

Win Wire: Ludia Gains AET As A Client

“When selecting a Dynamics partner, we chose Ludia Consulting for their honesty, transparency, technical leadership, and laser focus on leveraging best practices.”

- Brian Zwart, CIO, American Engineering Testing



Industry: Architecture, Engineering & Design, Construction

Location: Saint Paul, Minnesota

Employees: >500

Products and Services: Construction, Geotechnical, Pavements

Date Closed: December 2023

Legacy Partner: RSM

Solutions: Diagnostic Audit Covering:

- D365 Finance & Supply Chain
- D365 Field Service
- D365 Project Operations
- D365 Customer Service
- Azure Data Lake
- Fabric

Ludia Accelerators:

- Fleet Management
- Physical Operations Connector
- Advanced Project Status Reporting
- Asset Rental

Solution Plays:

- Dynamics 365 Audit



Current Situation

- American Engineering Testing (AET) is an employee-owned corporation providing geotechnical, environmental, materials, and forensics consulting and testing services. Headquartered in St. Paul, MN, American Engineering Testing is approaching \$1B in revenue with over 500 employees.
- Embarking on a strategic growth initiative dubbed “Vision 2030”, American Engineering Testing chose Dynamics 365 due to its ability to manage the complex nature of its operating model and service line diversity.
- Following a lengthy and costly implementation, AET leadership expressed concerns that their systems still contained process gaps that could impact their ability to achieve their Vision 2030 plan, including:
 - Technology Concerns (ALM, Dual Write, Integrations, and system configurations)
 - Functional/Process Concerns
 - Lack of financial visibility
 - Organizational Change Management



Solution

- Perform Ludia Consulting’s standard Physical Operations Assessment service offering designed to help clients unlock the full potential of their Dynamics 365 implementation by discovering process discrepancies, realignment with organizational goals, and future-proofing their existing Dynamics 365 implementation.
- Assessment deliverables include a detailed solution blueprint, process analysis, and recommendations for achieving operational excellence.



Customer Needs

- AET was looking for a right-sized partner they could trust.
- AET’s internal business processes were not adhering to best practices, and they feared new “blind spots” could inhibit utilizing Dynamics 365 to its full potential.
- AET needed a roadmap to an implementation that would provide the critical foundation to support their 2030 vision and a partner they could trust to build it.



How We Won

- Following their experience working with large, multi-cloud system integrators on their original implementation, AET appreciated the value and experience available only through a boutique Dynamics 365-only partner.
- Selling *and* Delivering with the “A Team”. AET valued our commitment to Ludia Consulting’s solution architect-led sales approach, resulting in seamless project engagement.
- Honesty. Ludia was candid with AET leadership during the sales cycle. The CEO later commented that Ludia’s ability to “say no” and “push their organization” was needed to achieve their 2030 Vision.

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