Avantiico and OmniData team up to enhance reporting and analytics in Dynamics 365

Partner to partner (P2P) drives innovation for enterprise finance and supply chain customers

Avantiico is a Microsoft partner that uses Dynamics 365 to deliver business solutions focusing on Dynamics 365 Finance and Dynamics 365 Supply Chain Management. The partner's broad customer base is largely made up of clients with very complex financial and operational business models, such as organizations dealing with merger and acquisitions or comprised of hundreds of separate legal entities that make it difficult to provide visibility across financial, warehouse, and manufacturing operations. "Our business model focuses on expertise and IP as differentiators," said Morten Løgstrup, Director of Customer Engagement at Avantiico. "While cost-savings, scale, and business impact are an important benefit of Dynamics 365 implementations, we find that these outcomes require enhanced capabilities when dealing with high-complexity business models."

With the proliferation of data in these environments a critical need is advanced data analytics. Dynamics 365 supports the ability to have hundreds of legal entities and reporting is provided on an entity-by-entity basis. In order to deliver more robust 360-degree business insights, Avantiico partnered with Microsoft Azure Data and AI specialist, OmniData.

OmniData not only has a strong consulting practice focused on delivering Azure-based data and analytics solutions for complex enterprises, but they have built expertise to extend those capabilities to Dynamics 365 Finance and Supply Chain

About Avantiico
Avantiico is a business automation company and Microsoft partner delivering integrated Microsoft Cloud solutions for sales, finance, supply chain and customer service. With purpose-built 3PL Billing Automation and 3PL WMS solutions for Microsoft Dynamics 365 Finance and Supply Chain Management, Avantiico serves the needs of next generation enterprise fulfillment and supply chain organizations.

Microsoft partner since
2006

About OmniData
OmniData is a modern, cloud-focused Data and AI solution partner that helps customers simplify complex data. OmniData partners with customers to develop Microsoft Power BI-fueled analytics, transforming data into accessible, real-time, easy-to-understand insights.

Microsoft partner since
2019

Microsoft Business Applications focus
Dynamics 365 Finance, Dynamics 365 Supply Chain Management

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> **Dan Erasmus**
> **Vice President of Sales and Business Development, OmniData**

Management. Bolstering this effort, OmniData made a strategic investment in the development of OmniAnalytics—a cutting-edge solution that wraps the knowledge acquired from over 500 successful Dynamics-focused data and analytics engagements into a sophisticated, near real-time analytics and reporting platform.

OmniAnalytics features six business-focused data models and 50+ Power BI reports to create end-to-end visibility across all the components and legal entities of a Dynamics 365 Finance and Supply Chain Management enterprise resource planning (ERP) environment. "We look at Dynamics 365 Finance and Supply Chain reporting with an enterprise perspective," said Dan Erasmus, Vice President of Sales and Business Development at OmniData. "The data and analytics skills that we bring to the table matched with Avantiico's deep expertise in Dynamics 365 Finance and Supply Chain implementation give customers a way to not only further streamline financial processes but deliver additional transformational insights from their ERP systems."

Avantiico

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Morten Løgstrup
Director of Customer Engagement
Avantiico

The Avantiico and OmniData partnership has helped both partners grow their Microsoft consulting businesses and build stronger relationships with customers. "In the last handful of engagements where we were migrating customers from Dynamics GP, AX on-premises, and others to Dynamics 365, we brought in OmniData because the customers needed more advanced reporting and analytics for their solution," said Løgstrup. "I expect there will be another dozen deals this year that will be the same scenario as we see more and more businesses with multiple ERP systems, and some with 10, 30, or 100+ data sources they need to bring together."

Restaurant technology company improves business insights

One of the customers that has benefited from the Avantiico-OmniData partnership is PAR Technology Corporation (NYSE: PAR), a restaurant technology and services provider that has more than 100,000 locations using its hardware terminals, POS solutions, back-office, and customer loyalty solutions across over 110 countries. The company has grown through acquisition, adding further complexity to international operations and its ERP and customer relationship management (CRM) environments using Dynamics 365. Seeking a finance-savvy partner to support its Dynamics 365 deployment, PAR turned to the experts at Avantiico.

One of PAR's initial requests was assistance with a third-party legacy reporting solution that could not effectively handle the complexity of its ERP and CRM environment. The Avantiico team brought in OmniData to address this issue.

"The Avantiico team had done an excellent job of supporting the broader Dynamics 365 environment at PAR," said Erasmus. "We were able to step in with OmniAnalytics and provide the advanced end-to-end visibility of the business that the customer needed."

OmniData used OmniAnalytics to accelerate PAR's adoption of Microsoft Synapse, a modern data platform, to build enhanced sales and financial reporting from Dynamics 365. With the new solution, PAR further improved visibility across its business, including the complete lifecycle from lead to opportunity to sale, and enhanced the accuracy of financial data over the previous legacy system, thanks to built-in logic in OmniAnalytics that was easily customized to PAR's needs. "PAR is now at the cutting edge of the Microsoft Azure stack and has been set up with a future-proofed architecture that will allow them to maintain and grow their existing environment when integrating additional systems into OmniAnalytics," said Erasmus.

With Avantiico and OmniData working in lockstep, PAR is well-positioned to address future needs, such as migrating and consolidating systems from its international businesses or expanding its reporting and analytics to incorporate new Dynamics 365 workloads. "PAR has an advanced business model with numerous services and value adds for restaurants globally. We're happy that together, Avantiico and OmniData can address the challenges of this complexity in a way that will help the organization grow for years to come," said Løgstrup.

"The OmniData and Avantiico teams have exemplified partnership excellence with PAR. In my career, few vendors have demonstrated the level of commitment and attentiveness to our business needs as the OmniData and Avantiico teams have. Their unwavering support and dedication make them trusted allies in achieving collaborative business outcomes." – Mike Costanza, Sr. Director, Enterprise Business System & Data at PAR

Future opportunity for growth

In helping joint customers support growth with their services and IP, Avantiico and OmniData both see a huge opportunity in expanding their respective businesses around Dynamics 365. "We see more and more customers migrating off of older versions of ERP systems and moving into Dynamics 365," concluded Erasmus. "This is a phenomenal opportunity to play a pivotal role in moving and warehousing that data so that customers have a more complete view of all historical transactions."

Løgstrup continued, "In addition to the opportunity to expand our services, we're also looking at some cross-IP solutions that will leverage our own solutions, around the Avantiico 3PL Billing Automation Cloud for example, that can deliver even more strategic value for our joint customers."