

ANNATA 365 FOR DEALER CUSTOMER STORY BRIMBORG

Dealer Management Solution for
Microsoft Dynamics 365 for Operation



ANNATA 365
FOR RENTAL



Brimborg wanted to set a new standard for quality and service in their business of importing, distributing, selling and servicing cars, commercial vehicles, construction equipment and power engines. Their strategy: enable staff with the best possible tools to continuously provide customers with superior value.

With Annata Dynamics DMS, all processes concerning importing, distributing, selling and servicing the equipment are more efficient and updated insight into the business is readily available for all relevant staff both on screen in user forms, analytical tools and in reports. This brings positive results to Brimborg's bottom line and gives the company a true competitive advantage.

CUSTOMER PROFILE

Brimborg ehf. is Iceland's largest integrated vehicle and equipment distributor, headquartered in Reykjavík. Tracing its roots to 1964 the company has expanded steadily, showing 500% growth since the year 2000. Brimborg operates on both B2C and B2B markets and is the 50th largest company in Iceland. Both as a company and as individuals, Brimborg is very proud of its corporate responsibility where every aspect of the community matters. Operating under a detailed ethics manifesto and the slogan "A safe place to be at" Brimborg aims to be of great benefit to individual customers, -families and companies as well as the environment.

SITUATION

Brimborg had been running their business in an AS-400 based system since 1986 but found it becoming restraining for further growth and the aim to build more flexible organization. The AS-400 based system was built up as three different systems; one for service workshops; one for part sales and one for vehicles and heavy machinery sales along with the finance module. The company ran three different customer systems, with different discounts and credit limit in each system and sending out two or three statements per customer at month's end.

Annata 365 for Dynamics is proud of being always certified for Microsoft Dynamics 365 on all new releases.

The certification program ensures that Annata 365 for Dynamics is tested to work seamlessly with Dynamics 365 for Operation. It also certifies that the overall user experience is consistent and in line with Microsoft user experience guidelines, that the solution is fully documented and is accessible directly from the users working processes.

 Microsoft
Dynamics 365 Certified

Annata 365 for Dynamics

Annata 365 is a modern, cloud-based management solution for the automotive, equipment, rental and fleet industries that meets today's and future business and operational needs.

Annata 365 fully integrated with Microsoft Dynamics 365 and uses the standard features of Dynamics 365 for Operation, as well as extensive additional features specifically designed to support the automotive and equipment industries. It handles all key business processes during the entire vehicle's/equipment's life-cycle and allows to analyze it in a simple and readable way using Annata Power BI. It's extremely flexible architectural design are evidently proven in helping to meet our customer's rapid growth demands, enhancing the capabilities to meet market changes and competitions.

ABOUT ANNATA

Annata is an international management consulting and technology services company. With the combination of deep industry experience and comprehensive capabilities within chosen technology areas, Annata works closely with customers and partners around the world to help them become high performance businesses.

Annata's strategy builds on our expertise in consulting and technology. Adding that to our industry knowledge and the industry specific solutions offering, we help businesses around the world to undertake high-impact business improvement projects. Through industry focus and relentless determination to deliver world class technology solutions we have gained trusted status with many of the world's best known companies. Locally we have earned the trust of businesses of all sizes in many industries. Annata enjoys strategic partnerships with local, regional and global partners who have embraced our technology solutions and created new business opportunities, earning them a preferred status on their own.

CONTACT US

Learn more about making Annata your trusted advisor and business management systems partner. Contact us today.

Please find further information on our website;

www.annata.co.uk or send an E-mail to

info@annata.co.uk