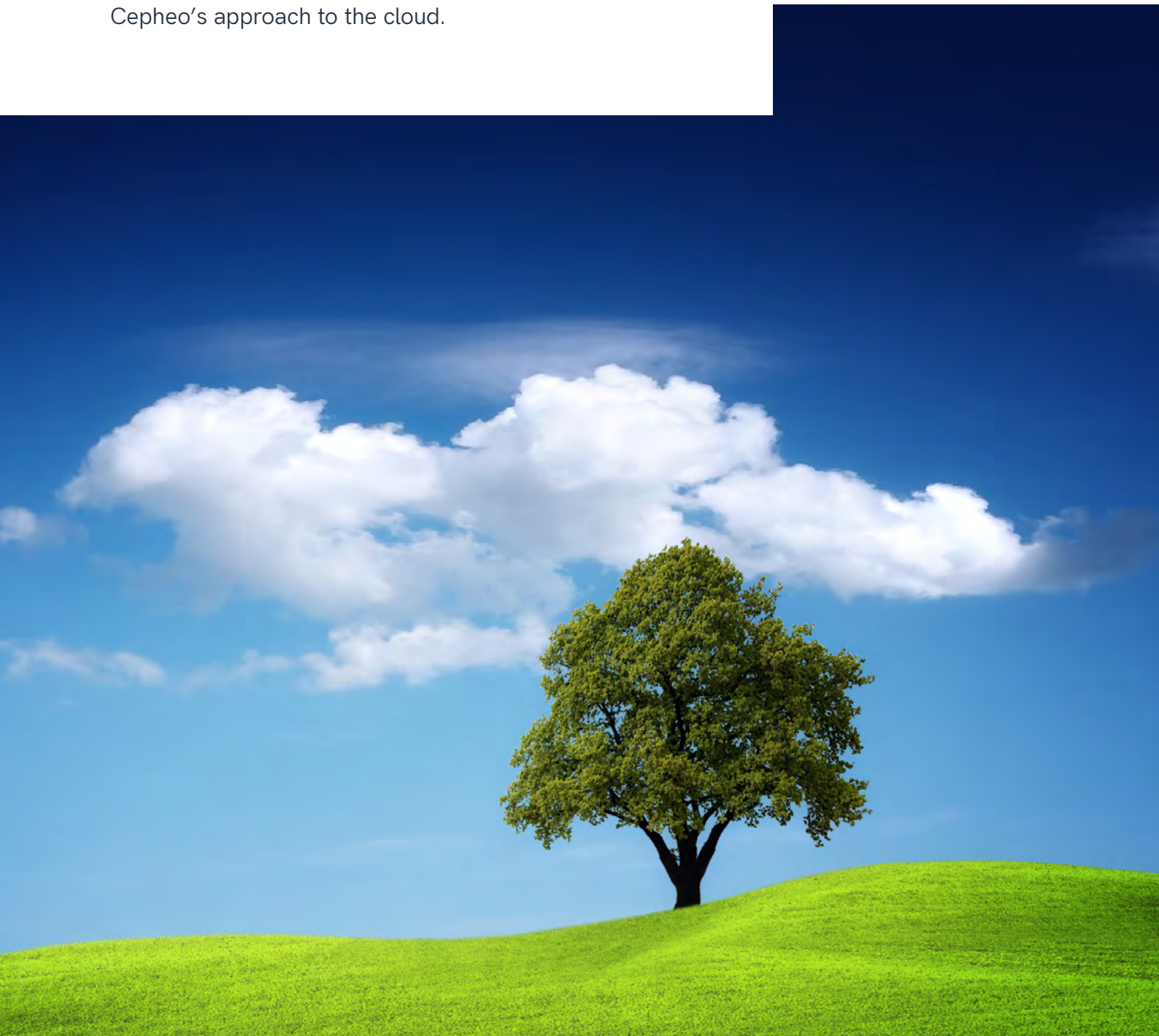


# cepheo

Digital Empowerment

## Solution for life

Your business can navigate  
safely into its digital future with  
Cepheo's approach to the cloud.





# Solution for life

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Your business can navigate safely into its digital future with Cepheo's approach to the cloud.

The pace of technological development, and the resulting business innovation, is rapid and increasing at an unparalleled rate. But it is not just creativity and development that are accelerating. More than ever, new solutions to societal, human and commercial challenges are needed.

New technologies and the need for new solutions create a wealth of new opportunities. This applies to how you run your business on a day-to-day basis, dealing with new and changing expectations from customers and employees. But the business model itself can also be evolved. The technological advances happening right now are capable of fundamentally changing the way you think about the products and services you deliver and the customers you deliver them to. In other words, business as usual is a dead end.

Can your existing set-up keep up the demands of modern life without drowning in lengthy and expensive IT projects that are ultimately nothing more than constant, temporary fixes? With the latest generation of cloud-based business solutions, you can avoid firefighting to keep your legacy systems running and, instead, allow solutions to be modified and improved frequently and continuously, without overloading your IT department or affecting the daily operations of your business.



**Blåkläder gears up for expansion with modern IT platform from Microsoft**

"Our new Dynamics 365 platform makes the operation of our ERP much more reliable. It also allows us to expand without experiencing performance issues."

**Fredrik Rubne**  
IT Manager, Blåkläder

We can support a paradigm-shift for IT operations that is based on looking at which future opportunities create the greatest incremental value, rather than focusing on which challenges become critical first.

Through consulting and sparring, we help you establish a business platform that creates opportunities rather than limitations and supports new technologies, enabling a focus on current business needs and long-term strategy.

On the journey towards a future where IT works as a matter of course, Cepheo is your guide and sparring partner, enabling your IT department to focus on development and business value.

Here is our take on a "Solution for Life". A combination of future-proofed platforms, solutions and tools that together free up resources for development, innovation and value-creation for your business.





## On-premise or cloud?

What sets modern cloud solutions apart from traditional on-premise systems is the unique ability to scale and extend functionality and the ability to work together to solve a common task as the need arises.

Rather than making extensive updates every five years, improvements and updates are frequent and iterative. These ongoing adjustments make the implementation and your organization's ability to use new capabilities and tools smoother and more seamless.

If you stick to an on-premise-only set-up, business models and processes will be tied to the capacity and security that your expensive hardware allows you. By switching fully, or partially, to a cloud solution, the number of users, access options and number of transactions can be adapted to your ongoing needs.

But switching to a cloud-based technology platform is not something you just do. To make sense and create value, it is important to think carefully about which strategic goals you want to achieve by moving to the cloud. Prioritization and decisions on sequencing and areas of focus depend on both short- and long-term needs. Cepheo can help you identify needs, opportunities, limitations and potential risks, giving you a solid basis for deciding whether and how to establish a cloud-based technology platform in your business.

We qualify our recommendations with business cases. In other words, we identify profit potential, possible savings or, for example, the number of working hours that can be moved or saved thanks to automation or other efficiencies. So our recommendations are technical and professional, but also commercially based.

### **ABC Lavpris aims for more success with new cloud-based platform**

"We have a platform that will last for many years."

**Michael Christensen**  
IT manager, ABC Lavpris



Cepheo sees three basic options when it comes to switching to the cloud:

- 1** First of all, you can opt out of, or postpone, the switch in the hope that something else, something better or something easier will come along that can future-proof your business. This is a risky strategy that we do not recommend.
- 2** Alternatively, you can choose to go all-in and move completely to a cloud solution. It will require a similar investment and level of dedication from your management to ensure that your business's internal work processes fit the new setup. If you are ready to make changes in your organization and to invest time and resources in a major change process with the challenges that change can bring, you could end up at the forefront of digital transformation.
- 3** As a third option, you can start with small steps in a hybrid setup. If getting it right first time is more important than being first and best, our advice is to start your cloud journey this way. Together, we map out which processes in your business and your IT set-up will be affected when you switch to the cloud, and what requirements this places on changes in your organization and management. In this way, you can gradually move business-critical systems to the cloud with minimal risk and at a pace where employees and the organization can keep up.

No matter how big the task, our advice is that you switch to a cloud solution in those parts of your business where it will add the most value. Cloud technology already plays an important role now, and this trend will continue in the future.





## The right business solution for you

Cepheo sees Microsoft Dynamics 365 as one of the most attractive platforms for businesses and organizations of all sizes.

Dynamics 365 is mature, well-established and proven, and the platform provides access to a large ecosystem of integrated business applications that support the entire business process across the supply-chain and value-chain.

With native integrations to Microsoft 365, Microsoft Power Platform and other solutions you may already be using, it is easy to leverage the common data platform and the potential that Dynamics 365 offers as a cloud platform. With all your business and customer data in one place, you can see and share data across the business and make better, more proactive decisions based on insights from integrated analytics tools.

By building on Dynamics 365's standard components, you get access to a level of innovation, potential and security that you will struggle to find elsewhere, or build yourself. In small and medium-sized businesses where the IT department consists of a small number of people, you will find considerable value in replacing separate enterprise systems with a single solution that covers all your needs, is quick to implement, and can be easily adapted as your business needs change.

Dynamics 365's business applications can help you run your business across operations, sales, marketing, service and commerce. The different system integrations and common data platform ensure that they work seamlessly together and that the quality of your data is secured, increased and makes collaboration across departments much easier.

With access to robust customer- and business-data, Dynamics 365 makes it easier to build compelling customer experiences that make people want to do business with you.

You also have access to tools to attract new customers through high-quality sales processes and the tools to retain these customers for longer, thanks to targeted customer service based on a deeper knowledge of your customers and their needs. The foundation for investing in the future is strengthened with financial tools that help optimize financial processes and create the overview that enables you to lower your operating costs.

The flexibility of Dynamics 365 business applications also means that while some businesses need to automate and simplify production and supply chain management processes, others can choose the application that helps them create unique omnichannel retail experiences.







Cepheo has focused on the Microsoft Dynamics 365 platform since it was first introduced. This has put us in a good position to develop industry-specific solutions that extend the core capabilities of Dynamics 365 and automate more of your industry-specific business processes.

From production to end customer, we focus on the unique workflows and processes that are essential in your industry.

### Evergreen



For Dynamics 365, Microsoft offers an Evergreen concept with constant updates of features and integrations. This means that businesses with a cloud solution effectively

avoid expensive upgrade projects that are usually required for on-premise solutions every 6-8 years.

### Thy-Mors Energi modernizes with Microsoft Dynamics 365 Business Central

"Switching to Business Central means that we will have to rethink our processes and ways of working. It is healthy as an organization to go through that process."

Helle Baunsgaard Aachmann  
CFO, Thy-Mors Energi



# How we ensure the connection between processes and business needs

If you want to achieve a future-proof business model, you need to dare to let technology create new business opportunities instead of letting the current business situation dictate which technology you invest in.

Consulting and implementation strategies from Cepheo are based on thorough dialogue, so we understand your business and can help you find a future-proof solution. But we do not come unprepared. Our Nordic roots are over 40 years old, so we have a thorough knowledge of the industries we work with.

We have used this knowledge to develop templates that are based on the technology solutions that businesses in a given industry usually need.

Nor do we believe in selling you unnecessarily complex tailor-made solutions. Instead, we will show you what you can achieve with standard elements, then deploy special solutions where needed.

Our dialogue with you starts with a validation process of a standard configuration and system, rather than inventing new processes and possible challenges. With a structured approach and standardized solutions, we reduce risks in the process and shorten implementation time. After many implementations based on this approach, we have learned that implementation times can be up to 40% shorter. This means that you will be able to achieve a much faster return on your investment.

In addition to technical solutions, we also focus on change management and user adoption. IT implementation requires a focus on technology and people, and getting the most out of large investments in the best technology and the latest tools requires buy-in from the entire organization.

In our experience, only 30% of the return on IT investments can be attributed to the project itself, while the remaining 70% depends on change management and the ability to ensure that employees actually use the new systems, capabilities and workflows.

At Cepheo we use a methodology that is based on industry best-practice processes defined by APQC, and refined based on the knowledge and experience we have at Cepheo on the Nordic level.

## What is APQC?



APQC is the world's leading authority on benchmarking, best practices, process- and performance-optimization and knowledge management.

## Lindab Profil recommends Cepheo

"Cepheo has been very professional and I really recommend them and the solutions they can create based on Dynamics 365."

**Evelina Wallander**  
Business Developer, Lindab Profil





# Enable new processes and workflows with Power Platform

In most businesses, employees and managers have countless ideas for processes, workflows and solutions.

Historically, it has been expensive and time-consuming to test these ideas and translate them into initiatives that are scalable and that can be used without the cost exceeding the value.

Microsoft Power Platform lets you and your employees build solutions, automate processes and analyze data across the business without drowning in spreadsheets, a multitude of applications and workflows that require precious time spent on manual data entry and import.

Power Platform will further future-proof your Dynamics 365 solution by enabling you to respond quickly and creatively to business needs.

Have you struggled with workflows with (too) many apps, steps and clicks involved? Have you ever needed self-service solutions for customers, employees or suppliers? Have you ever thought "I wonder if there is a cool app for this need?"

If you do not face these challenges, you run the risk of nothing happening and development coming to a standstill. An equally challenging scenario is an IT landscape where people and departments have acted on their own and created integrations that take time and money to maintain. Resources are spent on maintaining a sub-optimal infrastructure instead of on development.

## Power BI has changed everything at PMC Hydraulics

"Now we can streamline our reporting process across the entire organization. Power BI allows our team to access and visualize data in near real-time, providing valuable insights previously hidden in spreadsheets."

**Anders Bäckman**  
CIO, PMC Hydraulics





Power Platform enables the creation of business solutions, applications, and portals without requiring hundreds of expensive development hours. The standardized building blocks from Microsoft, which are primarily code-free, make it easier for both developers and other employees with average IT skills to build and maintain new solutions in a simple and secure manner.

Power Platform reduces the need for full-blown integrations in a revolutionary way, as the out-of-the-box solution offers hundreds of connectors to third-party solutions such as SAP, Oracle, Salesforce, Twitter, Facebook and many more. Additionally, Power Platform and Dynamics 365 are fully integrable.

This makes it significantly easier for the company to import data from external sources.

Microsoft takes on ongoing support in close collaboration with the involved third-party vendors, so your company does not incur additional costs related to upgrades of one or more platforms.

Microsoft Dataverse simultaneously minimizes the risk of data silos and makes it easier for the IT department to manage and support development projects of all sizes, preventing a situation where you have one or more shadow IT functions across the company. It provides easier access to data and the ability to modify and consolidate data from other platforms, giving you a better, data-driven basis for decision-making.



# Get an operations strategy that frees up resources for development

The foundation for all such opportunities is solid and stable operations and the ability to seamlessly implement the updates coming from Microsoft.

With Cepheo Managed Services for Microsoft Dynamics 365, we keep your Dynamics 365-based systems updated and customized to support your current and future business goals. Continuous adjustments future-proof your IT systems and free up time and resources so you can focus on the strategic and development activities that will drive the future.

As an integral part of the Managed Services collaboration, a joint steering committee ensures that there is a structured dialogue around needs and challenges. With a dedicated and designated Service Delivery Manager, you will always know who to go to and you can expect proactive guidance and advice. If we see opportunities or challenges, we do not wait for you to contact us.

If the overall architecture of your IT infrastructure has to be adhered to, including secure and efficient integrations to important third-party systems, it is crucial to have the resources to ensure insight and a full overview.

Microsoft's "Evergreen" updates to Dynamics 365 cannot be rejected, so it is crucial that organizations can prepare their systems and their business for the coming changes.

With a Cepheo Managed Services agreement, Cepheo helps you test, deploy and roll out updates, both live and in test environments, so you can be sure you get the latest updates without compromising third-party integrations and overall reliability.

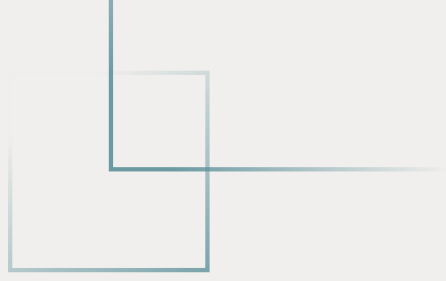
Our close Microsoft relationship gives us early access to updates, which we test and implement ourselves before we do the same for our customers. That gives us the best possible foundation for strategic and practical advice on which updates make sense for you and how they can add value.

## Outsourcing made life easier for Pelagia

"I always slept with my phone next to my pillow. Now Managed Services has taken over and I can sleep soundly at night."

**Frode Vatne**  
CIO, Pelagia





# Take Cepheo with you on your digitalization journey

Digitalization and future-proofing your business consists of many concrete actions, but it also requires that the correct mindset is instilled in employees and management.

Navigating effectively in a reality with a myriad of technologies and possibilities can be a daunting task.

With Cepheo as a trusted partner and advisor, digital transformation becomes more understandable and tangible without losing sight of the strategic direction.

No matter where you and your business are on your digitalization journey, Cepheo is ready to get on board and help you set the right course towards your digital future.

If you choose the right platform with the right solutions that are constantly optimized in an agile and secure IT landscape, your next IT solution could be your last.

## Scanmetals highlights the value of having insight into business challenges

"Cepheo understood our business and our challenges on a level that we lacked from our previous IT supplier. We had a good dialogue and got some inspiring input on how we could solve the challenges in a different way than we had tried before."

**Lars Viggo Hvolbøll**  
CIO, Scanmetals

Read more on [cepheo.com](https://cepheo.com)

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Cepheo empowers businesses to adapt and succeed in a changing world. With locations across the Nordics, and decades of experience in implementing and evolving industry-specific solutions powered by the Microsoft platform, we help our customers use technology and data to make more informed decisions, optimize daily operations and bring out the very best in their people. Learn more at [cepheo.com](https://cepheo.com).