10 ways Microsoft Business Applications transform business performance

A BJSS eBook

Companies are increasingly turning to digital solutions like Microsoft Business Applications to remain competitive, enhance customer experience, and drive growth.

BJSS is at the forefront of this movement, helping organisations manage the complexities of technological change. By combining innovation with expertise, we are reshaping how businesses use platforms like **Microsoft Dynamics 365** and **Power Platform** to solve real-world challenges.

Microsoft Dynamics 365 is a suite of business applications. It includes tools for enterprise resource planning (ERP), customer relationship management (CRM), and specialised business functions like sales, marketing, and supply chain management. It provides pre-built solutions for core business processes.

Complementing this, Microsoft Power Platform provides intuitive tools like Power BI, Power Apps, Power Automate, and Power Virtual Agents, which enable users to create custom applications, automate processes, analyse data, and build chatbots — all with minimal coding.

Together they form a powerful ecosystem for digital transformation, equipping businesses with the capabilities to stay competitive, adapt to emerging trends, and achieve meaningful digital transformation.

Businesses today face a variety of challenges that hinder growth, operational efficiency, and customer satisfaction. Addressing these issues requires innovative solutions that streamline processes, enhance data visibility, and foster connected, secure ecosystems.

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Common business challenges addressed by Microsoft Business Applications →

With experience in sectors such as finance, healthcare, public services, and retail, BJSS has provided solutions that address these challenges and identify new opportunities for growth.

Inefficient processes

Manual workflows and outdated methods that slow down operations and impact productivity.
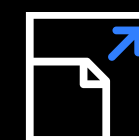
Data blind spots

Limited access to actionable insights that hinder decision-making, compounded by data security concerns.

Disconnected customer experience (CX)

Fragmented systems preventing seamless interactions across customer touchpoints.

Scalability issues

Legacy systems lack the flexibility to adapt to evolving business needs.

Commercial Vehicle Service (CVS) Project: Developing a user-centric platform for the DVSA

The Driver and Vehicle Standards Agency (DVSA) partnered with BJSS to modernise its heavy vehicle testing operations, replacing outdated legacy IT systems with a user-centric digital platform.

Combining Dynamics 365, AWS, and Azure, the project broke down data silos and improved scalability, data quality, and process efficiency. It gave the agency a single view of the customer journey. BJSS migrated data from various source systems into Dynamics 365, using AWS for staging and Azure for integration, consolidating services for enhanced data integration.

Vehicle test applications, like MOTs for lorries, are now fully processed in Dynamics 365, eliminating manual data entry, freeing up time for the Customer Service Centre. BJSS' proficiency across cloud technologies and vendors enhances their ability to help customers on their journey to adopting Microsoft Business Applications effectively.

The key benefits of Microsoft Business Applications

Enhanced efficiency and productivity

By streamlining workflows, automating repetitive tasks, and consolidating processes, these applications reduce manual effort and operational bottlenecks with tools like Power Automate and Dynamics 365.

Centralised data for informed decisions

Microsoft Business Applications consolidate data from across the organisation into a unified platform using Microsoft Dataverse. This eliminates silos, ensures a single source of truth, and enables real-time insights that drive smarter, data-backed decisions across all business functions.

Improved customer experience

With a 360º view of customer interactions and AI-driven insights, businesses can deliver personalised and proactive experiences. Dynamics 365 empowers teams to engage more effectively with customers, building stronger relationships and driving satisfaction.

Scalability and innovation

The modular, low-code capabilities of Dynamics 365 and Power Platform allow businesses to innovate and adapt quickly to market demands. Whether creating custom applications, automating processes, or analysing data, these tools support growth while remaining flexible and cost-effective.
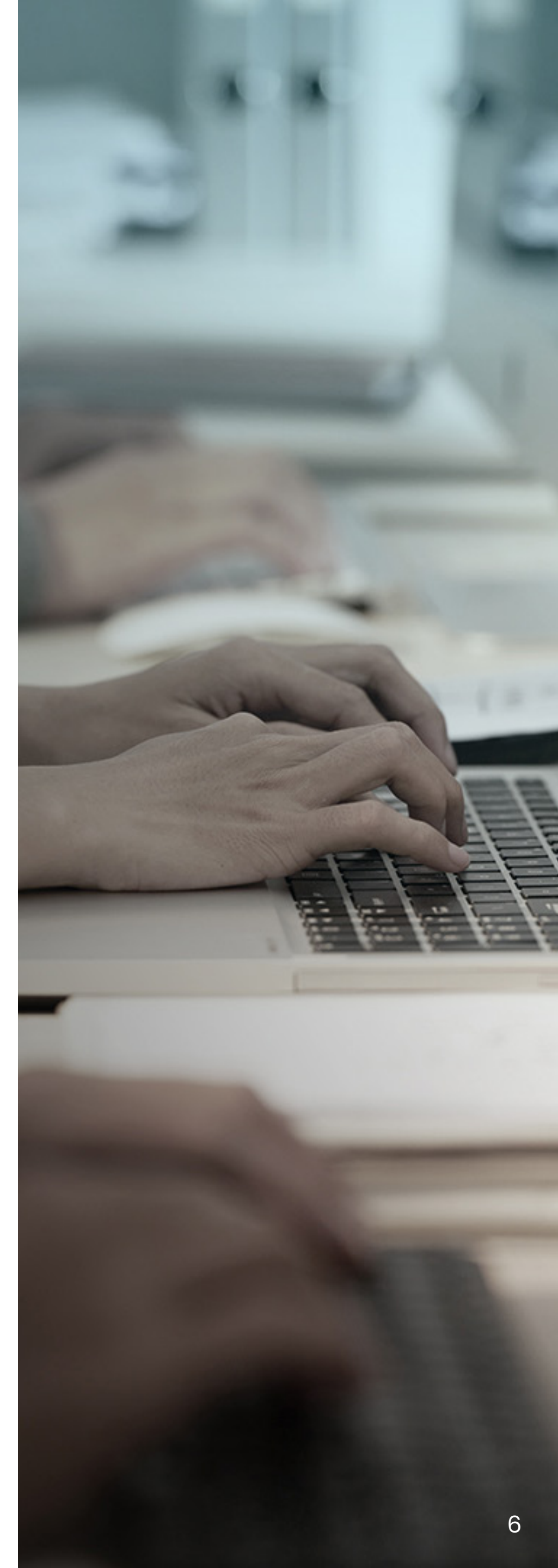
This eBook explores 10 of the benefits that come with incorporating Microsoft Business Applications into your business functions
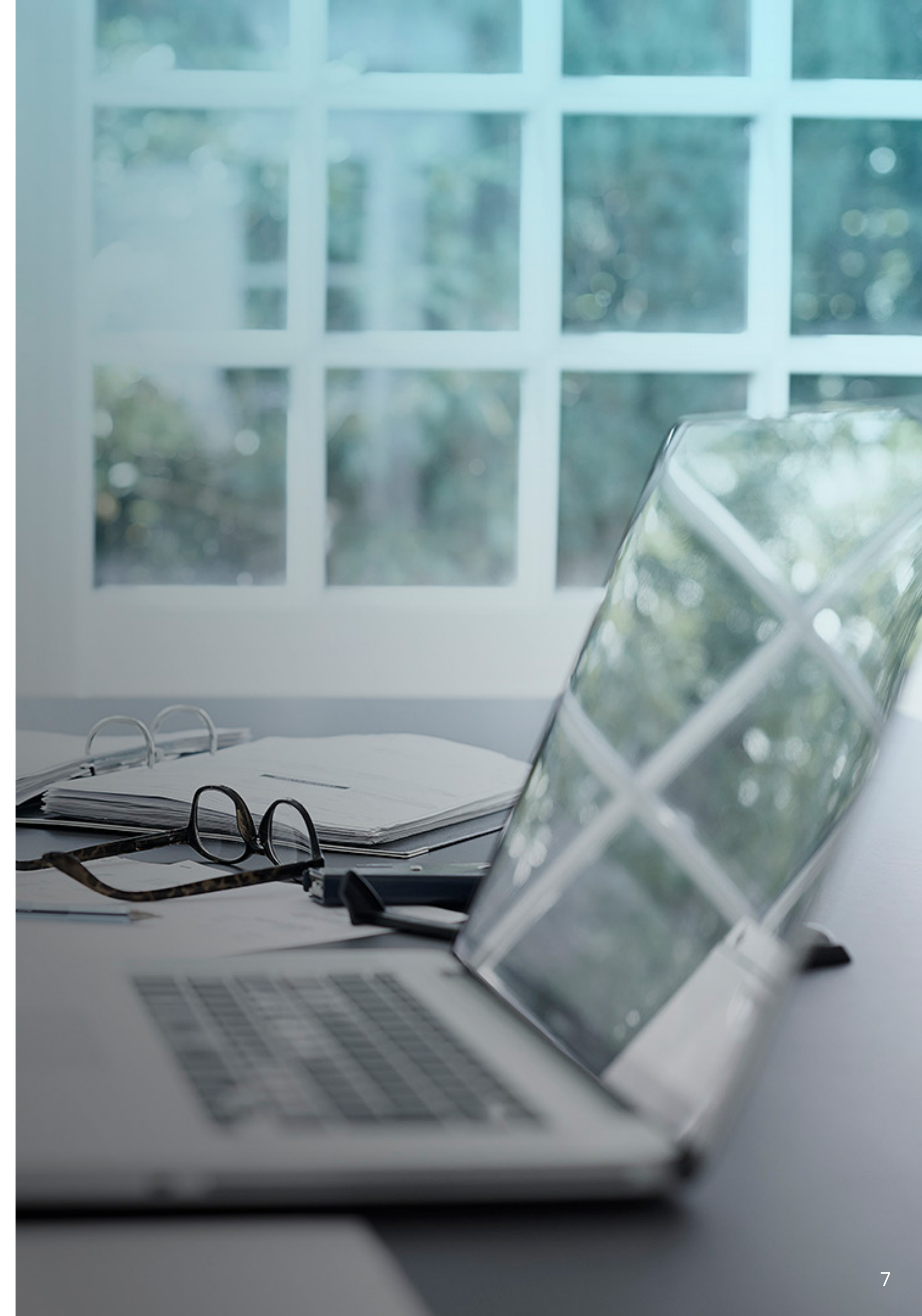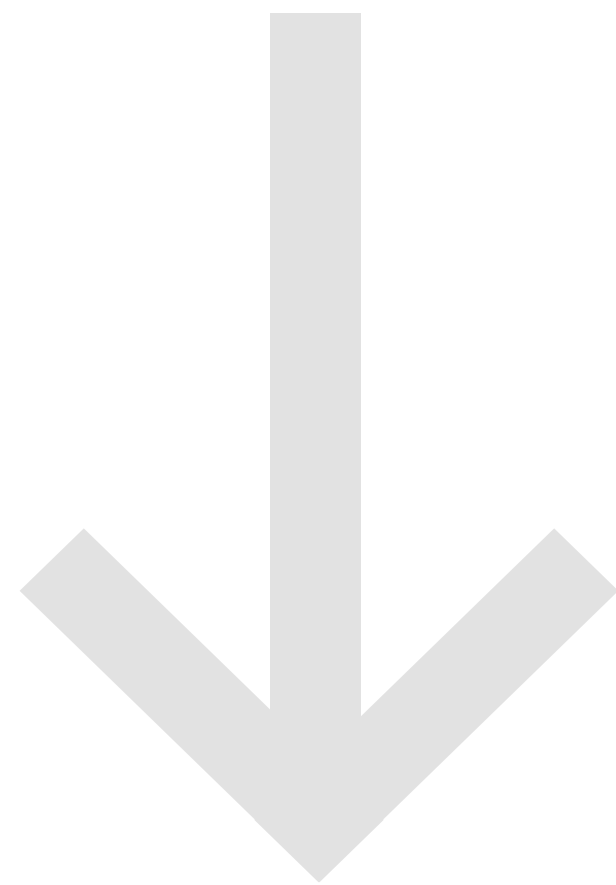
1 Solve business challenges with seamless CRM system integration

A connected CRM system integrates with established processes, tools, and systems to create a unified, efficient, and scalable business environment. Dynamics 365 does just this, including seamless integration with ERP platforms, internal Microsoft communication tools, such as Outlook and Teams, and external applications.

This connectivity enables businesses to break down silos, centralise disparate data sets, and automate workflows. Dynamics 365 ensures real-time data sharing, enhances team collaboration, and provides a 360º view of customer interactions, by unifying data from sales, marketing, customer service, and other business functions into one central platform.

The centralised platform integrates real-time insights to track customer interactions, preferences, and behaviours. With AI-driven analytics and predictive insights, businesses can anticipate needs, personalise experiences, and deliver proactive solutions.

Enhancing customer journeys with Microsoft Dynamics 365 for Transport for Greater Manchester (TfGM)

TfGM successfully transformed their CRM system with the support of Dynamics 365 and BJSS. Workshops and user research helped assess TfGM's business requirements and user needs.

Dynamics 365 emerged as the preferred CRM tool, offering a unified view of customer interactions and enabling TfGM to better manage relationships and adapt to changing consumer habits.

This transformation not only future-proofed TfGM's systems but also enhanced customer journey management across the organisation. With extensive user research and design expertise, BJSS can assist businesses in selecting the right tools tailored to their specific needs.

2

Empower non-tech teams with low-code solutions

Microsoft Power Platform empowers non-technical teams by democratising app creation and workflow automation. With tools like Power Apps, Power Automate, and Power BI, employees without coding experience can build tailored solutions to solve business challenges:

- **Power Apps** enables teams to create custom applications

- **Power Automate** handles repetitive tasks with ease.

- **Power BI** allows for powerful data analysis and visualisation.

The widespread use of Microsoft products provides a solid foundation for users of all levels of experience. For instance, **85% of Fortune 500 companies** use Microsoft products like OneDrive, making the transition to Power Platform intuitive and accessible for users already familiar with Microsoft's ecosystem.

By eliminating technical obstacles, Power Platform promotes innovation and problem solving across all departments. Non-developers are now empowered to address workflow inefficiencies, increase productivity, and respond to changing business requirements without relying on IT intervention.

Streamlining processes in education with a custom Power Apps solution

BJSS is currently collaborating with a client to design a tailored solution that digitises and enhances their operational processes. By leveraging the flexibility of Power Apps, the team is mapping the client's unique workflows into an application that offers a bespoke feel without incurring the additional costs of custom development.

The process involves conducting in-depth user research to gather actionable feedback on usability, ensuring the solution evolves to be both functional and intuitive. Early input from users has been overwhelmingly positive, with many highlighting the familiarity of Microsoft interfaces as a key factor in simplifying adoption and increasing engagement.

This ongoing effort is showcasing how Power Apps can deliver a highly customised yet scalable solution, one that aligns seamlessly with the client's specific needs while reducing development overhead.

3 Enable smarter decision-making with Power BI

Power BI uses data-analysis tools, AI capability, and report-creation tooling to convert data into visuals. Users can create fully customisable interactive dashboards and reports in various formats, from dynamic charts to heatmaps, enabling decision-makers to quickly understand complex information.

In addition to its visualisation capabilities, Power BI offers advanced analytics features. It integrates seamlessly with multiple data sources — cloud-based, on-premises, or hybrid — ensuring a single, unified view of organisational data.

The transformation of raw data into actionable insights through advanced analytics and visualisations, combined with an intuitive interface and robust capabilities, means Power BI enables teams to uncover trends, spot opportunities, and address challenges — all in real time.

Power BI seamlessly integrates with Dynamics 365 apps, simplifying reporting, enhancing decision-making, and ensuring data issues within the apps are quickly identified and addressed, streamlining operations and driving business efficiency.

Power BI enables organisations to:

Make smarter decisions by infusing insights into **Power Apps** and day-to-day apps like those of **Microsoft 365**.

Create data sets from disparate data sources, adding them to the **OneLake** data hub.

Reshape how data is accessed and managed by integrating **Microsoft Fabric** with **Power BI**.

4 Boost efficiency with automated workflow

Powered by AI and low-code, Power Automate is an end-to-end cloud automation platform. By connecting apps, services, and data, Power Automate enables users to build automated processes and streamline workflows without the need for extensive technical knowledge.

Power Automate integrates seamlessly with Microsoft 365, Dynamics 365, and hundreds of third-party apps. This enables automated workflows to be effortlessly integrated across existing systems, ensuring a cohesive and efficient automation experience.

It also supports robotic process automation (RPA) for automating legacy systems. Power Automate helps businesses save time, reduce errors, and focus on high-value tasks.

Transforming operations in the legal industry with Power Automate

A global law firm partnered with BJSS to modernise its legacy systems using Microsoft Power Platform. By leveraging low-code solutions like Power Automate and Power BI, the firm automated data processing, reduced errors, and enhanced data accuracy.

Power Automate streamlined workflows, while Power BI provided real-time insights, improving decision-making. The Lean Product Development approach allowed rapid validation of solutions, saving time and resources. This transformation reduced manual work, improved efficiency, and enabled better scalability, allowing the firm to focus on higher-value tasks and achieve increased revenue generation.
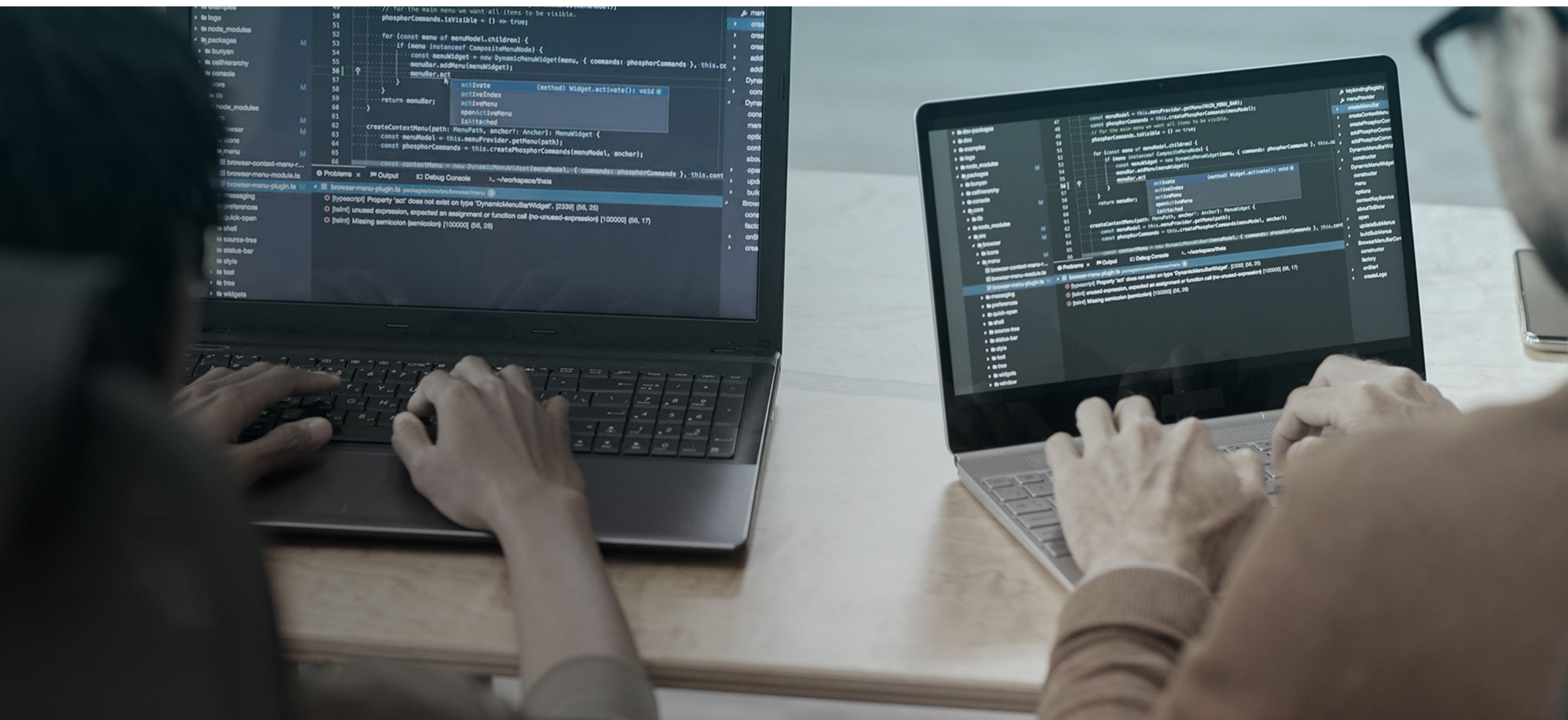
5 Improve customer experience with AI-powered insights

AI-powered tools like Dynamics 365 and Microsoft Copilot transform customer experience by enabling personalisation at scale.

Dynamics 365 leverages features like customer sentiment analysis and predictive sales insights, helping businesses better understand and engage their customers.

Microsoft Copilot enhances user interactions with natural language processing, making it easier for users to retrieve information and perform tasks efficiently. Practical applications include Copilot engaging with customers across platforms like websites, apps, and messaging tools, providing consistent support and improved engagement.

Copilot's ability to automate complex processes, such as data extraction and content recognition, allows businesses to save time and improve operational efficiency, while seamless integration across Microsoft applications, including Word and Edge, enables users to incorporate AI-driven automation into their existing workflows.

Use case: Automated invoice processing

Integration with **Power Automate** amplifies these capabilities by automating repetitive tasks. For instance, AI can trigger flows such as saving email attachments to **SharePoint**, extracting invoice data, or routing this information to sales or finance systems.

Power Automate can be used to monitor email inboxes. When an email is received it extracts the invoice document, saving it to SharePoint.

AI Builder in Power Automate is utilised to recognise and extract the relevant information from the invoice document.
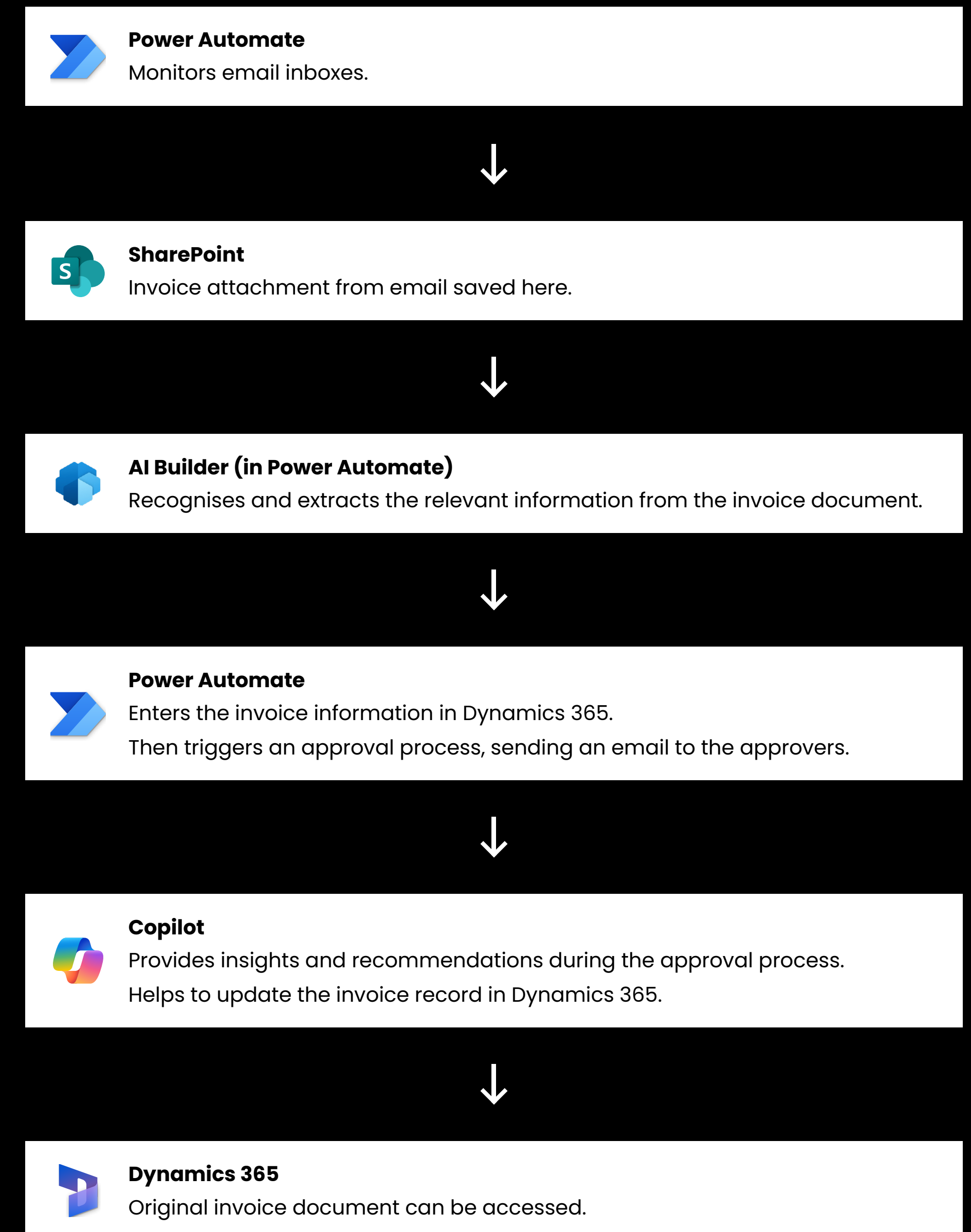
Power Automate enters the invoice information in Dynamics 365, and triggers an approval process, sending an email to approvers.

Copilot assists by providing insights and recommendations during the approval process.

Once the invoice is approved, Copilot helps to update the invoice record in **Dynamics 365**, where the original invoice document can be accessed.

- Automated data entry that eliminates risk of manual error.
- Increased efficiency.
- Synchronised and accessible data and documents.

By combining advanced analytics, sentiment analysis, and automation, businesses can deliver tailored experiences while boosting efficiency and customer satisfaction.

Power Automate
Monitors email inboxes.

↓

SharePoint
Invoice attachment from email saved here.

↓

AI Builder (in Power Automate)
Recognises and extracts the relevant information from the invoice document.

↓

Power Automate
Enters the invoice information in Dynamics 365.
Then triggers an approval process, sending an email to the approvers.

↓

Copilot
Provides insights and recommendations during the approval process.
Helps to update the invoice record in Dynamics 365.

↓

Dynamics 365
Original invoice document can be accessed.

6 Scale seamlessly with modular solutions

The modular approach of Dynamics 365 enables businesses to select and implement specific applications that suit their unique needs, such as sales, customer service, customer insights, or finance. Companies can adopt individual modules and scale as their requirements evolve.

By providing a robust foundation, Dynamics 365's standard apps accelerate implementations. Pre-built features streamline deployment, reducing time-to-value while allowing customisations to meet specific business needs efficiently.

With Dynamics 365, data is seamlessly available across all apps through Microsoft Dataverse, eliminating the need for complex integrations. This centralised, connected data system ensures a single source of truth, streamlining processes and enabling real-time insights. Dataverse's shared data tables enhance collaboration and consistency across departments and applications.

The flexibility of Dynamics 365 allows businesses to scale at their own pace, starting small and expanding without heavy upfront costs. Its modular structure minimises risks, while continuous updates from Microsoft deliver new features and improvements automatically, ensuring organisations stay competitive without incurring extra expenses, supporting growth and innovation over time.

7 Strengthen collaboration across teams

The integrability of Dynamics 365 and Power Platform with Microsoft products such as Teams, SharePoint, and Outlook creates a unified ecosystem for communication and workflow automation across businesses.

This interconnected environment enables teams to access critical information, share insights, and collaborate on projects without switching between multiple tools. For example, Teams allows users to interact with Dynamics 365 records directly within chats or meetings, streamlining discussions and decision-making processes.

Power Platform extends this capability by enabling the creation of custom apps and workflows that connect with Dynamics 365 and other tools, automating repetitive tasks and improving efficiency.

By breaking down silos and enabling real-time collaboration, this ecosystem empowers teams to collaborate transparently, easily and more effectively.

8 Enhance security and compliance with built-in controls

Enhancing security and ensuring compliance are critical for businesses managing sensitive data. The Microsoft ecosystem addresses these challenges with robust, built-in security features designed to protect data and meet industry standards.

All Dataverse instances are hosted in Microsoft's secure data centres, which are equipped with advanced physical and digital safeguards, providing a strong foundation for data protection. Additionally, Microsoft Entra ID offers a unified and secure login experience across applications, reducing the risk of unauthorised access while enhancing user convenience.

Dynamics 365 includes comprehensive security tools, such as data loss prevention and user-level security controls. These features ensure that data is accessible only to authorised personnel, with permissions tailored to specific user roles and responsibilities. This granular control helps mitigate risks associated with data breaches or unauthorised actions.

The platform also supports compliance with industry and regional regulations, offering features to help organisations adhere to standards such as GDPR, and ISO certifications. Built-in auditing and reporting tools provide visibility into data usage and access, further strengthening compliance efforts.

By integrating security measures at every level, Dynamics 365 empowers organisations to operate confidently, knowing their data is secure and processes are aligned with regulatory requirements.

9 Deliver continuous innovation with a unified platform

Dynamics 365 and Power Platform form a unified ecosystem of Microsoft Business Applications that empower businesses to drive continuous innovation without the need to switch between platforms.

Dynamics 365 provides a foundation of robust applications for managing customer relationships, operations, and finances.

When paired with Power Platform's low-code capabilities, businesses can rapidly build custom apps, automate workflows, and analyse data, all within a single environment. Together, they create a unified ecosystem by sharing a common foundation through Microsoft Dataverse, ensuring seamless data integration and flow.

This interconnected ecosystem accelerates time-to-value for new innovations, as teams can collaborate and iterate on solutions within a shared framework. This synergy empowers organisations to innovate while maintaining consistent user experience and operational continuity, while regular updates and enhancements from Microsoft ensure that businesses always have access to the latest technologies. Using this unified platform, organisations can innovate continuously, all while streamlining operations.

10 Future-proof your business

The continuous evolution of Dynamics 365 and Power Platform is a key differentiator, empowering businesses to stay agile, scalable, and competitive. These tools seamlessly integrate emerging AI technologies, enabling organisations to adapt and innovate at pace.

From delivering personalised customer experiences and streamlining workflows to leveraging predictive analytics for smarter decision-making, this unified ecosystem supports long-term growth.

The scalability of Dynamics 365 and Power Platform allows businesses to start small, expand as needed, and handle increased demands effortlessly. Regular updates from Microsoft provide access to cutting-edge features, ensuring continuous improvement and positioning businesses to thrive in the face of future demands.

Conclusion

Microsoft Business Applications empower organisations to address challenges such as inefficiencies, data silos, and scalability issues while promoting innovation and collaboration. Their modular and scalable nature allows organisations to address specific needs, enhance customer experiences, and improve operational efficiency using automation, AI insights, and low-code solutions.

The 10 benefits highlighted how your organisation can be enhanced, regardless of industry. If your business is facing some of the challenges detailed, collaboration with an experienced Microsoft partner like BJSS ensures tailored implementation and seamless integration for lasting transformation.

By partnering with BJSS, you unlock innovative, user-centric solutions designed to solve real business challenges and deliver measurable value. Dynamics 365 and Power Platform can be integrated into your existing systems, positioning your organisation for long-term success.

We work closely with you to understand your unique objectives and create tailored solutions that drive lasting outcomes. With user-centred design ensuring intuitive and accessible solutions for your teams and customers. From optimising operations to automating key processes and building custom applications, Microsoft Business Applications can empower your organisation.

BJSS' digital transformation expertise

BJSS is an award-winning technology consultancy with over 30 years of experience in delivering innovative, enterprise-grade solutions. Specialising in agile delivery, cloud integration, and digital transformation, BJSS helps organisations navigate complex challenges with tailored, scalable solutions.

Achieve limitless innovation with Microsoft technologies

BJSS has expertise in identifying extensive use cases for Microsoft Business Applications and the ability to determine the best fit for clients. Our comprehensive service portfolio addresses all Microsoft Business Application requirements, including custom application design, user research, architecture, delivery, and engineering resources (spanning data, platform, and software).

The use of automated software delivery lifecycle (SDLC) practices and infrastructure as code (IaC) streamlines deployment and improves reliability. These approaches ensure faster, consistent delivery of solutions, enabling efficient scaling and minimising manual errors. This strategy integrates development, testing, and deployment workflows, creating robust and agile implementations tailored to client needs.

Microsoft partnership

BJSS is a leading Microsoft specialist, with a long-standing partnership delivering great outcomes for our clients through close collaboration.

We hold four Microsoft Solution Designations and six Advanced Specialisations. Our technical community has 700+ Microsoft certifications, showcasing our expertise across cloud transformation, security, data, and AI. We are one of only 10 UK partners chosen to join Microsoft's OpenAI Accelerator Programme.

"BJSS are a long-standing and trusted Microsoft partner who have consistently demonstrated expertise in delivering Microsoft programs across our technology stack specialising in Azure and AI services. They bring a collaborative approach to the partnership and always strive to deliver the best outcomes for their clients."

Derrick McCourt - General Manager, Customer Success, Microsoft
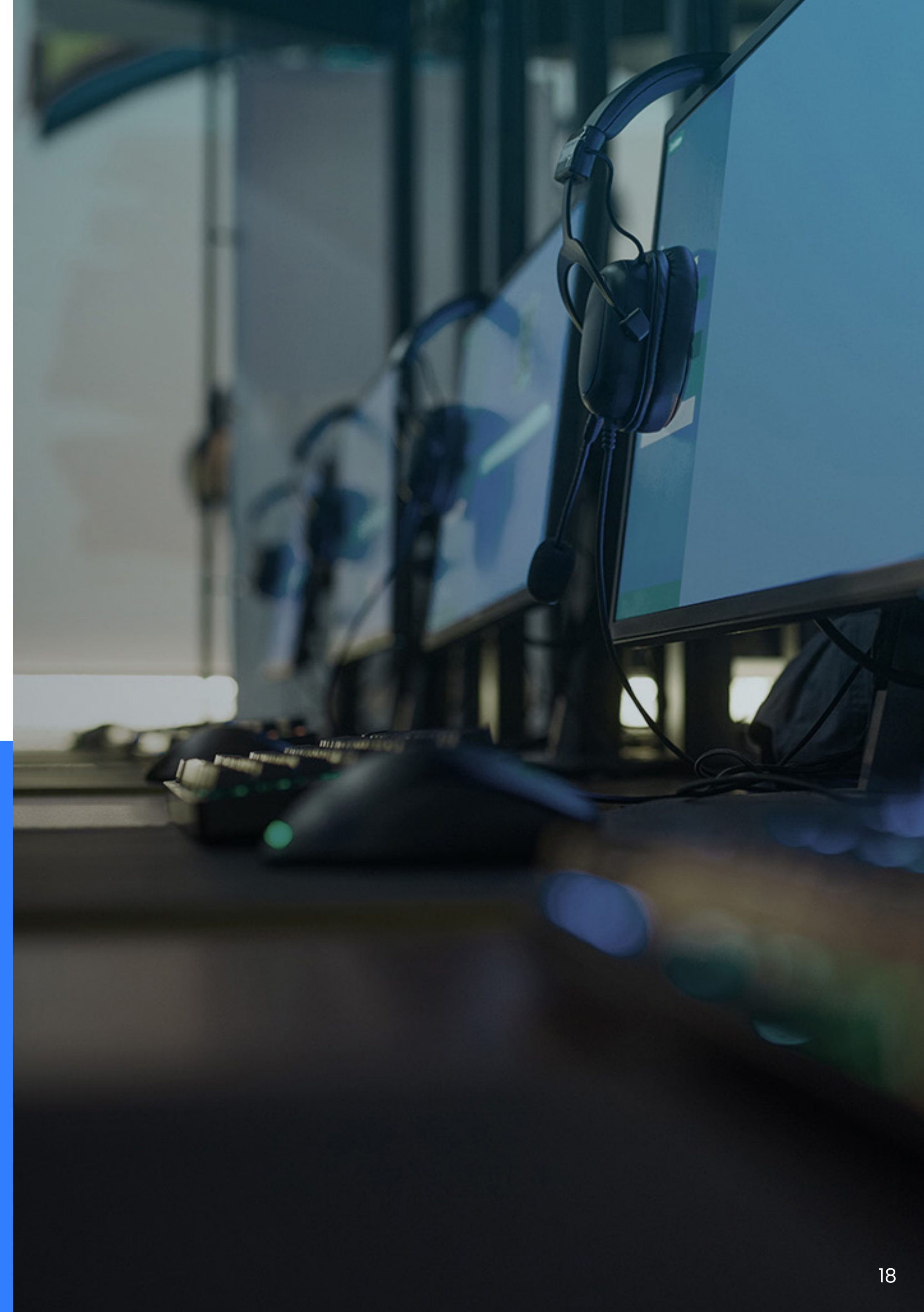
How BJSS can help

- **Proven expertise:** BJSS combines deep knowledge of Microsoft Business Applications with a track record of delivering successful digital transformations.

- **Tailored solutions:** BJSS designs custom solutions aligned with specific business goals, ensuring maximum value.

- **End-to-end support:** BJSS offers comprehensive services, from initial consultancy to ongoing support, ensuring long-term success.

- **Innovative approach:** BJSS applies agile methodologies and cutting-edge technology to deliver scalable, future-proof solutions.

Ready to get started? Speak to our team now to find out how we can help solve complex technology problems.