



“The Pragmatiq team were friendly, professional, and methodical in helping us to implement Dynamics 365 Project Operations. They helped us get our head around the system, whilst at the same time working to understand how our business model worked to best cater the Project Operations solution to our needs.”

Richard Haigh – Managing Director at Brand Finance

## HIGHLIGHTS



Can effectively schedule the required resources with the right skills for projects



Scalable and adaptable platform to support future growth and evolving requirements

# How Brand Finance Leveraged Dynamics 365 for Comprehensive Project Management

## The challenge

Brand Finance, a leading brand valuation consultancy, previously used D365 Sales but lacked an integrated solution for operations. They managed projects with spreadsheets and manual time entry, facing visibility gaps, resource scheduling challenges, and global project pricing control issues in multiple currencies. Recognising the need for improved reporting capabilities, they sought a streamlined solution to enhance operational efficiency.

## The solution

Pragmatiq implemented D365 Project Operations to streamline their processes. The solution was extended for comprehensive project management, utilised resource skills features to manage scheduling, and introduced a resource scheduling board for visualising bookings. A RAID log was also developed for tracking project risks and issues, whilst Microsoft Power BI was leveraged for enhanced management reporting.

## The results

- Brand Finance can **effectively schedule the required resources with the right skills for projects** around the world, which was previously a manual and inefficient process.
- The system aligns with project management practices, **enhancing overall operational efficiency** by enabling end-to-end process management within a single platform.
- As Brand Finance scales and the business requirements evolve, Dynamics 365 can be customised to fit around processes and **provide a stable platform to grow**.
- **Management gains quick and easy insights** through Dynamics 365 and Power BI, **facilitating informed decision-making**.

Learn more: [View full Brand Finance case study on Pragmatiq website](#)