



# CASE STUDY

## Ministry of Commerce & Industry (MOCI), Qatar

### AT A GLANCE

#### About the Customer

- MOCI is responsible for overseeing commercial and industrial activities for the State of Qatar
- Industry: Governmental

#### Challenges

- Having a robust secure digital infrastructure
- Regulatory compliance and data protection
- Integration with existing system and external parties
- User adoption and digital literacy

### OBJECTIVE

Implementing an Industrial e-Services Platform based on Microsoft Dynamics 365 to introduce 46 Industrial services for Investors through online channels. Also, implementing Business Process Flow for industrial e-Service requests and fully automating Backoffice solution, internal portal and mobile application.

### SOLUTION

Built on top of Dynamics 365, the solution enables MOCI with a highly extensible platform used to model and create new solutions. The platform serves as a modelling and application builder, with the ease of managing new feature requirements and arising business needs, which will be the main engine for managing, and marketing events and activities. By integrating Azure OpenAI's chatbot capabilities into the Dynamics 365 platform, the platform offers a more responsive, efficient, and personalized user experience, crucial for attracting and retaining investors in a competitive digital landscape.

### TECHNOLOGIES USED

- Netways PACE (Process Automation and Configuration Engine)
- Dynamics 365 Customer Service Enterprise
- Microsoft Power BI
- Microsoft Power Automate
- Microsoft Azure for Apps Modernization
- Industrial Web Portal
- Virtual Agent Assistant
- Azure DevOps CI/CD ALM
- Chatbot and Azure OpenAI

### BENEFITS

- Integrated Business Solutions
- Flexibility and Scalability
- Improved Customer Engagement
- Data-Driven Insights
- Automation of Routine Tasks
- Compliance and Security
- Advanced Natural Language Processing (NLP)
- 24/7 Availability by Azure OpenAI Chatbots