



A history-making global rollout of Microsoft Dynamics 365 Finance and Operations for a global media and advertising brand

- Seamless rollout across 12 countries
- Global template for efficient rollout
- Standardized financial operations



Client overview

Headquartered in London and having over 50,000 employees across its worldwide operations, this global advertising and media conglomerate provides creative communications and data-driven strategies that help their clients across 145 countries. Effective technology implementation had become a significant part of the wider finance transformation program that this organization was undergoing. Under this strategy, the company had identified the need for a scalable, more automated finance solution connected across the organization globally.

The organization had different instances of the existing legacy system – Microsoft Dynamics AX 2012 in multiple countries with each country following its own processes. This was causing an inconsistency in reporting and efficiency issues. The organization wanted change driven by:

- The need for agility and standardization across geographies
- A strategic decision to move to the cloud
- Legacy platforms at the acquired entities that were adding challenges to existing integration complexities and data issues

The organization opted for a global rollout of Microsoft Dynamics 365 Finance and Operations, moving forward from Microsoft Dynamics AX 2012, across 12 countries. In addition, they also opted for Subscription Support Services.





Solution

In this engagement, sa.global brought deep expertise in Microsoft Dynamics 365 and experience in similar implementations globally, including the transition from an on-prem system to a cloud-based environment bringing more visibility and control for the client.

The transition included:

- Creating a global template to enable the roll out across multiple countries
- Collaboration between diverse global process owners as well as the solution team
- Assessment of key criteria in terms of risk and complexity for the largest markets
- Integrations to different media solutions for each new market
- A dual-shore service delivery model for proximity to business, support coverage, and cost optimization
- A custom-built solution for specific requirements
- Cloud enablement for dynamic infrastructure needs and flexible deployment models
- Readiness for continuous updates for future business needs

sa.global used a dedicated support team of over 160 support resources across a dozen countries to provide follow-the-sun 24/7 support for the solution. Separate teams were also assigned for each market with strong guidelines, governed by the central team, and managed by each region.



Results

This was the largest implementation of the Microsoft Dynamics 365 Finance and Operations solution to date. Through this rollout, the media company was able to:

- Enable standardization of global processes that in turn enabled data integrity as well as systems governance
- Bring in an aligned operating model that improves control and governance, and increases efficiency through automation and standardization of systems
- Increase efficiency of back-office tasks such as bank reconciliations between the legacy media system and Microsoft Dynamics 365 Finance and Operations
- Empower users with data through user-friendly business intelligence reports and dashboards that provide powerful business data views

sa.global implemented the solution for 12 markets including USA, UK, Australia, Italy, Canada, Spain, Malaysia, China, France, Portugal, and Switzerland. sa.global continues to be the chosen partner for Managed Services.





sa.global has delivered more global enterprise Microsoft Dynamics projects than any other specialized partner, and we are very fortunate to have such an agile, capable, and committed team. These projects are incredibly complex undertakings and it's only with a collaborative approach, a deep pool of talent, excellent project management, and a constant focus on delivery that you can hope to have a successful outcome. This project was an outstanding example of successful project delivery, and of everything we do best at sa.global.

- Stephen James, CEO and Founder, sa.global



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Microsoft's Inner Circle**
for 12 years

11-time Winner
of the Microsoft Dynamics
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