



Bredenoord supports its international growth ambitions by implementing Microsoft Dynamics

CASE STUDY **BREDENOORD**

GOALS

- ✓ International growth
- ✓ Improved customer satisfaction
- ✓ Become the market leader in supplying decentralised energy systems
- ✓ Create a strong foundation for the company

SOLUTION

- ✓ Microsoft Dynamics
- ✓ DYS Service Management
- ✓ DYS Rental

BENEFITS

- ✓ Execution of engineer to order projects has become easy
- ✓ Ability to deliver more standardised products
- ✓ More predictable as a full service provider
- ✓ Support for second-hand aggregates and parts
- ✓ Simplified start-up of new international locations

The family run company, Bredenoord, specialises in the development, building, sales and rental of a broad range of electrical solutions.

Bredenoord's ambition to increase customer satisfaction and to develop, deliver, support and exploit the most reliable and innovative decentralised energy system required the implementation of a new ERP system. The best fit solution offering the most business benefits was Microsoft Dynamics and the right implementation partner for the job was HSO.

KEEPING UP WITH TECHNICAL DEVELOPMENTS

Due to vast technical developments, the world is becoming smaller, but also more complex. Old customised applications can just about keep up but not efficiently or quickly enough to meet demand. Developments such as Big Data and Internet of Things, have not gone unnoticed by Bredenoord. Focussed on their vision to make the company an international market leader in decentralised energy systems

the choice was made to discontinue usage of the legacy system.

One of the key factors supporting the decision for change was that Bredenoord had made the strategic choice to create a new strong foundation for the company. A system in which information can be processed and shared quicker so that business decisions can be made ad hoc when needed. With a strong system at its core the possibilities for growth would be significantly increased.

Jaap Fluit, CEO Bredenoord, comments: "The technology surrounding energy services is changing quickly, as are the customers. Bredenoord doesn't want to only continue developing products, but also wants to remain at the top of its game with its business model. We want to continue to deliver quick and

reliable energy to our customers and this was our challenge. Besides this, the possibility of creating financial reports was limited in the old system. To successfully achieve our ambitions this process needed to be replaced as well."

THE RIGHT MATCH WITH MICROSOFT DYNAMICS AND HSO

Bredenoord specifically went looking for a user-friendly system and a partner with a high level of expertise. "We were looking for a strong Dutch partner. A partner that understood the importance of our services and that wanted to invest in the specific rental solution that we needed.", says Bertil Wever, CFO Bredenoord.

After an extensive selection process, Bredenoord choose Microsoft Dynamics complimented by the add-ons DYS Service Management and DYS Rental, developed by HSO who was chosen as the implementation partner. "We found the right match with HSO, it just clicked", says Wever.

CUSTOMER ADVANTAGE

Thanks to realtime information and the collaboration possibilities, Microsoft Dynamics optimally supports and improves the relationship with customers. In addition, the tool is user friendly and has been modified to meet the needs of Bredenoord, in terms of the market and the company size. Microsoft Dynamics supports Bredenoord in providing its customers with a safe pair of hands, today and tomorrow and across the world.

"By implementing Microsoft Dynamics we can continue to offer reliability regarding temporary energy services", says Fluit. "By making use of the data in Dynamics the execution of custom built projects as well as engineer to order projects have become easy processes. We are now able to deliver more standard solutions and we are much more predictable as a full-service supplier."

COMPANY ADVANTAGES

Thanks to the improved support of its business, both Bredenoord and its customers can enjoy the advantages that come with this. The company is now able to meet the needs of their market quicker and with more flexibility.

"HSO's expertise allowed us to accomplish a great deal in a short period. Thanks to our successful collaboration we are able to continue with innovation and have started an Internet of Things (IoT) project together."

**BERTIL WEVER,
CFO BREDENOORD**

Wever: "Thanks to the integration within Dynamics of all business processes such as sales, assembly, services, logistics, rental and inventory management, it is simple to open up new locations around the world to support the ambition of international growth. Microsoft Dynamics offers Bredenoord a foundation for growth to meet its customers' energy needs everywhere, at any time, as a reliable supplier. HSO's expertise allowed us to accomplish a great deal in a short period. Thanks to our successful collaboration we are able to continue with innovation and have started an Internet of Things (IoT) project together."

In the current IoT pilot project that HSO is implementing with Bredenoord, in which Microsoft Azure will be used, we are sketching out the advantages of connecting various smart tools and devices. Bredenoord wants to discover how connecting to different data sources could allow them to provide their customers with more added value. This project follows steps that Bredenoord are already making with their ESaver: a hybrid aggregate with which 70 percent of the fuel and emissions can be saved, still with equal energy delivery. In this project the live delivery of information from the machine to the customer (Machine Learning) played a significant role in the success of the project. This is the type of thing that today's customers see added value in and Bredenoord fully supports this.