



Andrzej Lipka

Technologies

Dynamics 365
Connected Field Service
Power BI
Multiple Azure services,
e.g. IoT Hub, Stream
Analytics, Logic Apps

Country

Denmark

Industry

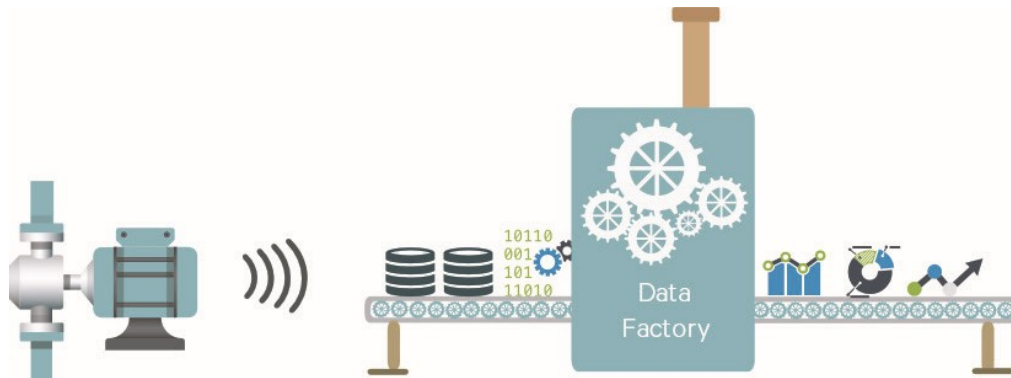
Manufacturing

Company Size

18 000

Duration

February 2017 – Ongoing



Executive summary

Our client is a large manufacturer with high-volume yearly output. However, as a new digital business, the company has envisioned various services built on data collected from their products.



Description

Customer challenge

Our client's vision was to have digital services provided in a subscription model to their customers, aside from their current production. The system that provides some of these capabilities is very limited in architecture and scalability, and is not able to benefit from new cloud technologies, such as machine learning.

Project goals

The goals for the project were:

- To replace the current system with a more scalable, stable architecture.
- To utilize new cloud technology to deliver better customer experience, e.g. predictive maintenance.

Solution

Predica together with Microsoft delivered the technology backbone (Azure, CRM, IoT, customer portal) to be able to provide this new digital experience to the client's customers. The solution collects data from the devices, then analyzes it through Azure IoT solution and display to monitor, predict and correct the configuration/setup of devices. It includes alerting, device profiles and remote management. In the future phases of the project, Azure Machine Learning will provide predictive maintenance service requests managed via Dynamics 365 platform.

How to drive O365 adoption to increase business productivity (and make end-users and IT happy)?



Paweł Borowiecki

Technologies

O365

Country

Poland

Industry

FMCG

Company Size

2 000+

Duration

September 2016 – May 2017



Executive summary

The company is one of the largest FMCG-oriented capital groups on the Polish market. Their products are also being exported to 60 markets around the world.



Description

Customer challenge

Despite the success and the scale of production, our client lacked office productivity solutions. The email system was dated, complicated and based on an open source solution implemented in-house. It lacked basic features useful in modern office work, such as synced calendars or an Intranet platform. With no modern productivity suite implemented, the office staff of the company could not easily and securely share documents, organize effective meetings or realize integrated and comprehensive internal communications.

Project goals

- Providing support with preparation (identity management, tenant provisioning), implementation of Office 365 services (Exchange Online, Skype for Business Online, OneDrive for Business) and intranet based on SharePoint Online, and migrating to new environment.
- Driving the adoption and usage of newly implemented Office 365 services and changing common, counter-productive end-user habits (like sending files via e-mail or arranging meetings over the phone).
- Transferring technical knowledge to the IT department members responsible for managing Office 365.

Solution

Predica conducted Architecture Designed Sessions in cooperation with the client's IT department to plan implementation and migration of the existing environment to O365. We also ran business workshops to collect end-users' requirements, esp. for Intranet implementation, and to agree upon the objectives for the project.

To drive Office 365 usage and adoption, we conducted a series of hands-on workshops for high-level managers to show them new possibilities, real-life scenarios and practical usage examples. We were also responsible for maintaining communications with the end-users during the project and delivered dedicated technical workshops for the IT department.

How can a huge vehicle tyre and service chain save 1mln EUR per year?



Andrzej Lipka

Technologies

MS Dynamics 365

Azure

MailChimp

Twilio SMS

ASP.NET MVC

Country

Sweden

Industry

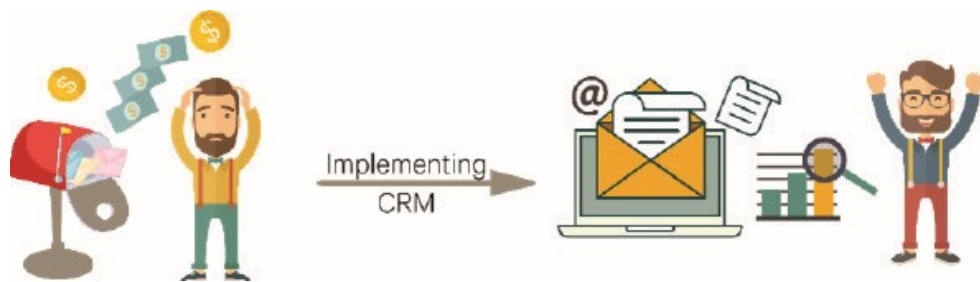
Automotive servicesg

Company Size

1 000

Duration

February 2017 - Ongoing



Executive summary

Our client is a tyre and car service company with 1 000+ retail and service points across Europe. Some of their key services include tyre change, sales and storage, as well as service maintenance repairs (SMR).

Description

Customer challenge

For tyre hotel (storage) customers in Nordic countries our client used standard post for communication, which was costing thousands of euro every season change. Moreover, they didn't collect appropriate data about their customers to provide them with consistent digital communication.

Project goals

- There were 3 main business drivers for the project:
- Cut down standard postage costs by 80% with fully digital booking process, and decrease no-show rates by at least 50%.
- Improve customer data quality and digital customer reach - from 40% to 80% of customers.
- Use data in an intelligent fashion to provide customers with tailored offers, thus increasing average per-customer revenue by 30%.

Solution

Predica designed and developed a fully extensible platform based on Dynamics 365 and Azure that allows our client to gather and improve data on their customers. Some of the key features of the solution that allowed them to meet the project goals were:

- Automated, digital booking process with emails and SMS.
- Marketing campaigns based on customer history (service intervals, service history, vehicle state).
- Integration with the current ERP system allowed putting Dynamics into the existing system infrastructure and reading data on customer history.

The system now handles over 100 000 reservations per season and over 200 000 unique customer data points, and all project goals were not just met but exceeded.

How to optimize the use of marketing funds and generate more sales?



Paweł Borowiecki

Technologies

Azure Machine Learning SQL Server Integration Services SQL Server Master Data Services

Country

Poland

Industry

Pharma

Company Size

5 000+

Duration

December 2016 - Ongoing



Executive summary

The company is one of the largest manufacturers of pharmaceuticals in Poland. Their distribution network covers the markets of Central and Eastern Europe, the Caucasus and Central Asia. With a long history on the market, they are a trusted partner for patients, healthcare professionals and business associates.



Description

Conducting marketing activities on the regulated pharmaceutical market is a challenge, yet nobody can avoid it in a highly competitive environment.

Project goals

- Sales and marketing predictive analytics, i.e. a what-if analysis that shows how different marketing activities impact sales and revenue in the short and long term.
- Recommendations on how to allocate the marketing budget and how to optimize the media plan (the way the company is cooperating with media agencies), taking into account seasonality and other factors.
- Use of external and unstructured data to understand how factors such as weather or pollen (allergen) conditions impact sales and thus should impact marketing activities.

Solution

Predica designed and developed a fully extensible platform based on Azure Machine Learning and some on-premises components, such as SQL Server Integration Services and SQL Server Master Data Services that allow our client to gather, manage and improve their internal and external data, and apply advanced analytics. We used Power BI to visualize the data to business users.

Some of the solution's key features that allowed our client to meet the project goals included:

- Automated data loading process with tools for business users to manage master data.
- Marketing campaigns based on recommendations and what-if analysis.
- More accurate sales and revenue forecast.

How to drive Yammer adoption and realize business objectives through Enterprise Social?



Paweł Borowiecki

Technologies

Azure Data Services

Power BI

Country

Poland

Industry

Pharma

Company Size

5 000+

Duration

April 2017 – Ongoing



Executive summary

The company is one of the largest pharmaceutical companies in Poland. Their distribution network extends from Central Europe to Central Asia. With decades of experience, they are trusted by their customers and healthcare professionals alike.



Description

Customer challenge

2 years ago, our client as one of the first in Poland, decided to use Yammer as another communication channel. It was decided that initially, the Sales and Marketing Department would adopt Enterprise Social to drive employee engagement, foster open and less formal communication to integrate medical representatives, and to promote knowledge sharing. The use of Yammer turned out to be such a success that it was rolled out to the whole capital group. Yet, it lacks a comprehensive and user-friendly analytical dashboard to encourage adoption and to track usage which is crucial for successfully realizing business objectives associated with Enterprise Social solutions within the organization.

Project goals

The project aims to aid the PR & Internal Communication Department with:

- Finding the top influencers and making them “Yammer ambassadors”. They can drive Yammer adoption through a dedicated approach to communication initiated and moderated by them.
- Gaining access to easily customizable reports and dashboards to track all aspects of Yammer activity.

Solution

Predica designed and developed a fully extensible platform based on Azure Data Services and Power BI that allows the client to analyze all aspects of Yammer usage and adoption and to realize the full potential of Enterprise Social. Some of the key features of this solution that allowed the customer to meet the project goals are:

- Automated data loading process.
- A predefined set of reports and dashboards focused on selecting the most engaged employees and usage patterns.
- The possibility to define new reports and dashboards (a comprehensive and business-oriented data repository is available to end users).