



Purely Dynamics

Company Profile

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The organizational chart is overlaid on a grayscale photograph of a modern office hallway. The hallway has a wooden floor, white walls, and a large window on the left side that looks out onto a city street with buildings and a river. A black chair and a white table are visible on the right side of the hallway. The chart consists of blue rounded rectangular boxes connected by blue lines, representing a hierarchical structure.

Steve Nicol
Director

Gemma Webster
Operations
Manager

Ayesha Sarwar
Business Central
Consultant/Developer

Bart Lewandowski
Dynamics Nav/BC
Integration Manager

Pooja Mistry
Support Consultant

Chris Wood
Business Central
Developer

Garry Reed
Nav/Business Central
Senior Developer

Niall Edwards
Dynamics 365 CRM
Developer

Bartosz Nowak
Business Central
Developer

Duncan Mackinnon
Sales & Marketing
Manager

Business Central

Microsoft Dynamics 365 Business Central is a multi-language, multi-currency business management solution that helps small and medium-sized companies worldwide manage their accounting, supply chain, and operations. You can start with what you need now and easily adapt as your business needs change. Dynamics NAV and Office 365 form a powerful combination for businesses—when your email, calendar, and files seamlessly integrate with your data, reports, and business processes, you get a unified experience that no standalone ERP solution can match.

As of January 2019, Dynamics NAV was renamed Dynamics 365 Business Central and is now available on-premises, hosted, or in the cloud.

Key functionality of Business Central include:

- Financials
- Supply Chain
- Service Orders
- Projects
- Manufacturing
- Warehousing & Distribution

Financials  ▪ General Ledger ▪ Budgets ▪ Bank Reconciliation ▪ Fixed Assets ▪ Multi Currencies ▪ Multi-Company	Supply Chain  ▪ Sales Orders ▪ Purchase Orders ▪ Locations ▪ Warehousing ▪ Receivables ▪ Inventory	Service Orders  ▪ Service Orders ▪ Quote to Cash ▪ Price Management ▪ Item Management ▪ Contract Management ▪ Dispatch Tracking
Projects  ▪ Resources Planning ▪ Estimates ▪ Jobs Costing ▪ Time Sheets ▪ Capacity Management ▪ Real-time Remote Access	Hr  ▪ Employee Tracking ▪ Expenses Management ▪ Holiday Scheduling ▪ Reports ▪ Employment Capture	Manufacturing  ▪ Production Orders ▪ Discrete & Process ▪ Supply Planning ▪ Demand Forecasting ▪ Bill of Materials ▪ Machine Centre

Dynamics 365 CRM

Microsoft Dynamics 365 is modular and a role-based CRM that allows businesses to manage tasks such as lead tracking, field service automation, increase sales, improve mobile device operations and integration with many recognised cloud-based businesses apps.

The product has a host of features that can help improve your sales, customer service and overall operations. These modules can be deployed individually or as a total suite. Key modules of Dynamics 365 are Sales, Customer Service, Human Resources, Field Service, Marketing and Project Operations.

Key functionality of Dynamics 365 include:

- Sales
- Marketing
- Customer Service
- Field Service
- Project Operations

Sales

Turn relationships into revenue. Connect and interaction with leads to convert them to business wins.

Customer Service

Earn customers detailed information to provide customer service with full company collaboration.

Field Service

Master the service call with much smarter capabilities for optimised scheduling and field management.

Project

Successfully manage your project-based business and better satisfy clients using intelligent tools.

Human Resources

Attract the right people and seamlessly onboard, engage and grow your business with fresh talent.

Marketing

Understand and engage with customers by giving employees the relevant insights and visibility they need.

Power Bi

Power Bi is a collection of software services, apps, and connectors that work together to turn your unrelated sources of data into coherent, visually immerse and interactive insights. Whether your data is a simple Excel spreadsheet or a collection of cloud-based and on-premises hybrid data. Power Bi lets you easily connect to your data sources to visualise what's important.

Key functionality of Power Bi include:

- Self-service analytics at enterprise scale
- Deeper, more helpful insights
- Industry-leading AI
- Turn insights into action
- Multiple data sources
- Create stunning graphical presentations

Application Builders

Give everyone the power to build the apps they need with advanced functionality previously only available to professional developers—including pre-built components and AI-assisted natural language development.



Power Apps

Quickly build professional apps, create automated workflows, connect diverse data sources, embed dashboards into apps.



Dataverse

Create thousands of applications, flows, and intelligent agents with a secure, and low-code platform.



Power Automate

Create more time for what is important using robotic process automation and digital process automation projects.

Bespoke Development

As a software company specialising in Microsoft technologies, we have extensive experience developing and customising both Dynamics 365 Business Central and Dynamics 365 CRM to meet the specific needs of a wide range of industries. Our team has delivered tailored solutions that enhance financial management, automate workflows, and streamline operations, using Business Central's robust ERP capabilities. From API integrations and AL extensions to advanced reporting and migration from legacy systems, we ensure each implementation aligns with our clients' business processes and compliance requirements.

On the CRM side, we've built powerful customer engagement tools using Dynamics 365 Sales, Customer Service, and Marketing modules. Our developers customise dashboards, automate lead and case handling, and integrate CRM with external platforms and Microsoft 365 apps. Whether it's managing complex sales pipelines or creating seamless omnichannel customer experiences, we deliver Dynamics solutions that drive efficiency and help our clients scale with confidence.

Key Dynamics 365 Development includes:

- Integrate with third-party systems
 - Develop and expose custom APIs
 - Legacy Upgrades
 - Adapt chart of accounts, dimensions, and financial reporting
 - Implement background jobs for recurring tasks (e.g., invoice posting, reminders).
 - Configure multi-entity and intercompany transactions
 - Custom Development & Extensions
 - Portal & Web Development
 - Data & Reporting
 - Migration & Integration
 - Process Automation
 - Security & Governance
 - E-commerce & Retail Integration
 - DevOps & App Management
 - Training, Support
- 

Software Addons

Purely Dynamics' expertise and focus will always centre around the development and support of Microsoft Dynamics NAV/Business Central and Dynamics 365. To offer the best solutions for our customers across various industry sectors, we have partnered with key add-on providers to enhance the functionality of the Dynamics platform.

Below is a selection of the main add-ons we provide, along with thousands more available on the Microsoft Dynamics Store.

Key functionality these addons provide include:

- Ecommerce
- Document Management
- Reporting and Analytics
- Warehouse Management
- Marketing
- Manufacturing

Nav/Business Central 	Dynamics 365 	Power Bi 	Insight Works 
Draycir 	SharePoint 	Naveska 	Tasklet Factory 
Continia 	Shopify 	Bespoke Dev 	Jet Reports 

Support Options

We have three main options for support - Monthly Bank of Hours, Monthly Support and Ad-hoc. We believe these options give companies of varying size and industry a selection of support designed to best fit their needs.

We understand that every company is different, so we work with you to tailor the support services to suite your requirements.

▶ Monthly Bank of Hours

Allows for flexibility and visibility in support. An agreed allotment of hours is allocated monthly for customers to use against training, development, support, and upgrades. If hours aren't used, they are rolled over to the next month allowing customers to accrue time for larger projects, we have a minimum threshold of 4 hours per month. Agreed bank of hours are reviewed quarterly where they can be increased or decreased according to usage.

Customers can request a weekly or monthly report of available hours remaining in their bank to allow for project planning.

▶ Monthly Support

Designed for larger companies that require sustained access to support each month. The cost is based on the amount of end users within a company. Set threshold pricing based on user license count can lead to savings, as the support cost decreases the more users a company has.

▶ Ad-hoc

Although we prefer customers to commit to a bank of hours this option is available for smaller companies. If they don't have a need for monthly support or a set bank of hours these companies can use Ad-hoc support. You can simply pay for support in hours or days as and when they need them.

Helpdesk

Our helpdesk process begins when a customer emails us their requirement. The request is logged, a ticket with a unique reference number is generated, and it is assigned to a team member on the same day. For larger projects, we consult with you to fully understand your needs and then provide a detailed proposal outlining the scope of work. Billing is based on hours or days, depending on the complexity of the task. This approach ensures transparency and efficiency in handling both minor issues and larger projects.

Industry Sectors

Purely Dynamics started in the Oil & Gas sector in Aberdeen. Over the years, we have expanded into the industries highlighted below. Through a combination of supporting, developing, and upgrading legacy Dynamics NAV sites, project rescues, and new installations, we have built extensive experience across these industry sectors—working with both Dynamics NAV/Business Central and Dynamics 365.

Key Industry Experience:

- Professional Services
- Wholesale Distribution
- Customer Services
- Engineering
- Manufacturing
- Renewables
- Charity/Not-for-profit
- Oil & Gas
- Education
- Facility Service
- Retail & Ecommerce
- Consultancy
- Logistics and Supply Chain
- Travel
- Health Care