

ANNATA 365 FOR RENTAL CUSTOMER STORY BRIMBORG

Rental Management Solution for
Microsoft Dynamics 365 for Operation



ANNATA 365
FOR RENTAL



Annata and Brimborg have been working together for the past years. The original relationship involved Brimborg looking to set a new standard for quality and service in their business of importing, distributing, selling and servicing cars, commercial vehicles, construction equipment and marine engines.

During the difficult economic times around the financial crash Brimborg was looking to maximize the use of their vehicle fleet and diversify into the car hire market taking on the Dollar / Thrifty / Saga franchises for Iceland. They immediately looked to Annata and their Rental solution to enable them to manage this new part of their business operation.

The rental business had already started but in a small way with relatively low volumes. At this time most of the processes were manual. Brimborg looked to the adaptability and flexibility of Annata 365 for Rental solution for Dynamics for Operation to help enable them to set up the enlarged operation that would come with the car hire franchises.

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 were looking for a better overview of the Dollar / Thrifty / Saga business and greater levels of control. Ultimately they wanted the system to facilitate better decision making, smoother customer transactions and to meet the franchise standards set by Dollar / Thrifty / Saga. In short they wanted to achieve high operational standards and have the tools to help manage the new business efficiently and effectively, thereby having a firm base to grow sales and profit.

IMPLEMENTATION

The first phases of the collaboration between Annata and Dollar / Thrifty / Saga began with the review of the process flows to ensure the 'security' of the reservation to ensure that nothing was lost in the transaction to the detriment of customer service as well as the business.

The collaborative approach continued through 2009 and into 2010 as the Dollar / Thrifty / Saga business grew from strength to strength. The summer season of 2009 was busier than expected and in 2010 this growth accelerated. Brimborg now have over a quarter of the car hire market in Iceland. The aim was to fully support the business during these rapid growth stages through continual improvement, without disrupting the front line users striving to deliver exceptional levels of service to their customers.

Standard elements of Annata Dynamics RENT were configured and trained in to support the new business areas. In addition modifications were made to the software by a small team of developers and consultants dedicated to work with Brimborg, to deliver features and functionality in more specialist areas.

WHAT WAS DELIVERED

- 'Gantt view' rental reservations form
- Rental planning forms – pick up / return / general
- Rental device transfers – including routes
- Repair Case creation from multiple locations
- Enhanced return and vehicle inspection processes
- Enhanced search functionality – by device specification
- Fuel usage recording
- Separation of physical and financial rental periods
- Tyre tread recording
- Additional reports to enable detailed analysis of the business

Using Annata Dynamics RENT for Microsoft Dynamics AX enables Brimborg to manage the Dollar / Thrifty / Saga vehicle fleet efficiently. The planning forms and transfer features allow users to ensure that vehicles are in the right place at the right time, enabling them to satisfy customer needs without having to resort to expensive -upgrades.

Vehicle standards and safety are enhanced through use of the repair case and tyre tread recording features. Accurate invoicing, achieving customer satisfaction and therefore fewer complaints, are ensured through a combination of standard functionality and specially developed features relating to the separation of physical and financial rental periods.

BENEFITS

- Efficient creation process for devices
- Comprehensive device table including detailed information
- Efficient creation of service orders and job descriptions based on items sold
- Good visibility into sales and service history for each customer and equipment
- Hour registration down to each service order and task
- Improved overview of service contracts and statuses
- Good contract and collection process
- Maintenance plan scheduling



Managing service resources in multiple countries can be a complex task. Annata 365 for Manufacturing gives us a great overview of our resources and helps us dispatch them to the right place at the right time. The integration of cases, projects, devices and contracts helps make sure that our service personnel are equipped with the right information when they arrive at client site.

Bjarni Bergsson, Service Manager at Marel



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

The certification program ensures that Annata365 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

ABOUT Annata 365 for Manufacturing

Annata 365 is a modern, fully integrated solution for the automotive, construction, material handling, agriculture, and forestry equipment dealers.

It is built as an add-on to the Microsoft Dynamics 365 ERP system and uses the standard features of Dynamics 365 for Operation, as well as extensive additional features specifically designed to support the automotive, construction and agriculture equipment business. 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.

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;

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