

DriveAI

**Fast track your AI adoption
journey with Annata**

Accelerating AI adoption for
automotive, trucks & buses,
and equipment businesses



annata
Powering possibilities

What is DriveAI?

The solution

DriveAI brings data and actions to a ready state so you can immediately start creating AI Agents.

The value

Ready-to-use AI actions

Exclusive A365 add-ons

Direct access to AI specialists

A clear pathway for ongoing innovation



The reward

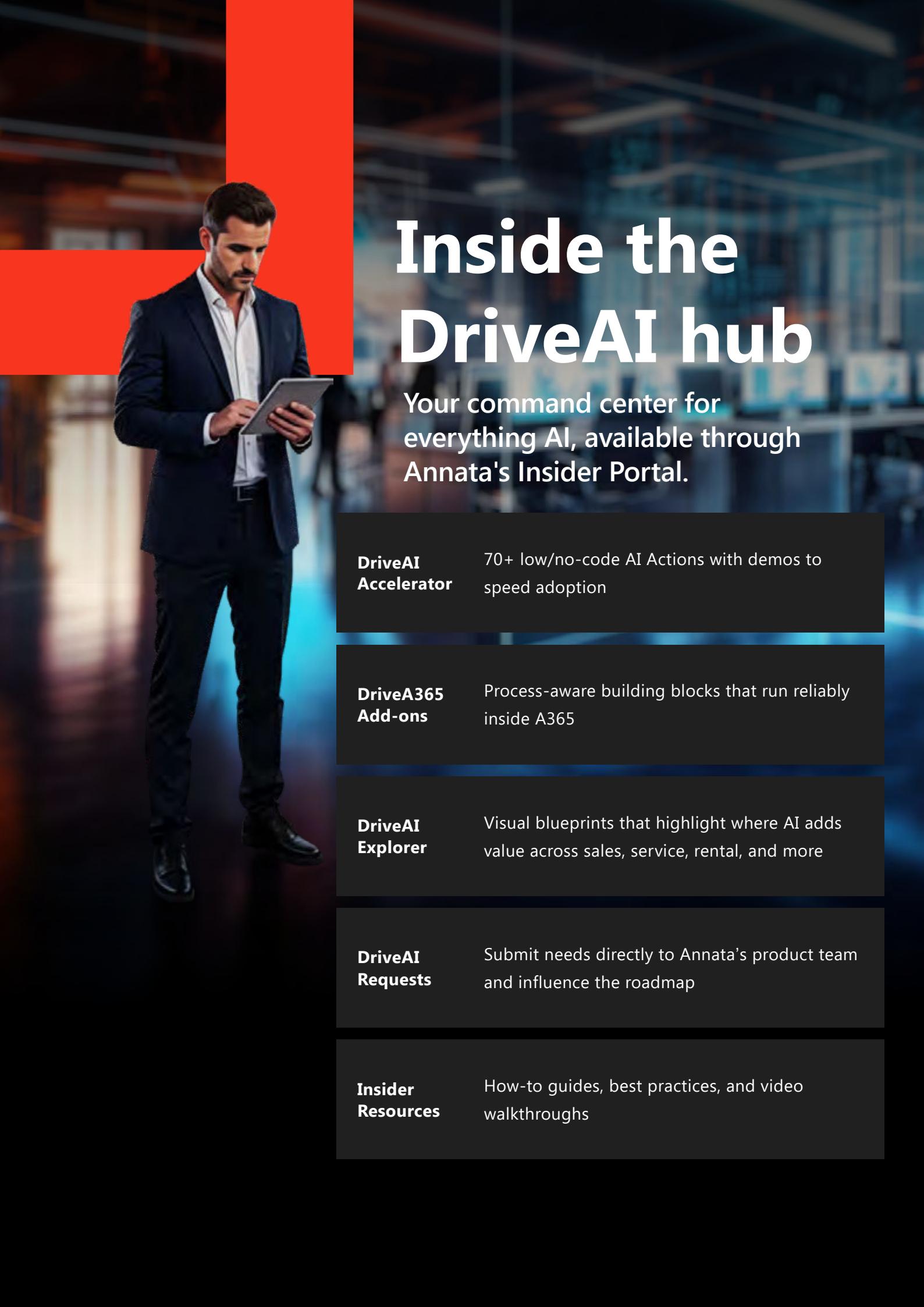
Faster results, better use of your team's time, more freedom for your organization, and less reliance on developers.

DriveAI is embedded directly into A365 and uses the same data model, processes, and enterprise-grade security you already trust. That means AI runs seamlessly in Microsoft Teams, Dynamics 365, and the Power Platform.

DriveAI is Annata's membership program designed to help businesses in the automotive, trucks & buses, and equipment sectors adopt Artificial Intelligence (AI) and automation with confidence.

The challenge

Many businesses want to focus on valuable outcomes using A365 but end up spending too much time preparing data and actions.

A professional man in a dark suit and white shirt is standing in a modern office, looking at a tablet device. The background is a blurred office environment with blue and red lighting. The main title 'Inside the DriveAI hub' is overlaid on the right side of the image.

Inside the DriveAI hub

Your command center for everything AI, available through Annata's Insider Portal.

DriveAI Accelerator

70+ low/no-code AI Actions with demos to speed adoption

DriveA365 Add-ons

Process-aware building blocks that run reliably inside A365

DriveAI Explorer

Visual blueprints that highlight where AI adds value across sales, service, rental, and more

DriveAI Requests

Submit needs directly to Annata's product team and influence the roadmap

Insider Resources

How-to guides, best practices, and video walkthroughs

AI expert support

Turn ideas into reality with Annata's AI consultants ➤

Work on proofs of concept with Annata's most experienced consultants.

Validate your use cases before committing full resources.

Get guidance tailored to your processes and industry.

This premium service shortens the learning curve and ensures your first AI projects deliver measurable results.

Immediate benefits for members

AI adoption often fails because it's rushed, disconnected from business processes, or based on hype rather than practical needs. DriveAI changes that by combining a structured approach, embedded tools, and expert guidance to ensure AI adoption is sustainable and impactful.

Customers unlock ➤

Faster outcomes	In-context experiences	Industry relevance	Continuous innovation
<p>A growing library of AI Actions and Add-ons delivers results quickly, helping teams prove value early.</p>	<p>AI runs directly within Microsoft Teams, Dynamics 365, and the Power Platform for seamless adoption.</p>	<p>Purpose-built for automotive, trucks & buses, and equipment businesses to deliver impact across the value chain.</p>	<p>Regular updates and a customer-driven roadmap keep the catalog aligned with real-world needs.</p>

Future value with DriveAI

Membership is not a one-time perk but an evolving partnership.

Regular updates bring new AI Actions and add-ons into your environment.

Annata's R&D teams deliver innovation continuously, with members receiving the latest features first.

Members are treated as an innovation council, shaping enhancements and gaining early access to beta capabilities.

Ongoing engagement with Annata's experts ensures your business continues to benefit from AI as it matures.

Why DriveAI makes a difference

Faster time to value

Move from pilot to outcome quickly with pre-built accelerators.

Empowerment

Build AI agents that reflect your unique workflows rather than generic tools.

Expertise on demand

Collaborate with Annata's AI consultants to de-risk projects.

Secure by design

Operate within A365's enterprise-grade security and compliance.

Continuous innovation

Keep pace with new AI capabilities as they're released.

Competitive advantage

Leverage industry-specific actions that give you an edge.

Annata AI Consulting – Guiding your AI journey

DriveAI pairs with Annata's AI Consulting services, designed to help you succeed from idea to scale.

Our five-phase journey:

1

Inspire: Discover how generative AI can create new opportunities in your industry.

2

Discover: Assess your readiness and identify the use cases with the highest impact.

3

Prototype: Rapidly build and test AI agents that prove value.

4

Scale: Roll out with confidence using tailored AI playbooks and knowledge transfer.

5

Sustain: Maintain momentum with best practices and continuous improvement.

Annata AI Consulting is tailored to your business model, your data, and your industry. Our consultants know the Annata data model and Microsoft ecosystem inside out, so your AI journey builds on a strong foundation.



“ Change can feel overwhelming, especially when new technologies and AI adoption are not a one-size-fits-all journey. DriveAI is designed to hand-hold our customers through this shift. By combining proven building blocks with expert guidance and consulting support, we make sure every business can explore AI safely, learn at their own pace, and build solutions that feel truly theirs. ”

Guðrún Ólafsdóttir
CHIEF PRODUCT OFFICER AT ANNATA

The 7 principles of the A365 AI Journey Charter

This charter underpins the philosophy of DriveAI, ensuring customers adopt AI responsibly, sustainably, and with long-term success in mind.

Responsible before ready:

Transparency, explainability, and role-based relevance are integrated from day one so AI supports decisions without hidden risks.

Process-driven AI actions:

AI is embedded in real tasks and workflows, making insights actionable and directly relevant to daily operations.

AI built on rock, not sand:

A365 leverages industry-specific data models, secure processes, and scalable architecture, ensuring AI works beyond a demo and drives real operational value.

Data integrity as a superpower:

Accurate, timely, and governed data ensures AI outputs are meaningful for every stakeholder, turning data into a true asset.

Avoiding the AI gold rush trap:

We focus AI adoption where it genuinely solves problems, rather than chasing hype or reacting to FOMO.

Continuous learning and feedback:

Real-world performance and user feedback guide ongoing improvements, ensuring AI evolves alongside business needs.

Customer empowerment:

Customers are provided tools, patterns, and guidance to build their own AI agents tailored to their processes, with A365 as the backbone.

Why trust Annata?

Built on the Microsoft technology stack, A365 unifies Enterprise Resource Planning (ERP), Customer Engagement (CE), and Dealer Management System (DMS) with 25 years of industry expertise embedded in its business logic. This foundation ensures the solution is both AI-ready and AI-responsible.



Decades of experience and vast expertise in automotive, trucks & buses, and equipment industries.

Proven solutions built around real-world challenges of OEMs, dealers, and customers.

Long-standing Microsoft partner and member of the Dynamics Inner Circle (top 1% globally).

Expertise that combines technology with deep industry knowledge.

A365 delivers more than software; it embeds decades of insights into every feature and workflow.

Built on
Trusted
by **Microsoft**

Built on **Microsoft Dynamics 365, Azure, Copilot, Power Platform, and Dataverse**, A365 is not just another system bolted onto existing workflows. It's a fully integrated, AI-enabled platform designed specifically for the automotive, trucks & buses, and equipment industries.

The foundation of any solution matters

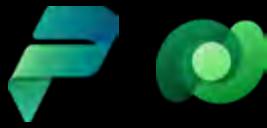
With A365, businesses benefit from the strength of Microsoft's global technology stack combined with Annata's industry-specific expertise.



Microsoft Dynamics 365 provides the enterprise-grade backbone for business operations.



Azure delivers secure, scalable, and resilient cloud infrastructure.

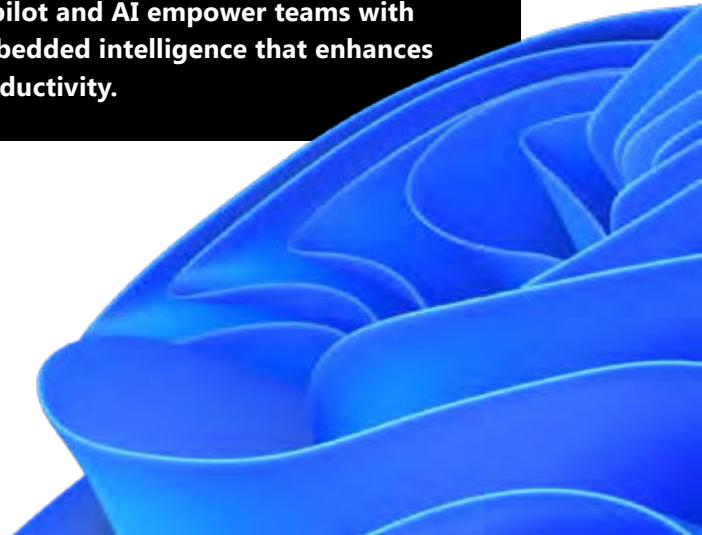


Power Platform and Dataverse enable flexibility and data unification at scale.



Copilot and AI empower teams with embedded intelligence that enhances productivity.

This integration means better visibility, stronger automation, and smarter decision-making, all backed by the security and reliability of Microsoft's trusted ecosystem.



Investing in the future with continuous innovation

The industries we serve do not stand still. Neither does Annata.

In 2023, we tripled our research and development investment, focusing on artificial intelligence, Microsoft Dataverse, and the evolving Dynamics ecosystem. By 2026, investment will scale even further.



That translates into

More than

150

full-time R&D specialists dedicated to building future-ready functionality.

More than

240k

hours invested in development and innovation every year.

Evergreen

product delivery that ensures systems remain up to date without disruption.

Continuous alignment with

Microsoft's

roadmap so businesses remain in sync with the latest technology.

AI embedded where it adds real value, providing **intelligence** that supports smarter decisions.

Learn more

For more information and to join DriveAI, visit our [website](#).

