

From siloed operations to harmonized workflows

# Power possibilities for your equipment business with Annata



**annata**  
Powering possibilities

# Key drivers of the equipment industry

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**Robust:** Efficient, durable, and reliable equipment



**Sustainability:** Sustainable and eco-friendly production methods



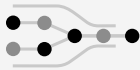
**Advancements:** Advances in automation and digitalization



**Compliance:** Adherence to safety and performance standards

# Challenges A365 solves

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## Supply chain bottlenecks

Streamlines and minimizes disruption, enabling our customers to maintain their pace of business.



## Traceability & visibility

Enhances operational transparency, empowering our customers to make data-driven decisions.



## Increased business transparency

Enables our customers to get more out of their existing resources and systems.



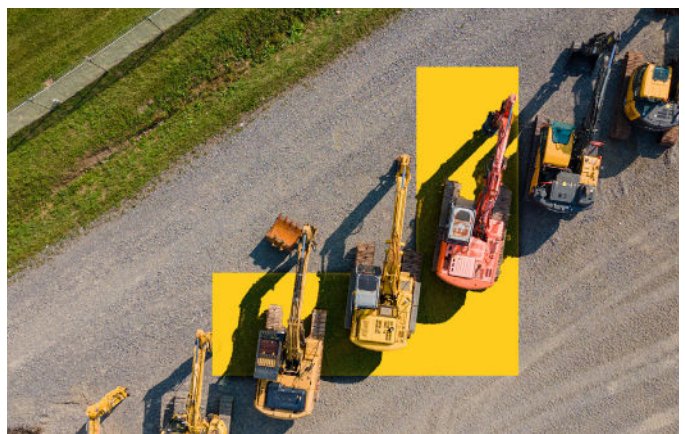
## Data & Artificial Intelligence

Creates clarity with business insights that facilitate real-time data-driven decision-making.



## Disruption & emerging business models

Optimizes existing business processes to uncover new opportunities and revenue streams.





## A glimpse into **A365**

We're proud to present our comprehensive suite of capabilities delivered through our cutting-edge product, A365. It is a dynamic and comprehensive offering designed to propel businesses into the realm of digital transformation.

At Annata, we go beyond the conventional, delivering an integrated solution that runs on Microsoft Dynamics 365 and technologies that extend from the Microsoft ecosystem.

We equip our customers with the essential capabilities to not only navigate the ever-shifting landscape of industry challenges but also to seize the boundless opportunities they present.

From manufacturing production order processing to service time sheet management, we've got you covered.

As a one-stop solution, A365 eliminates the need for multiple systems, eradicates shadow IT, and paves the way for seamless and automated operations.

In essence, our A365 is more than a software solution; it's a transformative force that reshapes industries and propels businesses toward a future of unparalleled potential.





# A deep dive into A365

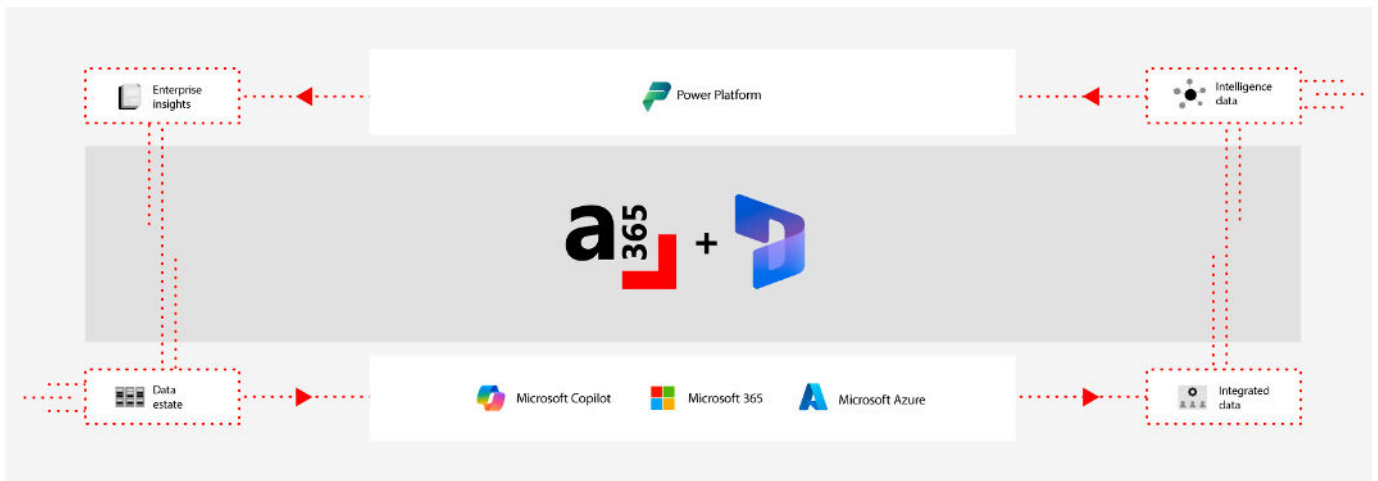
The breadth and depth of the Annata and Microsoft Dynamics 365 technology stack that forms the A365 solution suite offers industry-specific solutions, exceptional services, and unparalleled value to our customers.

With Microsoft Dynamics 365 as the backbone of A365, our fully cloud-ready Software-as-a-Service (SaaS) platform thrives on the Common Data

Model, fortified by the invaluable wealth of our decades of industry experience and expertise.

A365 is carefully curated to fit your existing and future needs, and built to respond flexibly to your fast-changing reality, unveiling endless possibilities.

## Annata and Microsoft cloud platform



# Types of equipment businesses **we support**



Construction equipment



Agricultural equipment



Forestry equipment



Material handling equipment



Equipment rental

## Key features of A365

01

### Enhanced connectivity

Agile operational systems and automated processes to facilitate inter-department communication for optimal activity management.

02

### Smart technologies

Artificial intelligence and machine learning to make decisions with real-time data intuitively showcased across multiple devices.

03

### Business insights

Digital tools to collect data and intelligence along the value chain to identify opportunities, spot trends, and mitigate risks.

04

### Engaging experiences

Capabilities to connect with customers across various touchpoints to enhance satisfaction and anticipate needs.

05

### Advanced infrastructure

Cloud technology and real-time access for seamless data storage, access, and processing for competitive advantage.



# We've tailored A365 to suit your equipment business needs

The composition of the Annata and Microsoft Dynamics 365 technology stack that forms the A365 solution suite, offers industry-specific solutions, strong services, and unparalleled value to our customers, helping them achieve industry resilience, powering new possibilities.

Transform equipment business processes with A365, streamlining operations, maximizing asset potential, and paving the way for industry advancement.

## Sales

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Craft seamless purchase experiences, strengthen brand credibility, and harness analytics to drive tailored customer interactions.

- Design frictionless purchasing experiences for customers
- Enhance brand credibility through transparent sales processes
- Utilize analytics to personalize customer interactions
- Employ data-driven insights to optimize sales strategies

## Service

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Intensify adherence to standards, seamless communication, and advanced analytics for optimal after-sales efficiency.

- Strengthen compliance with industry standards for quality service
- Facilitate smooth communication channels for seamless interactions
- Harness advanced analytics for data-driven service enhancements
- Enhance after-sales efficiency through meticulous service strategies

## Rental

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Increase operational efficiency, customer experiences, and overall business success with comprehensive monitoring and analysis.

- Enhance operational efficiency for optimized rental processes
- Elevate customer experiences through personalized service
- Employ comprehensive monitoring for data-driven insights
- Drive business success by making informed strategic decisions

## Inspections

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Achieve peak efficiency, reduce costs, and elevate customer interactions with streamlined online or offline processes.

- Elevate customer interactions with hassle-free inspection experiences
- Integrate both online and offline inspections for greater flexibility
- Identify trends, enable proactive maintenance, and minimize downtime
- Generate instant inspection reports to enhance transparency

## Warranty

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Optimize customer experience, supplier ties, and cost efficiency for improved after-sales support and service excellence.

- Streamline warranty processes to enhance customer experiences
- Implement efficient claim procedures for quicker solutions
- Strengthen partnerships with suppliers for seamless component access
- Expedite service to reduce equipment downtime

## Dealer management

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Gain real-time oversight of operations and foster seamless connections to OEMs, distributors, and customers.

- Drive interactions with the dealer supply chain
- Streamline operations for enhanced efficiency and coordination
- Achieve instant insights into operations for proactive decisions
- Provide a robust platform for holistic dealer management

## Analytics

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Harness data-driven insights to streamline workflows, enhance decision-making, and offer tailored customer interactions.

- Access immediate business insights via real-time data analysis
- Craft role-specific dashboards for personalized insights
- Leverage predictive models for informed decision-making
- Perform comparative analysis for precise benchmarking

## Dealer portal

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Magnify sales, procurement, and warranty processing, while enhancing supply chain communication and after-sales success.

- Boost sales activities through seamless portal access
- Streamline procurement processes for swift operations
- Simplify warranty processing for efficient handling
- Enhance supply chain communication for seamless coordination

## Import management

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Digitize processes, ensure compliance, and enhance global supply chain collaboration for seamless import management.

- Implement digital processes for efficient imports
- Ensure adherence to import regulations and standards
- Foster cooperation across the international supply chain
- Optimize processes for effective import handling

## Parts

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Unlock new levels of control and visibility over parts management and inventory to minimize operational costs and downtime.

- Streamline parts procurement with automated order management
- Maintain a detailed parts catalog for easy identification
- Manage inventory levels to reduce costs and prevent downtime
- Elevate customer satisfaction with swift, accurate parts availability



# Annata- A prime partner to some of the world's largest equipment brands



**Ponsse:** From manual processes to comprehensive efficiencies

### Challenge

Ponsse faced challenges in integrating diverse operations for balanced machine and solution sales, ensuring efficient data management across processes, handling aftersales complexities, and streamlining comprehensive management in a unified system.

### Why Annata

Annata was selected due to A365's industry alignment, Microsoft Dynamics 365's integrated capabilities, aftersales support, and holistic efficiency covering diverse operations.

[Read the case study](#)



**Speedy:** From outdated systems to harmonized workflows

### Challenge

Speedy's operations were running on an aging system approaching end-of-life, unable to meet customer promises and enhance services.

### Why Annata

The Microsoft Dynamics 365 capabilities offered through A365 offered Speedy a modern cloud-based solution with the flexibility to integrate omnichannel, customer service, and marketing for comprehensive enhancement.

[Read the case study](#)

Annata is an end-to-end software solution provider for **the automotive, truck & bus, and equipment industries.**

Connect with us to learn how A365 can power your rapid business growth

[Connect with us](#) 