

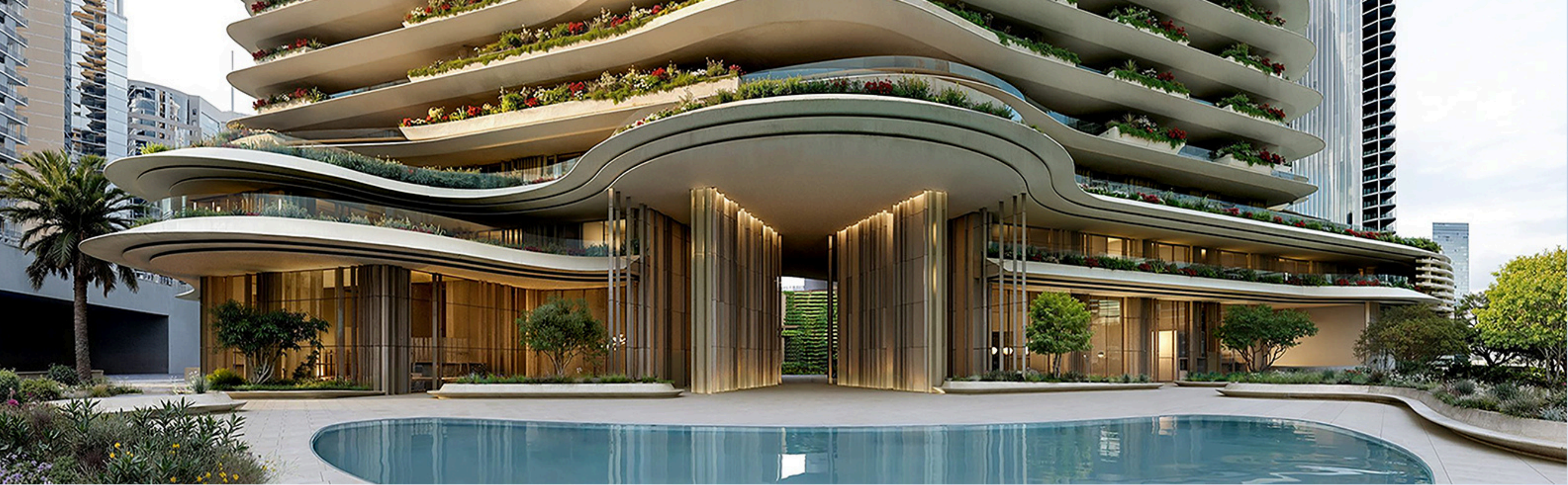


Devsinc

A Strategic Partnership Powering AGI's Next Phase of Growth

How Al Ghurair Investment Scaled D365 Across New Legal
Entities With Devsinc's Augmented Expertise and Managed
Support





Client Overview

Al Ghurair Investment (AGI) is one of the Middle East's most established diversified family business groups, with a 60+ year legacy spanning manufacturing, real estate, food, construction, and healthcare. AGI runs Microsoft Dynamics 365 Finance & Operations as the financial backbone of its digital transformation, extending the platform to new legal entities and business units as the group continues to grow.

To sustain that momentum, AGI engaged Devsinc under a staff augmentation and managed services model, embedding senior Devsinc functional and development consultants within AGI's own D365 team to support new legal entity rollouts and day-to-day application support.

Business Challenges

As AGI continued extending Dynamics 365 across new parts of the group, the pace of growth started to outstrip what its in-house team could absorb alone. What had been a lean, capable D365 function now needed to stretch across more entities, more users, and more sector-specific complexity at once.

1

Capacity Constraints on a Lean Team

AGI's in-house D365 team needed additional senior functional and technical capacity to onboard new legal entities without slowing business-as-usual support.

2

A Steady Stream of Recurring Support Queries

Business users across healthcare, real estate, and procurement raised a steady stream of recurring support queries, driven by manual workarounds and process gaps.

3

Onboarding Complexity Sector by Sector

Each new legal entity brought sector-specific requirements, including subscription-based and specialised operating models, that called for deep D365 configuration and development expertise to standardise. onto fām's internal team.

4

Vendors Without a Self-Service Option

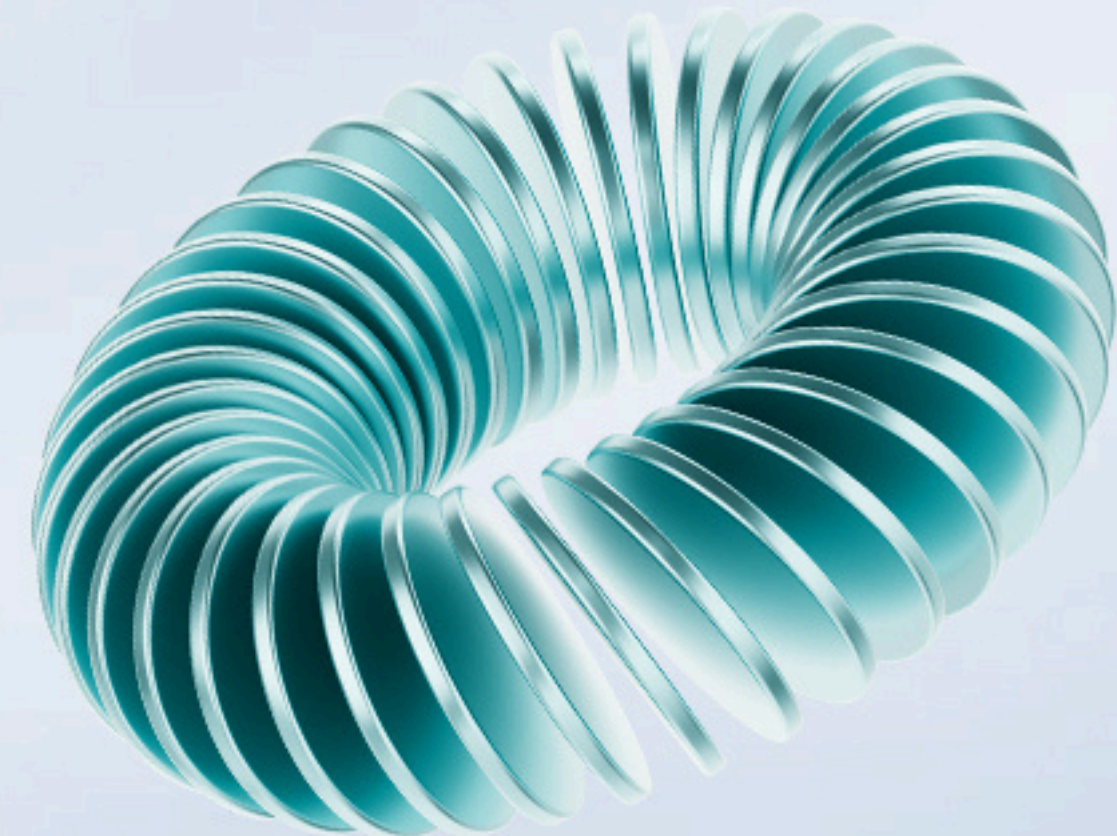
Limited self-service options for vendors led to back-and-forth communication and manual follow-ups.

In keeping with AGI's mindset of continuous improvement, these gaps were seen less as setbacks than as signals of a business outgrowing its own systems, an opportunity to strengthen the foundation supporting its next phase of growth.

The Approach

AGI needed more than extra hands: a partner able to move at the pace of a fast-growing group without disrupting what already worked. Devsinc was selected as a Microsoft Solutions Partner with a proven bench of senior Dynamics 365 Finance & Operations consultants, chosen for its ability to deploy quickly, integrate seamlessly into AGI's own team, and sustain dependable managed support.

Rather than proposing a new implementation, Devsinc extended AGI's existing platform and team, embedding senior consultants directly within AGI's D365 function under AGI's own governance. That embedded model gave AGI augmented capacity for new legal entity onboarding and a structured support layer to absorb day-to-day tickets, freeing its core team to focus on the group's broader transformation agenda.



Scope of Engagement

The engagement was scoped around what AGI needed to sustain its pace of growth: senior capacity to extend its existing D365 team, and a dependable support layer once new entities and processes went live.



Key Priorities

- ✓ Extending AGI's D365 Finance & Operations team with experienced functional and technical talent, embedded directly into its implementation and support workflows.
- ✓ Configuration, development, and testing support to bring new legal entities onto AGI's existing D365 F&O platform without slowing the group's pace of expansion.
- ✓ Subscription billing cycles, revenue recognition, and the distinct operating requirements of AGI's healthcare and real estate businesses, addressed within D365.
- ✓ Lease and property-related financial processes, alongside budgeting controls and planning support.
- ✓ Development support for AGI's self-service vendor portal, connected to D365 for procurement, onboarding, and communication.
- ✓ Functional and technical support, issue resolution, and ongoing enhancements once new entities and processes were live.

The Solution

Devsinc's consultants worked as an extension of AGI's own D365 team rather than a separate vendor track, covering four connected areas of the engagement.

Embedded Staff Augmentation

Senior Devsinc functional and development consultants were embedded within AGI's D365 team, working under AGI's governance and alongside its internal stakeholders as a single, integrated unit.

Managed Application Support

Devsinc operated a structured managed support model, covering ticket triage, root-cause resolution, and knowledge transfer, while participating in iterative UAT cycles with AGI's internal teams to drive adoption. No AI/Copilot components were part of this scope; Power Platform extensions are positioned as a future phase.

Vendor Self-Service Portal

Devsinc provided development and integration support for AGI's vendor self-service portal connected to D365, covering procurement, onboarding, and communication.

New Legal Entity Enablement

Devsinc supported the onboarding of new legal entities onto D365 F&O, contributing configuration, development, and testing expertise across healthcare, real estate, and procurement processes, while refining user-facing processes and interfaces to be more intuitive and better aligned with end-user needs across departments.

The result: a scalable delivery model in which Devsinc's augmented consultants and managed services support AGI's D365 platform as it extends across new legal entities and sectors, without AGI having to grow its in-house team at the same pace.

The Results

Support ticket reduction

structured managed support, root-cause fixes, and workflow improvements across healthcare, real estate, and procurement reduced manual intervention and repeat support requests.

Faster transactions

streamlined finance and procurement workflows shortened processing times across departments.

Stronger system adoption

a refined user experience, hands-on support, and knowledge transfer encouraged more consistent daily use and smoother cross-departmental

Fewer vendor follow-ups

the vendor portal reduced back-and-forth communication, improving the overall vendor experience.

Time to value

multiple new legal entities were live on D365 F&O within months of Devsinc consultants joining AGI's team.

Additional outcome: case resolution times also improved following the support restructuring, specific percentage not yet available.



Looking Ahead

The engagement has established a flexible, scalable delivery model for AGI, one in which Devsinc's augmented consultants and managed services can support future legal entity rollouts, advanced analytics, and Power Platform extensions as the group's transformation continues.

Looking to scale your Dynamics 365 team or strengthen post-go-live support?

Talk to Our Dynamics 365 experts.

About Devsinc

Devsinc is a global technology partner working with enterprises across North America, the UAE, and the wider MENA region to build, scale, and transform through enterprise application engineering, AI and data solutions, technology advisory, product development, and digital transformation.

With over 15 years of experience, more than 3,000 successful projects delivered, and over 230 active clients across 23 countries, we combine proven execution with deep technical expertise. As a Microsoft Solutions Partner, we bring platform excellence together with world-class engineering talent while taking an AI-centric approach to every engagement, helping enterprises identify where AI can create meaningful business value and develop the systems needed to realise it. Our aim continues to be helping more enterprises grow further and faster, with AI at the core of that journey.

50+

Successful Dynamics projects delivered

50+

Microsoft Dynamics consultants

6

Global offices (US, EU, MENA, APAC)

10+

Industries served

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