

A photograph showing a group of people in a collaborative work environment. In the foreground, a person's hands are typing on a laptop keyboard. The laptop screen displays a web application interface with a sidebar menu and a main content area. In the background, other people are visible, including one wearing a high-visibility yellow safety vest, suggesting a construction or industrial setting. The scene is brightly lit, likely from a window in the background.

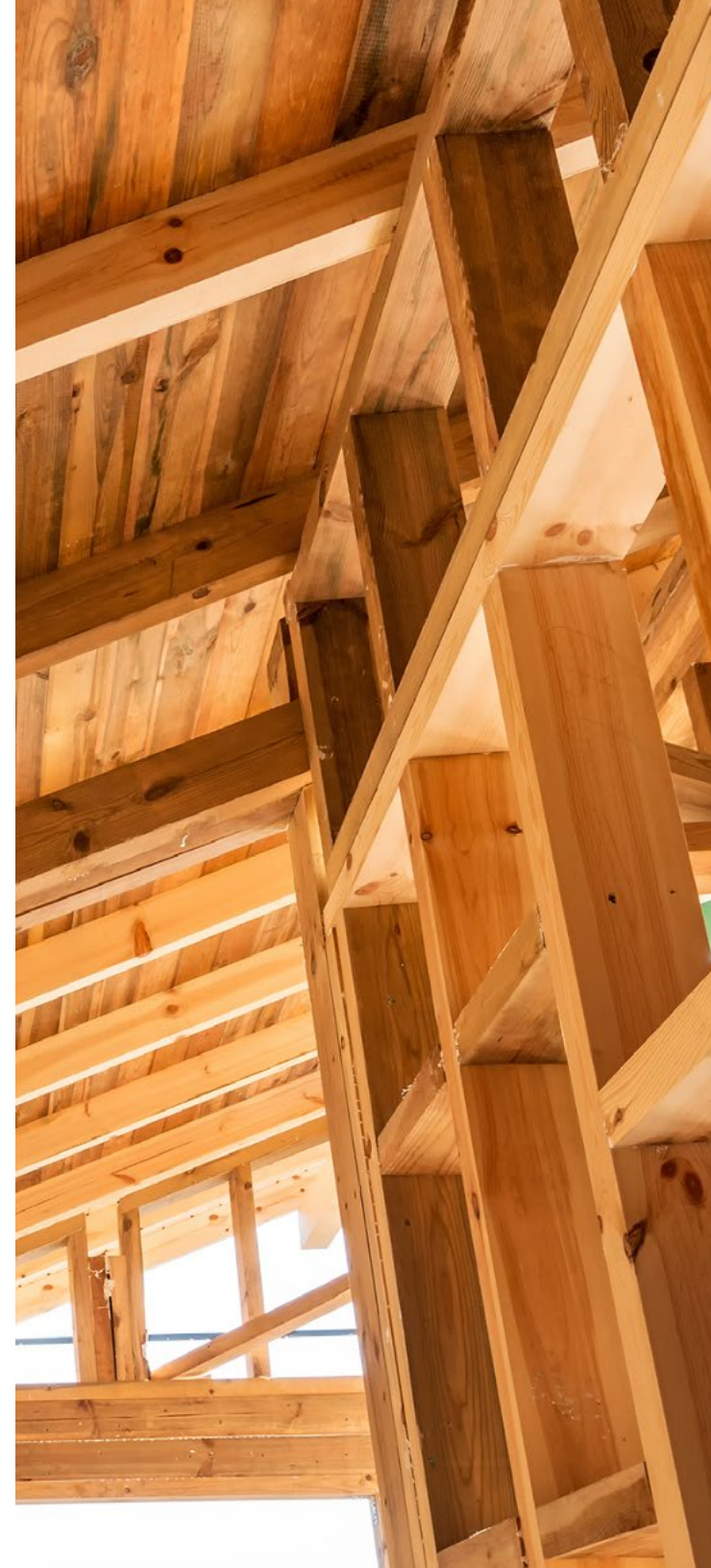
**Business application  
modernization for  
the homebuilding  
industry**

## Abstract

This eBook, written by business and technology experts at DXC Technology, details the need for business modernization, the challenges associated with change, and the solutions available for companies ready to transform. It explains DXC's approach to and experience in facilitating business application modernization for the homebuilding industry globally.

DXC has experience across the Enterprise Technology Stack in IT outsourcing, cloud, security, workplace, applications and analytics. We can help you create a rich workplace experience, simplify and optimize on-premises IT, and achieve a secure, high-performance cloud environment.

This ebook presents our lessons learned, best practices and research to help your homebuilding or construction company across your technology solutions.



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**How to be  
resilient in  
times of change**

Businesses reflect the markets they serve and change alongside them to remain relevant. For decades, market changes were gradual, giving companies years to plan and execute business transformation and the associated technical upgrades.

In recent years, the rate of change has picked up, initiating a fierce debate: Should businesses remain focused on the present and risk irrelevance? Or should they plunge into the unknown but exciting waters of business transformation?

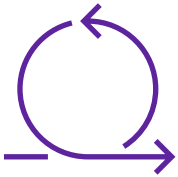
2020 ended that debate.

The year's challenges rocked businesses that had focused on short-term priorities over long-term transformation. Companies quickly had to set up remote workforces, shift from physical to digital business models, and bolster their IT infrastructure on-the-fly to accommodate a sudden increase in usage. And, with such an increased demand in the housing market, homebuilding organizations have had to quickly pivot in order to thrive.

Business transformation is no longer a hot topic. It's a business imperative. As a result, businesses are sprinting toward the cloud to establish a starting point.



## This race to the cloud is made all the more urgent by the following six trends.



### 1. Agility has become necessary for competitive businesses

Ad hoc changes and upgrades are not enough to compete in a dynamic business environment. Companies must become “agile businesses” with the infrastructure, applications, processes and talent models to make changes quickly and decisively. Forty-seven percent of business leaders say agility allows them to rapidly adapt to customer- or market-driven changes.<sup>1</sup>



### 2. Digital business opportunities are growing, and they represent a significant portion of revenue

Digitally mature companies know how to use technology for positive business outcomes.<sup>2</sup> Forty-five percent of companies that are deemed “highly digitally mature” report net revenue growth significantly above industry average.<sup>3</sup>



### 3. Delivering outstanding experiences for “digital consumers” is the new competitive advantage

Twenty-one percent of CEOs cited changed customer behavior as a business risk that elicits extreme concern.<sup>4</sup> The best way to keep up with customers and deliver the experiences they crave is by gathering data, extracting insights, and transforming those insights into valuable interactions. Today, up to 88 percent of valuable customer data goes ignored.<sup>5</sup>



#### **4. Operational efficiency is essential for a future-proofed business**

Thirty-nine percent of organizations have adopted intelligent automation (IA) at the functional level, while another 32 percent of organizations report that they'll incorporate intelligent automation into their functional activities within a year.<sup>6</sup> This approach is working. Companies that have automated 50 to 70 percent of their tasks have enjoyed triple-digit return on investment.<sup>7</sup>



#### **5. Global supply chains need built-in resilience to weather disruptions**

Today's supply chains are complex, global beasts. Business leaders have turned their attention to reducing both complexity and uncertainty by using technology such as advanced track and trace and robotic process automation.<sup>8</sup> Automating supply chain processes allows leaders to focus on their strategic problems.



#### **6. Cyber risks and cyber management are growing in complexity**

Nearly 80 percent of global executives say cybersecurity is their organization's biggest risk management priority.<sup>9</sup> The cybersecurity landscape has increased in complexity and attacker entry points have proliferated as companies turn to remote work. Thirty-two percent of CEOs say the lack of available talent for key skills causes extreme concern.<sup>10</sup>

## Criteria for successful business transformation

With the urgency of these trends in mind, what's next?

The next step is to shift your homebuilding organization's mindset toward a focus on modernizing and digitizing business processes. All stakeholders must buy into the idea that technology is the enabler, not the outcome.

DXC views transformation as a journey consisting of four phases: simplify, modernize, accelerate and reimagine.

Each of these phases is specifically designed to address the common challenges that crop up during a business transformation project. Next, we cover these challenges, and how Microsoft's Business Applications Cloud addresses them.

## Approach to business transformation

**Simplify:** Simplification streamlines operations, reduces costs, and removes technical debt. Deploying intelligent automation, for example, improves system performance, reduces backlogs, introduces efficiency and indirectly supports innovation.

**Modernize:** Application modernization makes organizations more agile and resilient, so they can respond faster to disruption. Deploying modern development platforms, processes and operating models supports these objectives (i.e., migrating the application platform to the cloud).

**Accelerate:** Acceleration means developing modern applications for new business process functionality to enhance both user and customer experiences. This allows organizations to digitize value streams for transparency and speed, merge value stream execution analytics for insight-driven decision making, and enhance business responsiveness through automation and big data. This process improves customer and employee experiences and accelerates partner collaboration for co-innovation.

**Reimagine:** Reimagination initiates and accelerates business model disruption using digital platforms and advanced data and analytics. It streamlines and enhances partner ecosystem collaborations for risk management and cost optimization, and helps identify new business areas for new revenue and profit streams.



**How to address the  
challenges of cloud-based  
business transformation  
with Microsoft's Business  
Applications Cloud**

# Building on Microsoft's Business Applications Cloud

Proceeding with a business transformation strategy is the easy part. Executing that strategy is where it gets tricky. Microsoft's Business Applications Cloud serves as an excellent foundation for enterprise modernization.

## 1. Microsoft Power Platform

An estimated 45 percent of employee activities can be automated with existing technologies.<sup>11</sup> Eighty-six percent of companies struggle to recruit the talent to build the applications they need.<sup>12</sup> Low-code tools help companies make the most of their developer and non-developer technical talent.

Microsoft Power Platform is a low-code application framework that enables rapid application development using data stored in Microsoft Dynamics 365 and third-party products such as SAP, Salesforce, Workday, ServiceNow or your own custom-built applications.

## 2. Microsoft Dynamics 365

Enterprise software traditionally exists as enterprise resource planning (ERP) or customer engagement (CE) monoliths. These tools are powerful, but significant upgrades can call for an overwhelming "rip and replace" approach. If you can't afford the business interruption or secure stakeholder buy-in, this reality often forces you to delay business transformation.

Microsoft Dynamics 365 brings CE and ERP cloud offerings together into one cloud service with specific, purpose-built applications for key business processes including:

- Finance
- Supply chain management
- Project operations
- Commerce
- Fraud protection
- Salesforce automation
- Marketing
- Customer service
- Field service

The applications can be implemented individually in a sequential manner or bundled together to modernize multiple areas of the business at one time. Additionally, these cloud applications can be incorporated into existing application architectures and integrated with other third-party applications such as SAP, Salesforce, Workday, ServiceNow or your custom applications.

### 3. Data-driven business transformation

Data silos prevent company-wide visibility of data and stifle insight-generating analysis. Microsoft provides the tools to centralize your data to enable insights on your customers, products, equipment, and business processes.

### 4. Built-in security

Dynamics 365 business applications come with built-in security features. This intelligent security helps organizations detect and respond to threats across their entire digital estates. Dynamics 365 accomplishes this with identity and access management, information protection, threat protection and security management capabilities. This allows you to focus on business outcomes instead of secure application development.

### 5. DXC Homebuilder One

DXC Homebuilder One is an end-to-end modern ERP homebuilding solution built on Microsoft Dynamics 365. It reduces complexities and simplifies your IT environment, leveraging all the native tools that Microsoft Dynamics offers, including Power Platform, Power Apps, Power BI, Office 365, Azure and others.



# How DXC customers successfully manage the builder life cycle

DXC implemented DXC Homebuilder One, built on Microsoft Dynamics 365, to manage the entire builder life cycle from land feasibility to development, sales, construction, finance and post-sales customer service at each of the following organizations.

## KB Home

The organization was able to gain detailed insights into the profitability of the business in order to make more informed decisions, allow more units to be built at greater efficiency, with consistent repeatability, and at a higher level of quality, as well as reduce the time to create new plans, open new communities and expand into new markets.

## Activa

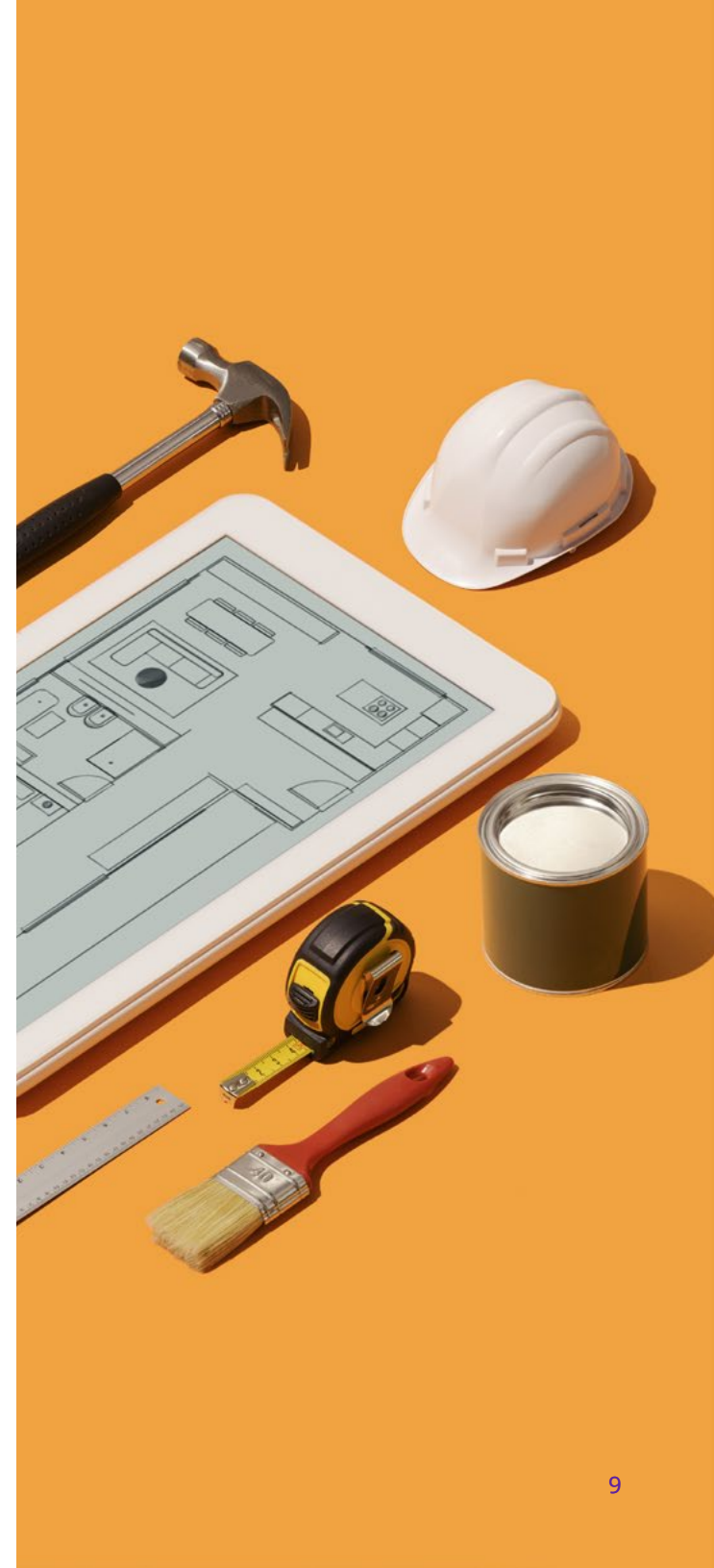
This was an out-of-the-box deployment completed in just 7 months. After the initial phases were complete, DXC supported Activa in importing their own data to ensure that the system was running optimally for their unique business needs.

## Stanley Martin Homes

Named *BUILDER* magazine's 2021 Builder of the Year, Stanley Martin Homes mentioned DXC as a key partner:

"It doesn't matter what device you're on or where you are — everything works. It became really easy that we weren't reliant on anything technologically happening locally."

— Steve Alloy, President and CEO, Stanley Martin Homes, on the company's DXC Homebuilder One implementation



**Extend the value of  
functional business  
applications to support  
your industry's needs**



## How DXC delivers value to companies undergoing business application modernization

DXC is one of the largest independent global system integrators (GSIs) in the world for Microsoft Business Applications (MBA). We have 2,000 Microsoft Dynamics 365 and Power Platform professionals and over 4,000 customers. We've also attained the Microsoft Gold Partner designation, which is the highest a partner can receive, and hold several Microsoft partner network awards, including the Microsoft US Business Applications Partner Award for Power Apps and Power Automate.

## We apply a tried-and-tested business modernization methodology

Our tried-and-tested business modernization methodology ensures direction and structure, so you can focus on your business objectives. It prevents companies from falling into one of business transformation's biggest traps: losing focus halfway through the project.

This methodology guides you through the process of redefining and re-imagining your business by testing your assumptions about enterprise transformation.

The outcome is a business that is more agile, competitive and relevant to the global economy.

## We develop a segmented roadmap for sustainable business transformation

A long-term roadmap is great for strategic planning, but it's often too vague for execution. We segment your business transformation roadmap into a series of projects to modernize discrete business processes in a modular fashion. Focusing on modernizing discrete business processes supports the following project objectives:

- Reducing long lead times and potential business interruptions
- Accelerating time to value so you can reap the rewards of business transformation sooner and build organization-wide excitement and support for the next investment

Using Dynamics 365 and Power Platform, we help you modernize specific business applications within your existing technology landscape. For example, you may decide to add Dynamics 365 applications for marketing, sales or customer service to an existing SAP implementation.

## Internal vision plus external expertise equals meaningful business outcomes

Unprecedented times force businesses to rethink strategies to achieve agility, customer engagement and product innovation. Digital leaders harness technology to respond faster, operate better and deliver outstanding digital experiences for customers, so they can outpace their competitors.

DXC helps your business harness the power of digital platforms to outsmart disruption, ensure resiliency and progress toward new channels, markets and products. We help you reimagine business as usual and elevate the customer and employee experience by improving end-to-end personalization, unlocking data insights and achieving more efficient and effective business processes — not to mention, simplifying and optimizing your business processes to reduce costs.

DXC takes a customer-centric approach to business transformation. We listen, analyze and provide an independent assessment. This experience in customer engagement coupled with our expertise in enterprise technology (e.g., IT outsourcing, workplace solutions, cloud and security, applications, and analytics) enables us to deliver a holistic plan that keeps our customers current.

The DXC partnership with Microsoft allows you to move forward with the solution that supports your business outcomes instead of trying to squeeze business value out of a prescribed solution.

## Partner with a global leader in enterprise and mid-market business transformation

DXC Technology helps enterprise and mid-market companies accelerate business transformation, solve business challenges, and deliver intelligent solutions that make a difference for customers, employees and partners. We believe in delivering expertise, project transparency and excellent customer service in every engagement.



## Why DXC?

At DXC, we have the experience and expertise to help you succeed in the homebuilding industry. Our methodical, detail-oriented approach and our focus on customer success will allow you to focus on the future of your business.

## DXC Technology

- Selected by 15 high-production builders in the U.S., the UK, Canada, Australia and New Zealand to implement DXC Homebuilder One
- 60+ years delivering mission-critical systems for customers
- Global presence that spans 70+ countries
- 6,000+ customers and 250+ Fortune 500 customers
- Deep expertise in vertical industries, including 40+ years in retail/CPG, healthcare, banking and capital markets, manufacturing (including construction and homebuilding), and more

## DXC and Microsoft together

- 2,000+ Dynamics resources worldwide
- 2020 US (MSUS) Microsoft Business Applications Partner award for Power Apps and Power Automate
- 30-year+ strategic partnership
- Microsoft Gold Partner recognized for expertise in cloud productivity, mobility management, messaging, Windows/Devices, security, communications, data analytics and more
- Recognized by analysts as a leader in Azure, M365, and Dynamics 365
- #1 partner for Microsoft Teams, based on 4.8 million monthly active users
- Microsoft Business Applications Inner Circle recipient for 21 consecutive years
- #2 partner for Microsoft Dynamics 365
- 20,000 Microsoft-trained professionals including 7k+ Microsoft certifications

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## Interested in discussing next steps?

### Discovery

Schedule a Discovery Assessment with DXC's business advisors to identify your top three challenges and opportunities.

### Rapid prototype

Schedule co-design and co-creation sessions with DXC's business and technical advisors to validate proposed strategy, determine next steps and investment, and ensure alignment with key stakeholders.

### Solutions

Leverage our local and global delivery centers to build the right solution for your business.

Speak to a DXC specialist about how we can help you plan for modernization and transformative change — **connect with us here.**

Learn more at

[connect.dxc.technology/dxchomebuilderone.html](https://connect.dxc.technology/dxchomebuilderone.html)

Get the insights that matter.

[dxc.com/optin](https://dxc.com/optin)



### About DXC Technology

DXC Technology (NYSE: DXC) helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across public, private and hybrid clouds. The world's largest companies and public sector organizations trust DXC to deploy services across the Enterprise Technology Stack to drive new levels of performance, competitiveness, and customer experience. Learn more about how we deliver excellence for our customers and colleagues at **DXC.com**.