annata
Powering possibilities

Powering the **road ahead**

A statement of Annata's future direction and commitment.

Our commitment is rooted in a profound **understanding of these industries**

This specialized knowledge is the cornerstone of our dedication to excellence.

Automotive

- ✔ Passenger vehicles
- ✔ Motorcycles
- ✔ Recreational vehicles
- ✔ Electric vehicles

Trucks & buses

- ✔ Heavy trucks
- ✔ Buses
- ✔ Specialty vehicles

Equipment

- ✔ Construction equipment
- ✔ Agricultural equipment
- ✔ Forestry equipment
- ✔ Material handling equipment
- ✔ Equipment rental

Envisioning **the future**

It's a future where every process is optimized, every service encounter is a benchmark of quality, and every business decision and commitment to sustainability is **informed by data-driven insights**.

Advancing technology, especially, **AI, Copilot**, and **machine learning**, will redefine businesses with cloud-based, intuitive, and user-friendly tools.

These innovations promise **smarter decision-making** with **real-time analytics, personalized sales experiences**, precise service operations, and a **stronger commitment to sustainability**.

Key industry **trends and challenges**

01 **Rapid advancements in technology**

AI and IoT are being integrated into cloud solutions, providing businesses with new capabilities to enhance operations and customer engagement.

02 **Consumer expectations**

Customers expect swift, personalized service and seamless experiences, necessitating real-time accessibility and actionability of data.

03 **Agility and resilience**

Businesses face an increasing need to quickly adapt to market changes, economic fluctuations, and unexpected disruptions.

04 **Data-driven decision making**

There's a heightened focus on utilizing data analytics for strategic decision-making.

05 **Globalization of markets**

Companies operating on a global scale require systems that facilitate international collaboration and provide access to information across different regions and time zones.

06 **Supply chain complexities**

Given the rising complexity of supply chains, companies require systems capable of managing intricate logistics, inventory, and communication across diverse stakeholders.

07 **Cybersecurity**

In industries facing rapid digital transformation, safeguarding data against cyber threats is a critical concern for businesses.

08 **Regulatory compliance**

Regulatory requirements are evolving, particularly in the realm of data protection (such as GDPR).

09 **Efficiency and productivity**

Delivering a personalized user experience to ensure comfort and efficiency in their roles.

10 **Competitive pressure**

As competitors embrace increasingly advanced technological solutions, there's pressure for all businesses to modernize in order to align with industry standards and meet customer service expectations.
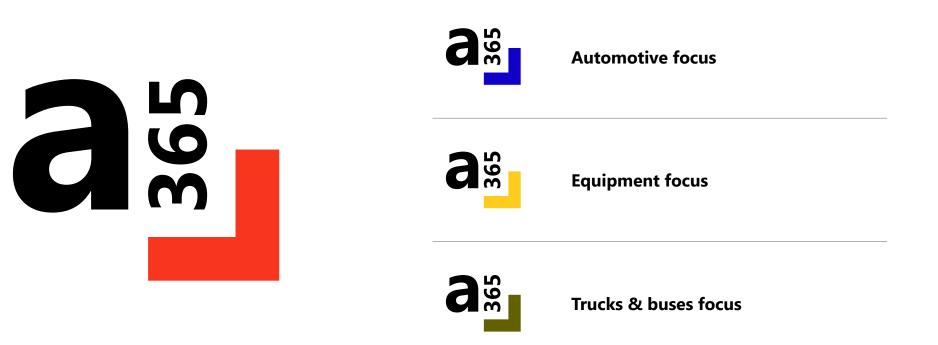
It's crucial for OEMs, distributors, and dealers to **utilize technology that meets the highest industry standards and best practices** while ensuring the security and confidentiality of customer data.

A365 **one-of-a-kind offering**

Our **product**

A365, our integrated **end-to-end cloud solution**, is built on the robust foundation of **Microsoft Dynamics 365**. This provides our customers unrivaled access to comprehensive features and capabilities, offering **seamless mobility across devices**. A365 enables OEMs, distributors, and dealers to excel on a global stage.

It is an industry-specific solution that is **continuously updated**, ensuring swift adaptation to market shifts and the maintenance of a competitive edge. A365 provides a **unified platform** that supports **multi-language**, **multi-currency**, and compliance with various **regional laws and regulations**. This makes **international collaboration and cross-regional access** to information seamless.

Automotive focus

Equipment focus

Trucks & buses focus

Data is gold

Microsoft Dynamics 365 excels at maintaining **data integrity and quality** across a **unified data estate.**

With its solid architecture, it captures, processes, and stores data accurately while **keeping it secure and trustworthy.**

This allows businesses to depend on their data **for making smart decisions** and keeping ahead in the market.

Real-time visibility

Microsoft Dynamics 365 and A365 integrated systems offer **advanced supply chain management tools** capable of **handling complex logistics**.

They provide **real-time visibility** into inventory levels, procurement processes, and predictive analytics **to optimize supply chains** and respond proactively to potential disruptions.

Real-time monitoring

With **IoT** integration, Dynamics 365 can **collect data from connected devices**, providing OEMs with real-time monitoring of equipment and vehicles.

Dealers can **leverage IoT for inventory management and predictive maintenance services**, enhancing customer satisfaction, operational efficiency, and the implementation of more sustainable practices.

Actionable and insightful data

Platforms like **Power BI** and **AI-driven** technologies such as Microsoft's **Copilot** and **ChatGPT** are revolutionizing the use of data.

They offer **deep insights** into how operations run, how customers behave, and what the market trends are, **making data more actionable and insightful** for businesses.

Personalized role-based experience

A365, along with Microsoft Dynamics 365, **Power Platform**, and **Dataverse, streamlines business operations** with customizable **experiences tailored** to individual roles.

This suite offers specialized interfaces and workflows, **boosting efficiency** across teams.

Additionally, Power Platform's low-code-no-code capabilities allow for further customization to meet unique business needs.

Strong partner and internal deployment network

This **global reach** is made possible through our **strong network of deployment partners** and **dedicated in-house teams**, ensuring that our brand remains synonymous with innovation, efficiency, and domain expertise.

To support the Statement of Direction, we're investing deeply in R&D to continue to be in forefront of development and innovation, which provides our customers with the tools to excel in their industries. We're tripling our R&D spend between 2023 and 2030, equipping Annata with the power to lead the way in data-driven solutions.

Help us fine-tune our roadmap by providing your input. Reach out to us at **marketing@annata.net**