



storm
technology

CASE STUDY

Glenveagh

Harnessing Business Potential with Dynamics 365



Building Communities of the Future Through Operational Excellence

Leading Irish homebuilder, Glenveagh Properties Plc focuses on delivering high-quality and sustainable homes in flourishing communities across Ireland. Formed in 2017, Glenveagh work to create a positive environmental, social, and economic legacy for future generations through relentlessly innovating the way they plan, design, and build new homes. Delivering housing that is both in demand and affordable, Glenveagh work to ensure everyone has the opportunity to access great-value homes with a customer journey that is transparent, easy, and joyful.

Foundations for Growth

With Glenveagh formed following the merger of Bridgedale Homes and Oaktree Capital, the finance and IT departments were aware of the need to upgrade existing financial systems, to unify operations and provide a solid foundation for future business growth. Previous knowledge of the Microsoft Business Solution stack, and the desire to unify critical business systems under one vendor made 4PS Construct a natural choice.

Built on top of Microsoft's leading ERP solution, Business Central, 4PS offers a wide range of modules each specifically designed to meet the complexities of financial management within the construction sector. This modular solution design has enabled the team at Glenveagh to build out a financial management solution tailored to their unique business needs, adding various modules in line with business growth.

"The introduction of 4PS has represented a huge shift for our business. Overnight we saw our organisation shift to automated processing and OCR. As an organisation that prides itself on the construction of sustainable homes, the introduction of 4PS has been a game changer for our business, delivering increased operational efficiency and providing real-time business insight."

The timing of the implementation was perfect, we went live

just 4 months before Covid hit and without 4PS we simply would not have been able to continue to operate in the manner which we did. The solution has integrated seamlessly and provides the business with the confidence to scale and grow at speed. From an internal perspective, 4PS really is the jewel in the crown for our IT team, acting as a benchmark of success for future IT initiatives." explained John Barton, IT Director at Glenveagh Properties Plc.

Speaking on the impact the solution has had on financial operations, Michael Rice, CFO *"As a business, the integrity of our numbers and our ability to forecast is hugely important and 4PS has greatly improved the accuracy and speed at which we can deliver those numbers to the business. 4PS has allowed us to ensure that there is 'one version of the truth' within the business, with everyone working from the same dataset."*

As with any solution the ability to scale has been essential for business growth, with the Glenveagh team demonstrating an ongoing commitment to technology enhancement, notable in the recent expansion of their ERP solution to include modules such as 4PS Plant for plant management and their plan to make the move to Business Central cloud next year.

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John Barton,
IT Director,
Glenveagh Properties PLC

Customer Experience Excellence

Having successfully designed and delivered an ERP for growth, the organisation then turned its attention to enhancing customer experience through sales process optimisation. This move would see the migration to Dynamics 365, further expanding the Microsoft footprint within the Glenveagh digital eco-system.

Speaking on the decision to migrate CRM software, Barton stated *"Implemented during the early stages, our incumbent CRM solution had begun to create bottlenecks within our sales and reporting process. Without a vendor in front of you or a specialisation in CRM software, our existing CRM solution proved very inflexible. The complexities within the sale of homes, meant the existing system failed to meet our needs, and it became apparent quite quickly that to align the solution with our business needs would prove complex and costly."*

Rather than trying to shoehorn their sales processes into the existing platform, the team at Glenveagh opted to leverage this opportunity, instead taking the time to refine and flatten their existing process. *"Having worked closely with Storm Technology as part of our ERP implementation, we were aware of their expertise within the CRM space. We knew they would offer us the technical expertise and insight required to achieve our project objectives and this combined with our internal teams understanding of the sales process, really helped to drive the project forward. A series of joint workshops facilitated the creation of a design document, with this document providing a blueprint for solution design and providing a benchmark for validation post solution build."* explained Barton.

Designed to meet the needs of the construction sector, the new solution provided all key stakeholders from internal sales to estate agents and solicitors access to the right information at the right time, all backed with the high data compliance and security standards expected for a Microsoft based solution. Smart integrations ensured a seamless information flow from lead capture through to reservation and legal, while custom solutions such as the redesign of Dot maps into the CRM solution offered additional cost savings, reducing the number of solution licenses required.

Native integration with other Microsoft solutions such as SharePoint and Power BI has further enhanced operations, optimising reporting and ensuring a seamless data flow across the organisation.

Speaking on the migration to Dynamics, Sales Director, Ronan McKenna stated, *"Dynamics has improved the Sales department's operations, data collection and analysis with its bespoke design. The implementation of Dynamics will make further integration with other departments more efficient, improving communication and data analysis across the business."*

A Trusted Partnership

As community forms the bedrock upon which all Glenveagh homes are built, so too does technology form the cornerstone of their operational success, supporting sustainability initiatives by providing real-time data into the organisation's carbon footprint and delivering the scalability required for future growth. A critical piece of the operational puzzle, a strong partnership with technology vendors was a must.

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Ronan McKenna,
Sales Director,
Glenveagh Properties PLC

"From our very first engagement, the team at Storm have continued to display the highest levels of professionalism and technical excellence. They are honest in all their engagements and collaborated with us to find a support rhythm that worked for our business. Their integrity as a partner and willingness to engage openly with construction specialists, GagaMuller, mean I have the confidence to go back to the business, and stand behind the statement that these guys are good at what they do."

One of the great things about this partnership, is that we now have the ability to customise the solutions going forward and keep the technology evergreen, it is this partnership approach that was missing from our implementation of Salesforce" explained Barton.

Sustainable Growth Through Innovation

And while the 4PS implementation has remained a more high-profile IT initiative of the past 24 months, the niche nature of the CRM implementation means that despite delivering gains across the Sales function, the rest of the organisation has yet to tap into the full potential of Microsoft Dynamics 365. To realise the full benefit of this solution, the team at Glenveagh have plans to transform the business through the digitisation of the end-to-end home building process, from site acquisition to sale close with Dynamics 365.

"Dynamics is like Lego, with multiple modules that work well together to meet the needs of the wider organisation. We have already demonstrated the solution to other parts of the business, showing how the security and workflows can enhance operations and support sustainable growth moving forward. You can expect to see several of our internal processes for building homes on D365 by the end of next year" explained Barton.

Looking to transform operations and build a platform for business growth at scale within your organisation? [Request a call](#) with one of our Dynamics 365 solution experts today

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