to take Alex several screens and a frustrating amount of time, which slowed down the overall sales process.

The solution

Now, with the Sales App, Alex can add warranties in half the time, with fewer clicks, streamlining the process and keeping the sales workflow moving.

For 50 salespeople **handling 30 warranties a day at \$25/hour**

Warranty processing time reduced by **50%**

Click reduction **50%**

Total time saved per year

1,650 hours

50% **reduction in warranty processing time**—that's how much time the entire team saves, allowing them to focus on more important tasks and improve both efficiency and productivity.



These scenarios are just the beginning. The real impact of A365 lies in how it can revolutionize your entire automotive business—from the service workshop to the sales floor. With smarter, faster tools, your team will work more efficiently, make fewer mistakes, and ultimately drive more growth.

Ready to get started?

Let's make your automotive business smarter, more productive, and more profitable than ever.

Connect with us 

Why choose Annata?



INNER CIRCLE
FOR MICROSOFT BUSINESS APPLICATIONS

Microsoft
Partner

2022 Partner of the Year Finalist
Automotive, Mobility & Transportation Award



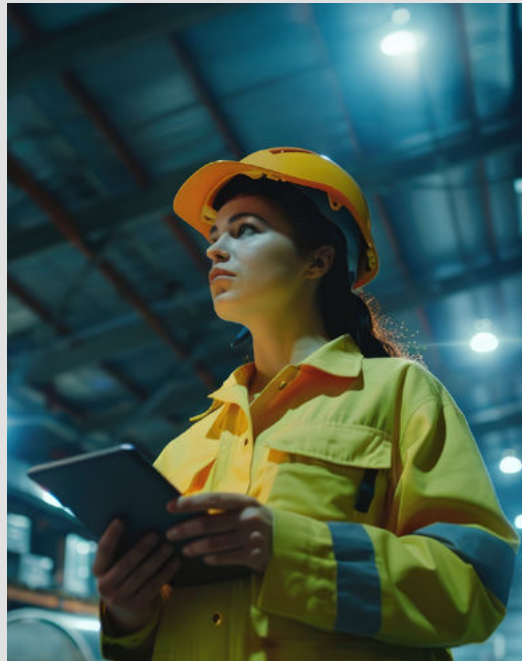
Trusted Microsoft partner

As a Microsoft Inner Circle member, we collaborate closely with Microsoft to deliver innovative, future-ready solutions.



Industry expertise that runs deep

With years of experience and a team of specialists—many of whom have worked directly in the industries we serve—we truly understand the challenges faced by automotive, truck & bus, and equipment businesses.



Built on Microsoft technology

A365 is powered by Microsoft Dynamics 365 and the Power Platform, ensuring seamless integration, scalability, and security.



A365 evolves with you

Our solution is constantly improving—A365 grows alongside your business, adapting to new challenges and opportunities every day.

Tailored by listening to you

We don't just create what we think you need—we put you in the driver's seat. A365 is shaped by real customer feedback, ensuring it delivers exactly what your business requires.





Power your possibilities with full digitalization

Ready to scrap those legacy systems and say hello to a cloud solution that never grows old? At Annata, we bring modern business applications to the automotive, trucks & buses, and equipment industries, helping businesses meet current challenges and seize new market opportunities.

See how A365 can help your business stay agile, compliant, and ahead of the competition. Reach out to us at marketing@annata.net.



For more information, visit us at annata.net

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Powering possibilities

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