



Wolters Kluwer

Wolters Kluwer tackles its digital transformation with Dynamics 365 Business Central



Wolters Kluwer is a global provider of professional information, software solutions, and services for clinicians, accountants, lawyers, and tax, finance, audit, risk, compliance, and regulatory sectors.

Wolters in numbers

- Founded in 1836
- Operating in 180 countries
- 19,000 employees
- € 4,600M turnover



- Dynamics 365 Business Central
- Dynamics 365 Customer Engagement (Sales & Customer Service)
- Power Platform
- Azure

- Technological modernization
- Market solutions
- Standardization
- App fast development and agile integration

The Challenge

In 2020 Wolters Kluwer's L&R Division in Europe evolved its business model towards cloud subscriptions, leading to a deep digital transformation process, which aimed to replace the entire set of core solutions (front and back office) and take a firm step to an agile innovation.

Before 2020 they worked with custom development (Phoenix) for operations, and highly customized NAV for finance, which limited their ability to evolve.

The project covered several challenges. First, the multi-company environment (3 Spanish companies and 1 Portuguese) in the initial implantation environment. Additionally, it was required to cover many and different areas of the company, which meant a challenge of integration of specific solutions. The scalability and replication of the project in other countries (Portugal, France) are critical capabilities that added difficulty to the challenge.

Business model innovation is the most ambitious goal for today's companies: building a radical new model can be expensive, difficult and risky. Dynamics 365 Business Central has leveraged the evolution of Wolters Kluwer business model. This is the solution true value: enabling the future of business

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José María Sánchez
CEO Prodware Spain

The solution: Microsoft Dynamics 365 Business Central

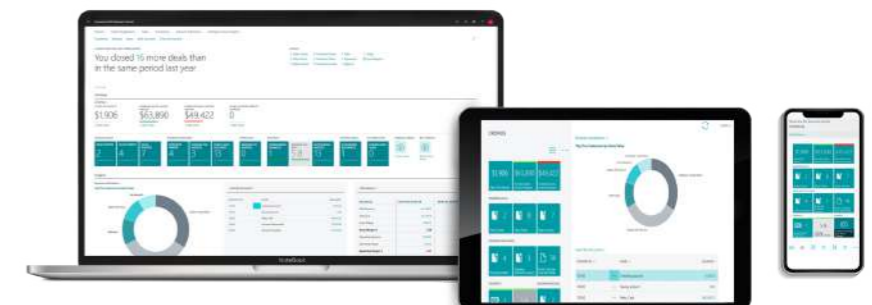
To approach the project Wolters Kluwer has bet on Dynamics 365 Business Central, an end-to-end solution in Cloud and SaaS, to cover back-office processes (financial, procurement, logistics), and Dynamics 365 Customer Engagement (specifically the Sales and Customer Service solutions) to support front-office processes which are related to sales and customer service.

Wolters Kluwer uses the standard Customer Engagement marketing module that Prodware integrated with its ELOQUA Marketing platform. In addition, the integration with the InConcert CTI was carried out using a connector with USD, which was configured to use it as the customer service center (SAC) in the Customer Service part of inbound calls and to carry out telemarketing campaigns in outbound calls by uploading calls to agents.

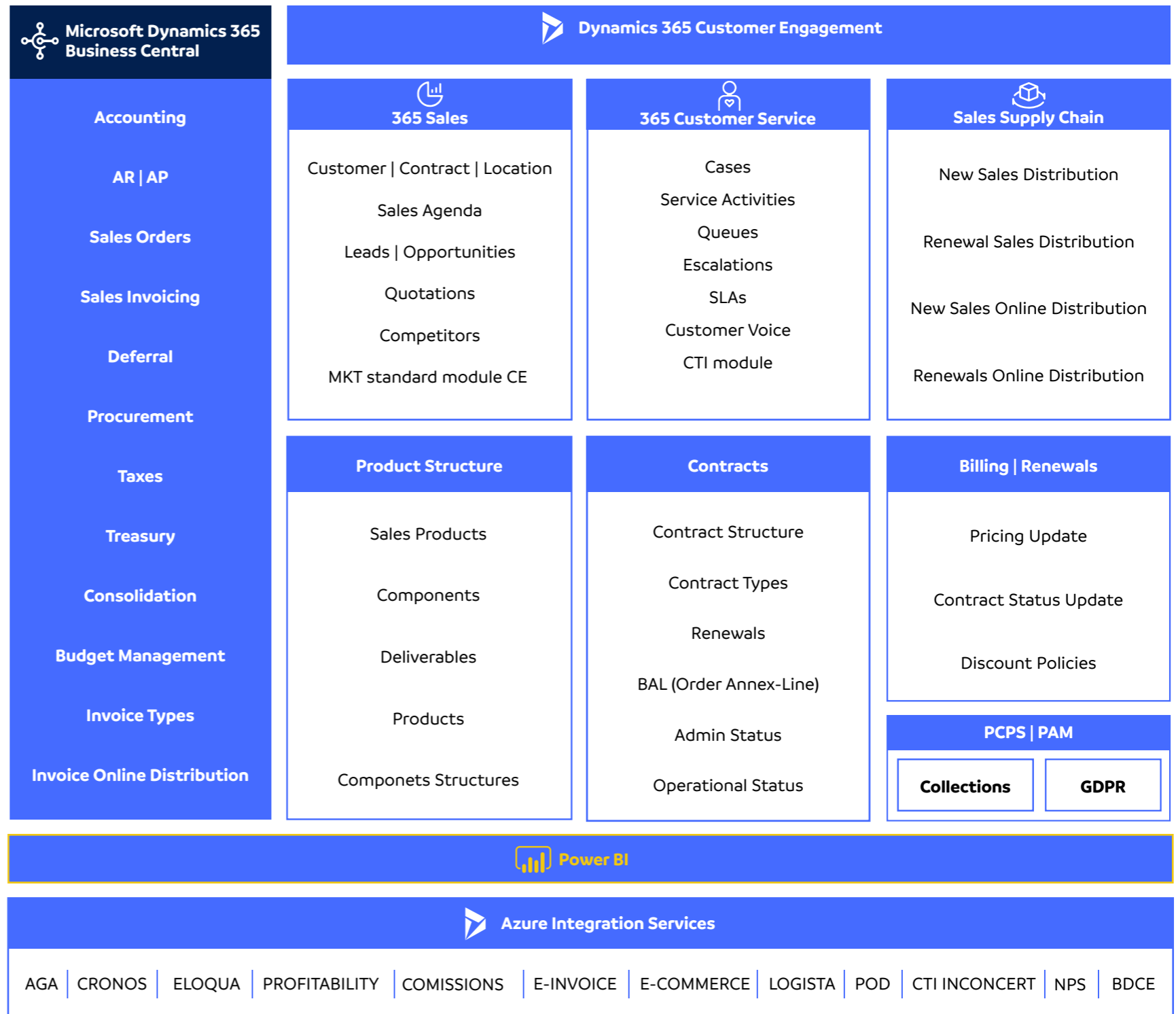
The project was addressed from the beginning in line with Microsoft's new Business Applications paradigm, relying as much as possible on standard tools that integrate industry best practices, and taking advantage of the power

and versatility of the Power Platform (Power Apps, Power Automate, Dataverse) to meet the specific needs and particularities of Wolters Kluwer's business. In the same way, the Azure platform and different Azure services (such as Azure Data Factory or Azure Web Apps) are the chosen technologies for the numerous integrations with other tools (both internal and third party's) ensuring performance, versatility and security.

The project includes a complete suite of reports based on Power BI technology, allowing Wolters Kluwer a 360-degree view of the business through advanced dashboards, natively integrated with Dynamics 365 applications and through the Azure platform with other systems.



Microsoft solutions map




The results

The project, launched in 18 months, has been characterized by a lower TCO and higher ROI. Wolters Kluwer has managed 100,000 contacts and customers with Dynamics 365 Business Central and issued more than 6,000 invoices per day.

Microsoft Dynamics 365 Business Central has allowed Wolters Kluwer to coordinate areas such as finance, sales, logistics, billing, procurement and collections, and customer services from a single platform, natively integrated with Microsoft clouds. To emphasize, the specific fiscal localization for each country, Spain and Portugal, for the management of invoicing and certification with local tax authorities.

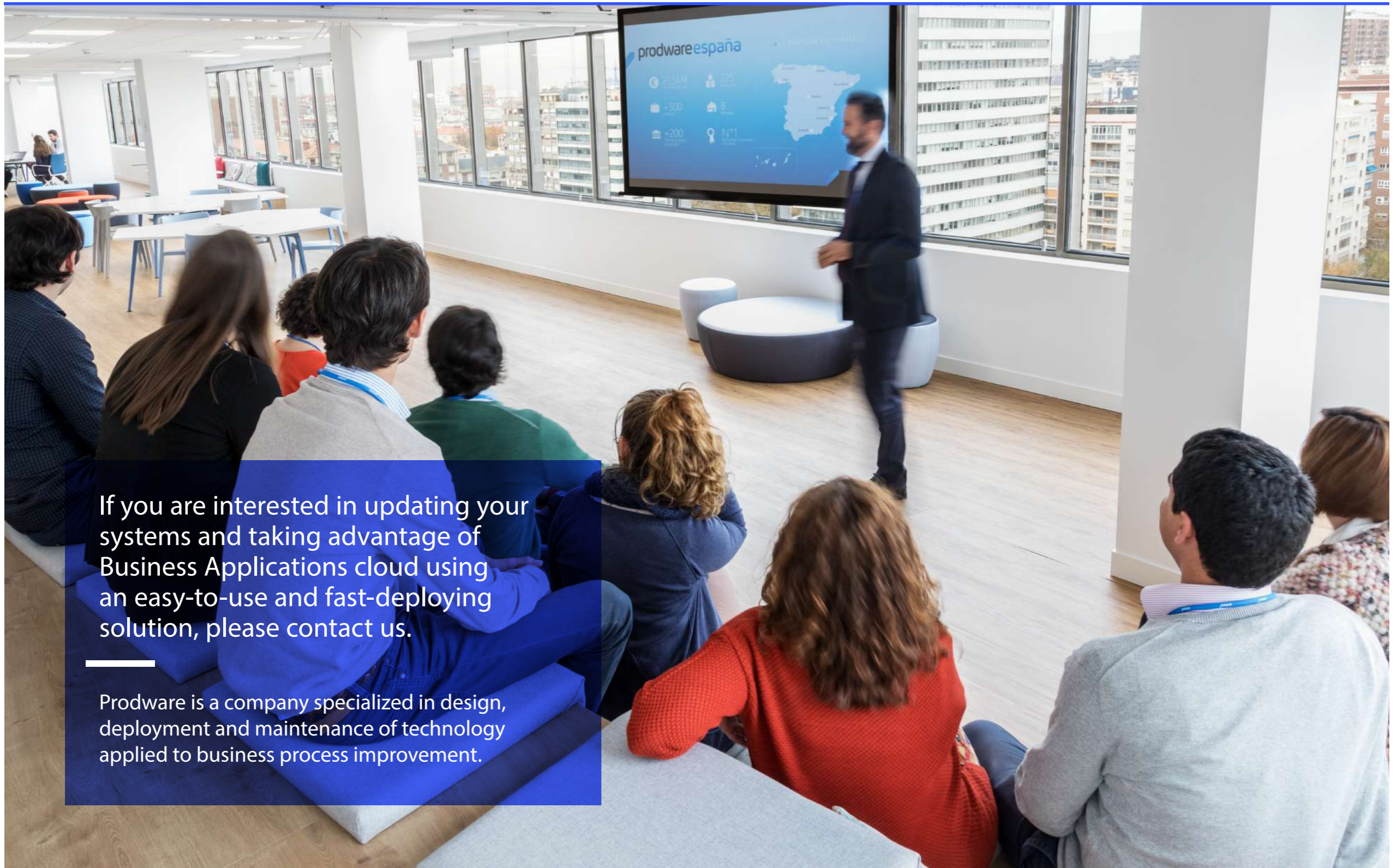
The implantation of this leading-edge solution guarantees scalability and implies a model that can be exported to other countries in the group.

The integrated and improved user experience translates into greater productivity and the use of Power Platform multiplies the capacity to develop any type of solution, the automation of processes and much more agile deployments.

 The agile application development environments provided by Microsoft through its Business Application Platform have enabled this complex project deployment in record time, with a great capacity to adapt to Wolters Kluwer business model and react to changing requirements



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José Medina García
VP & CTO, LR Spain, France and Portugal



If you are interested in updating your systems and taking advantage of Business Applications cloud using an easy-to-use and fast-deploying solution, please contact us.

Prodware is a company specialized in design, deployment and maintenance of technology applied to business process improvement.



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