Proven
Predictable
Results orientated
Accelerate your ambitions

Meeting the needs of the modern consumer requires business processes and solutions that are seamless, cost effective, fast, flexible and 100% customer orientated. Having access to vital control information for streamlining your business processes and gaining the insight to identify opportunities are key to making you more agile. HSO delivers complete enterprise management capabilities, through Microsoft Dynamics AX, Microsoft Dynamics CRM and SharePoint to deliver an advanced working environment that supports the whole business operation.

We recognise the success factors and we empower your business team to help achieve results.
HSO designs, builds and manages technology solutions. We are Microsoft specialist in the area of ERP and CRM software and business integration. Our passion is to connect people, products and processes and achieve the best experience, productivity and insights. We are a Microsoft Gold Partner in multiple competencies.

**Cloud Solution Provider**

As a Microsoft Cloud Solution Provider, HSO is able to provide customers with end-to-end industry business processes integrating ERP (Microsoft Dynamics AX) with CRM (Microsoft Dynamics CRM), Office 365 and Azure services such as Machine Learning, Enterprise Mobility and the Internet of Things (IoT). Business processes and solutions can be "managed" in the public, private or hybrid cloud, or on premise. As a CSP, HSO is able to provide a range of business functions and be the single point of contact/support with 24x7x365 customer service operations.

INNERCIRCLE for Microsoft Dynamics

Microsoft Partner
2014 Partner of the Year Winner
Enterprise Resource Planning (ERP)
Microsoft Dynamics® AX

By integrating with all departments across your business landscape, Microsoft Dynamics AX provides you with the knowledge and insight around efficiency and resource utilisation needed to operate as an agile, responsive business, ready to meet challenging customer demands and changing market conditions in real time. Microsoft Dynamics AX is powerful, proven, scalable, and easily integrated with your existing Microsoft software solutions.

Microsoft Dynamics® CRM

Make your customer relationships from transactional to relationship based. Relationships in the modern business world go beyond a simple phone call or the occasional meeting, between a company and their clients. With the developments in social media and communication technologies, it is imperative that you are able to engage with your customers regardless of the platform. With Microsoft Dynamics CRM you can deliver a customer experience like never before, transforming the business relationships you have, achieving new heights in customer service and satisfaction.

Check our CRM website: www.hso-crm.com
HSO Excellerate Methodology: Reduced Risk & Predictable Results

HSO is Microsoft’s most customer-focused business partner. We are committed to drive hard toward the results you want to achieve within the required time frame, budget, and FTEs. Our experience has enabled HSO to develop a methodology that provides a leading design, implement and support service around the solutions we deliver. We guide our customers from solution design, seamless integration and end user support with HSO Excellerate. A proven methodology for the implementation of CRM, ERP and other integrated information systems.
Traditional approach

Traditional development lays out clear stages and emphasizes the up-front definition of requirements. This eases planning and supports management of delivery risk. In complex or large-scale projects or roll-outs, a controlled approach is necessary. Most traditional implementation methodologies are excellent, but don’t support early realization of benefits. That’s why HSO has introduced business releases, which secures the focus on the most critical results first.

Agile approach

Sometimes a traditional implementation approach doesn’t work, because the organization is changing and the requirements and goals of the project are not clearly defined. Working in an agile manner makes the development and implementation process more iterative. Your key-users and our consultants work closely together to develop small chunks of software, demonstrate them to the business and move forward. Requirements will gradually clarify as the project progresses, and development can easily be adapted to meet the evolving requirements.

The agile approach is often being used in Microsoft Dynamics CRM projects, development of mobile apps and ERP projects to prove the business value of the software:

**BENEFITS**

**TRADITIONAL APPROACH:**
- Controlled and structured approach
- Based on the core fundamentals of PRINCE 2 and Microsoft Surestep
- Knowing in advance what results the project will achieve
- Business release phases ensure desired improvements throughout project flow

**AGILE APPROACH:**
- Short iterative build and deployment cycles
- Self-directed and empowered project teams
- Early visualization of the end product
Support you across the globe

At HSO, we know how important it can be to have a truly international technology partner. An increasing number of multinational customers want to ensure control and consistency in the rollout of their projects. They need to know that they can rely on efficient processes, proper program management and sound support right across their business, wherever its offices are located. **The HSO International team acts as a link between our HSO local country offices, HSO Alliance partners and customers** to minimise risk and support the smooth running of multi-country projects.
Projects on 5 Continents

Offices
NL, DE, UK, US & Asia

Employees speaking 15 Languages
To meet all the needs of retail, distribution, manufacturing and service driven organisations, HSO works with multiple Independent Software Vendors (ISVs) to select the best industry solution available on the market.

Tailored to your industry
Strategically HSO works with Dynamics Software, part of the HSO Group. Dynamics Software has developed powerful industry-focused solutions integrated in Microsoft Dynamics AX & CRM and solutions based on Office 365, SharePoint and Azure.

Dynamics Software solutions are sold, implemented & supported worldwide through industry experts and strategic partners such as HSO.

From turning your service organization into a profit center, increasing overall equipment effectiveness, maximizing use, utilization and tracking of assets and driving rental revenue with additional services, accelerating business, adding superior value to your CRM or ERP implementation and outselling your competitors across all channels, Dynamics Software offers proven solutions and premier services which enables you to amplify the success of your business.
Today’s consumers shop when and where it’s most convenient. Using new form factors like tablet computers and smartphones, they extend “storehours” to 24/7. They share their experiences via Twitter, Facebook, and other social networking sites, extensively browse product websites, and check online customer reviews when deciding what to buy.

Brand loyalty now comes with a much greater expectation... the complete shopping experience. Microsoft Dynamics for Retail provides customer engagement capabilities that include store operations, channel management, order management, marketing and care, and business intelligence and more back office capabilities like procurement and financial support.

Using the power of Microsoft Dynamics AX & CRM software, we provide an additional set of accelerators to support your retail operations:

- Manage distribution channels and sales
- Promotional campaigns
- Loyalty programs
- Customer self-service portals
- Landed Cost

The wholesale distribution market is dynamic and challenging. Today’s wholesale organizations need to transform themselves from a traditional trading company into an information and service-oriented distribution business.

Customers are demanding lower prices, shorter delivery times and tailored systems and services with accurate, real-time information. They want to collaborate and communicate efficiently with their partners in the value chain. But even as wholesalers and distributors work to meet these increasingly complex customer demands, they also face the challenges of rising transport costs and margin pressure in an increasingly international business world.

Using the power of Microsoft Dynamics AX & CRM software, we provide an additional set of accelerators to support your wholesale distribution operations:

- Multisite Logistics
- Advanced Pricing
- Quotation Management
- Landed Cost
- Purchase to Pay
- Service Management
- Mobile Field Service
In the world of manufacturing, a matrix of product variants, versions, changing specifications and the time-to-market is putting a lot of pressure on the business. Manufacturers also have to deal with global competition.

Where manufacturers of machinery and equipment traditionally focused on complete customer-specific development, modern industrial companies offer complete lifecycle support with a full-service approach. In addition to design, configuration and installation and repair services, more and more production companies add preventive maintenance and rental services too.

Dynamics ERP Productivity for Manufacturing is a suite of accelerators amplifying the power of Microsoft Dynamics AX:

- Quotation Management
- Project Control
- Purchase to Pay
- Service Management
- Mobile Field Service
- 360 degree customer dashboards
- Rental Management

It is vital for project and service driven organizations to keep tight control over the costs. To achieve this, they need real-time insight into the progress of a project, its budget consumption and the resources it uses.

Microsoft Dynamics AX integrates all relevant processes within the organization, including finance, project control, purchasing, human resources and customer relationship management as well as billable hours and budget administration. All information is immediately available, enabling you to carry out the detailed analysis and adjustments that ensure business agility.

For Service Providers, we’ve extended the best-selling ERP software with a suite of accelerators amplifying the power of Microsoft Dynamics AX:

- Quotation Management
- Project Control
- Purchase to Pay
- Service Management
- Mobile Field Service
- 360 degree customer dashboards
- Graphical Planning & Scheduling
The quality of service can be as vital as the software itself. When you choose to work with HSO, we are with you every step of the way. We know that business improvement is a continuous journey. HSO Customer Service has invested heavily in providing a “Total Care” package of services to support you throughout the lifecycle of your ERP & CRM system:

- Optimisation and innovation services
- Reactive and proactive support
- 24 x 7 On-line support
- Migrations
- Quick scans
Companies and their processes are constantly changing. Staff are promoted or move to other departments, whilst new employees take on their roles and responsibilities. As a result, internal knowledge bases can be eroded over time and the level of knowledge in the core system often becomes diluted. Upgrades and enhancements might be neglected due to a lack of knowledge, leaving your company unable to move forward with revised processes and procedures.

Without in-depth solution knowledge, finding the necessary information for analysis and reporting can be difficult and time-consuming. This increases costs and complexity, adds latency, reduces visibility into the business and its processes, and makes the systems difficult to maintain.

In order to maintain your knowledge base, it is crucial to ensure proper maintenance and optimisation of your systems. HSO can act as a managed services provider and offer a broad range of application management services for your Microsoft Dynamics solution.

HSO’s partnership with its customers does not end at the initial software implementation.

More information? Please check: www.hso.com/customerservice
Untroubled usage of Microsoft Dynamics

Microsoft Dynamics is of strategic importance to your organisation. It is therefore imperative that, besides support in the event of disruptions, your business-critical software is always available. To ensure availability, your application needs continuous monitoring, while all components in your environment require regular checking, purging and updating. HSO boosts a team of support specialists and an extensive palette of services aimed at ensuring carefree usage of Microsoft Dynamics.
Support Agreement

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Service Level Agreement

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Benefits

- Flexible deployment of the right expertise.
- Better anticipation of opportunities, new products and versions.
- Service and quality improvement for end users.
- Monitoring of your Microsoft Dynamics environment is guaranteed.
- Outsourcing services makes your IT organisation more flexible.
Maximize your system business benefits

A CRM or ERP implementation does not stop after the initial live running of the system. In many cases this is followed by a phased rollout to other business areas or even other countries. HSO offers a wide range of system optimisation products and innovation services to make sure your system delivers maximum business benefit.
Business Intelligence

An information system provides a wealth of information, but presenting all this data in clear and useful reports and dashboards can be a challenge. The Business Intelligence Suite, gives you the tools to create the management information you need.

Output Management

Formatting and distribution methods for business documents often vary from customer to customer. Our Output Management solution enables the creation, personalisation and distribution of documents.

Purchase to Pay

More and more customers are using digitised purchase invoices. By eliminating manual processing, you can improve your control capabilities and significantly save on costs. Our Purchase to Pay software enables fully digital processing of your invoices within Microsoft Dynamics AX.

Application Integration

Many Microsoft Dynamics projects need to be integrated with legacy software systems in use. HSO has extensive experience with standard interfaces and common external systems such as other ERP & CRM systems, E-Commerce, Point-of-Sale (POS), Scheduling, PLM and several Fieldservice and Mobile solutions.

SharePoint

Businesses need to share information and enable collaboration between employees, customers and suppliers. Microsoft SharePoint enables efficient collaboration and information sharing while allowing you to retain control over documents with a self-service portal.

Mobility

Field workers need access to business information and processes in order to work efficiently. With our Field Service solution employees can access real-time information through their mobile devices, enabling more efficient processes and reducing errors.

More information? Please check: www.hso.com/customerservice
Each new version of Microsoft Dynamics means that you will have to weigh up whether or not your organization decides to migrate to the latest version. And if so, when and how. What are the benefits, what are the benefits to your organization and what impact it has on your existing infrastructure? And what are the consequences if you delay or skip a migration? All these questions need to be answered before you can make an informed decision.

HSO offers based on experience with more than 50 migrations in recent years support in your decision making process. In order to determine the appropriate migration strategy for your organization, it is important to be noted, first the reasons to migrate or not and what the underlying needs within your organization.

When you decide to move to the latest version of Microsoft Dynamics, you HSO provides a solid migration approach: **HSO Fast Forward.**
HSO FastForward is a differentiated approach to migration, which we migrate business processes within Microsoft Dynamics in two different ways efficiently:

**Technical Migration**

Business processes that have been modified at least technically be 1:1 migrated. In case customization is always essential and can not be supported with standard functionality, then it is migrated.

**Business Change implementation**

When business processes are modified, must be optimized or expanded, they will be implemented within Microsoft Dynamics. It makes maximum use of new and standard functionality.

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Results HSO FastForward migration approach:

- Savings of 25% on the duration of the project;
- Reduced impact on your organization, because our approach is strongly suggesting regarding the implementation choices;
- Increased standardization of migration activities leads to a master project with predictable results

It is a fact of life that during the CRM & ERP lifecycle some customers will find the need to source an alternative Microsoft Dynamics partner to help achieve their ambitions. Here at HSO we have many customers that have ‘on-boarded’ for precisely this reason.

A carefully managed handover of your environment is just as important as supporting the environment itself, which is why we use a transition ‘Take-On’ process run by a transition manager.
**What our customers say:**

“They know their products very well and have very knowledgeable people. They also provide great consultancy around Dynamics.”

Isaac Oeng, Financial Controller, JML

“The team that I interacted with at HSO were dynamic, professional, empathic and, above all, friendly people. They quickly understood the (quirky) demands of our business and, in the event of any technical issues, they were able to react quickly and diligently. It has been a pleasure working with the team and I would highly recommend them to any of my contacts who require a high end Dynamics AX project / implementation completed on time and within budget.”

Kristian Davis-Downs, Head of Operations, Beggars

“HSO acts very much as a team and in getting to know us as a business, and on an individual basis, their team acts like a close partner to ours.”

Paul Jardine, IT Project Manager, Stertil UK

“I would like to thank HSO and the team members for the commitment shown to Chrysal. Your focus on problem solving before anything else is commendable and much appreciated by Chrysal.”

Per Anders Persson, CFO, Chrysal