



Case Study



What matters to OMICRON is powering high-quality customer service

All systems go for a 360-degree customer view to support continued growth

Do what matters

How is OMICRON improving the customer experience while giving employees modern workplace tools to do their jobs and innovate more efficiently? It all starts with a people-focused approach to transforming its legacy system.

Business situation: Setting a new standard

OMICRON is passionate about innovation. As a leader in designing safe and reliable testing, diagnostics and monitoring solutions for customers in the electric power industry, employees thrive when faced with a challenge.

When it came time to replace OMICRON's legacy ERP system, the organization was ready to put that passion for innovation into action. "We had an ERP system that was more than 15 years old and had reached its end of life," explains Winfried Peter, innovation process manager at OMICRON. "It was heavily customized and difficult to maintain."

With data held in separate siloes, employees lacked real-time visibility into important data streams for stock availability, production and logistics, making collaboration across the company's many business divisions difficult. As OMICRON has grown over the years, the number of these data sources has increased, along with demands from both customers and employees for modern tools and processes that deliver efficiency, insight and personalization. To ensure future growth, it was time for a change. After all, what matters most to OMICRON? People.

"Our customers are always our primary focus and we really wanted to implement a system that delivers the most value to them."

- Günther Schneider
Information System Manager, OMICRON

It was through this customer-focused lens that leaders at OMICRON decided to think even bigger. They expanded the scope of the ERP modernization project to also include a CRM upgrade, integrating production and logistics with customer insights. Their goals were clear: to set a new standard in customer and employee experience while building a solid, flexible foundation for future growth. The challenge? To do it all at the same time.

Company Name: OMICRON
Country: Austria
Industry: Energy
Company size: 1,100 employees
Solution: Microsoft Dynamics 365

Solution: Big bang theory

Having made the decision to leverage the Microsoft stack across the organization, [Microsoft Dynamics 365](#) was the preferred platform to meet OMICRON's goals.

The company partnered with Avanade to implement the solution by bringing together the two previously separate "islands" of ERP and CRM. Configuring both systems at the same time allowed OMICRON to go live faster and avoid the costs associated with building temporary systems as a bridge between old and new.

It was important throughout the process to ensure the quality of OMICRON's data within the platform. "When you replace a legacy solution such as this, it's always a good idea to clean up your data rather than just migrating everything to the new system," says Markus Stecher, business development executive at Avanade. "We looked at what was needed and what wasn't, and as a result, the overall data quality has dramatically improved."

Using this comprehensive, coordinated approach, the new Dynamics 365 platform was launched without business interruptions in just two weeks, something stakeholders see as a significant success. "This sort of 'big bang' go live across the organization is something we're very proud of," says Schneider.

Results:

All together, now

With higher-quality, integrated customer data, employees have a 360-degree view of both customers and the supply chain that will help them deliver a high standard of service. For example, if a customer is looking for a specific type of testing equipment for its electrical power systems, employees know immediately whether it's available, when it can be delivered, and can make suggestions in real time. This will help sales by unlocking new cross-sell/up-sell opportunities and will also inform marketing campaigns and allow employees to target customers with personalized offers.

Additionally:

- Employees have quicker access to data, making it easier to focus more time on their key tasks.
- Employees have a modern work environment to improve communication and collaboration between colleagues.
- The flexibility of the platform means it's easier to roll it out in different countries and locations.

"We now have the right base and the right fundamentals to continue growing our business. With Dynamics 365, we have the technology platform to develop additional products, create new processes and offer new services to our customers."

- Günter Gehrler

Project Lead and Solution Architect, OMICRON

OMICRON wants to put a spotlight on the people who made this project happen. "What I'm most proud of is the collaboration within the team," says Schneider. "We really worked together well to find solutions for challenges that arose so we could overcome them."

"This was such a highly complex project, happening under high pressure, but we did it together," echoes Gehrler. "We had a committed team that pulled together to do what matters and I think that's absolutely amazing."

About OMICRON

OMICRON is an international company that works passionately on ideas for making electric power systems safe and reliable. Our pioneering solutions are designed to meet our industry's current and future challenges. We always go the extra mile to empower our customers: we react to their needs, provide extraordinary local support, and share our expertise.

Within the OMICRON group, we research and develop innovative technologies for all fields in electric power systems. When it comes to electrical testing for medium and high-voltage equipment, protection testing, digital substation testing solutions, and cybersecurity solutions, customers all over the world trust in the accuracy, speed, and quality of our user-friendly solutions.

Founded in 1984, OMICRON draws on our decades of profound expertise in the field of electric power engineering. A dedicated team of more than 1,100 employees provides solutions with 24/7 support at 24 locations worldwide and serves customers in more than 170 countries.





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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 43,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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