



Niiranen Advisory Oy

Introduction





Hi, I'm Jukka!

- Microsoft business applications evangelist with a passion to help users solve their real business problems with software that doesn't get in the way.
- Power Platform governance expert who can guide enterprise IT towards safe & scalable low-code platform adoption.

A few highlights from my career

19 years of experience on working with Microsoft's Dynamics CE/CRM technology and applications, Power Platform low-code solutions, M365 integrations.

Worked in roles of CRM owner, senior consultant, solution architect, team leader, tech lead, advisor.

Co-founded the first Microsoft Power Platform consulting agency in Finland.

Awarded as Microsoft MVP from 2013 onwards for community contributions (blogging, speaking, social media, user groups).

Extensive network with key players in global MS BizApps ecosystem (customers, partners, MS).

My work roles in recent years

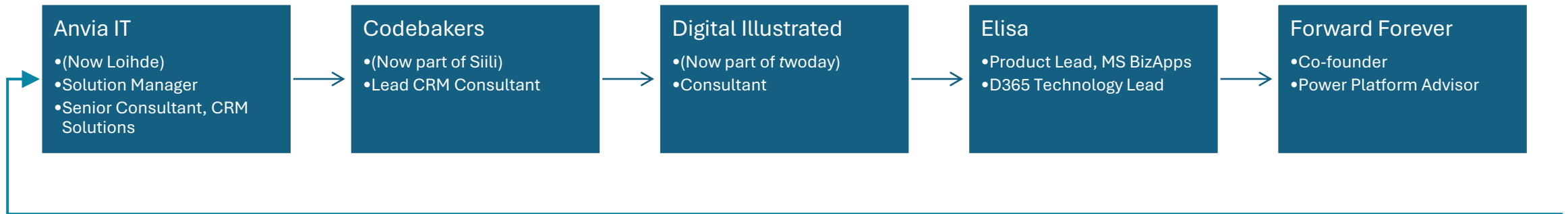
- Power Platform governance model development
- Low-code solution design and development
- Dynamics 365 CE audits and advisory
- Dynamics 365 CE implementation projects
- Technology lead and evangelism



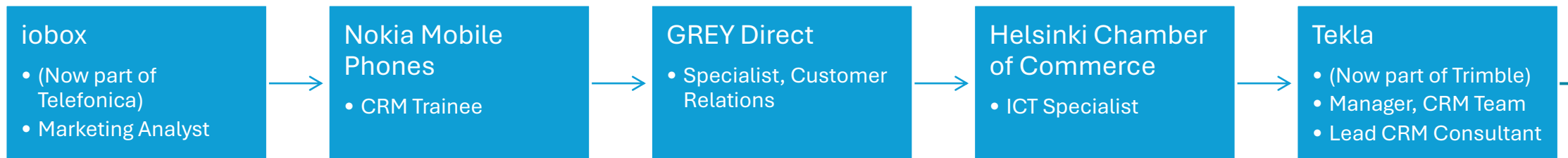
[More detailed description of roles is found later in the deck.]

Where I've worked before

> Consulting roles, 2010 - 2024

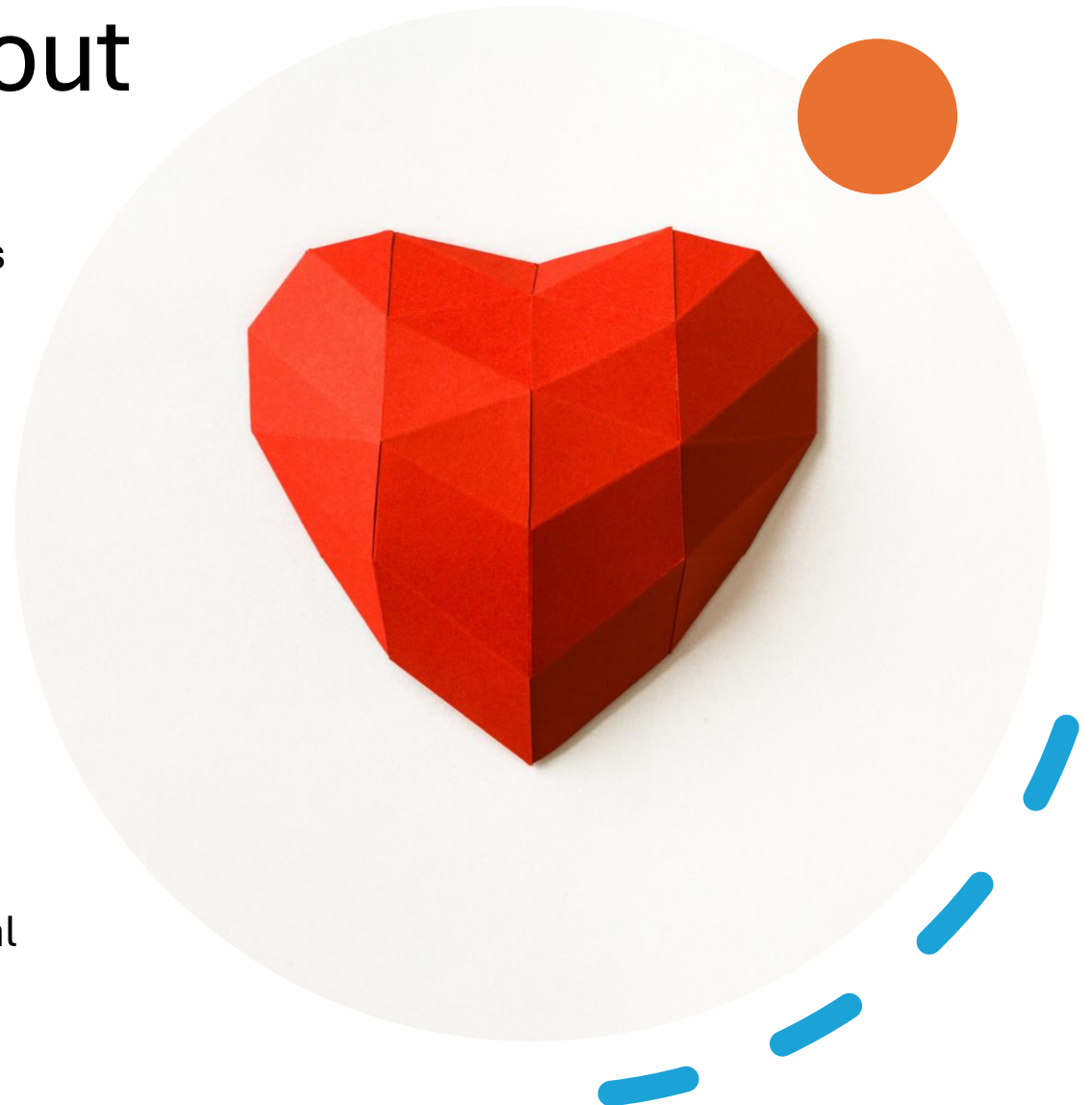


> Internal roles, 2000 - 2010



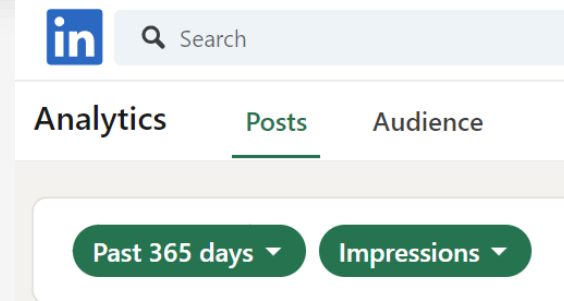
What I'm passionate about

- **Democratizing technology:** allowing business users to solve their own problems with modern cloud platforms.
- **User experience:** making the everyday tools less painful to use.
- **Governance:** scaling low-code apps and automations for enterprise use.
- **Thinking through writing:** building the future via compelling communication.
- **Working out loud:** sharing ideas, questions, lessons learned.
- **Power of networks:** meaningful interactions in global communities can solve the biggest problems.



My community contributions

- Active blogger since 2008, hundreds of posts on [personal](#) and [shared](#) sites.
- 1M annual impressions for [LinkedIn posts](#).
- Top profile on [Twitter](#) for CRM and Power Platform posts.
 - Now migrated to [Mastodon](#) as Twitter became X.
- Received Microsoft's Most Valuable Professional ([MVP](#)) award every year from 2013 to 2024, due to extraordinary contributions.
 - Voluntarily [retired from program](#) in 2024



Content performance ?

1,038,081

Impressions
▲1,959.3% Past 365 days



Tuesday, March 12, 2024

Re: Jukka Niiranen, Most Valuable Professional, Customer Experience

To whom it may concern,

It is with great pride we announce that Jukka Niiranen has been awarded as a Microsoft® Most Valuable Professional (MVP) for 7/1/2023 – 6/30/2024 period. The Microsoft MVP Award is an annual award that recognizes exceptional technology community leaders worldwide who actively share their high-quality, real-world expertise with users and Microsoft. All of us at Microsoft recognize and appreciate Jukka's extraordinary contributions and want to take this opportunity to share our appreciation with you.

With just over 3,000 awardees worldwide, Microsoft MVPs represent a highly select group of experts. MVPs share a deep commitment to community and a willingness to help others. They represent the diversity of today's technical

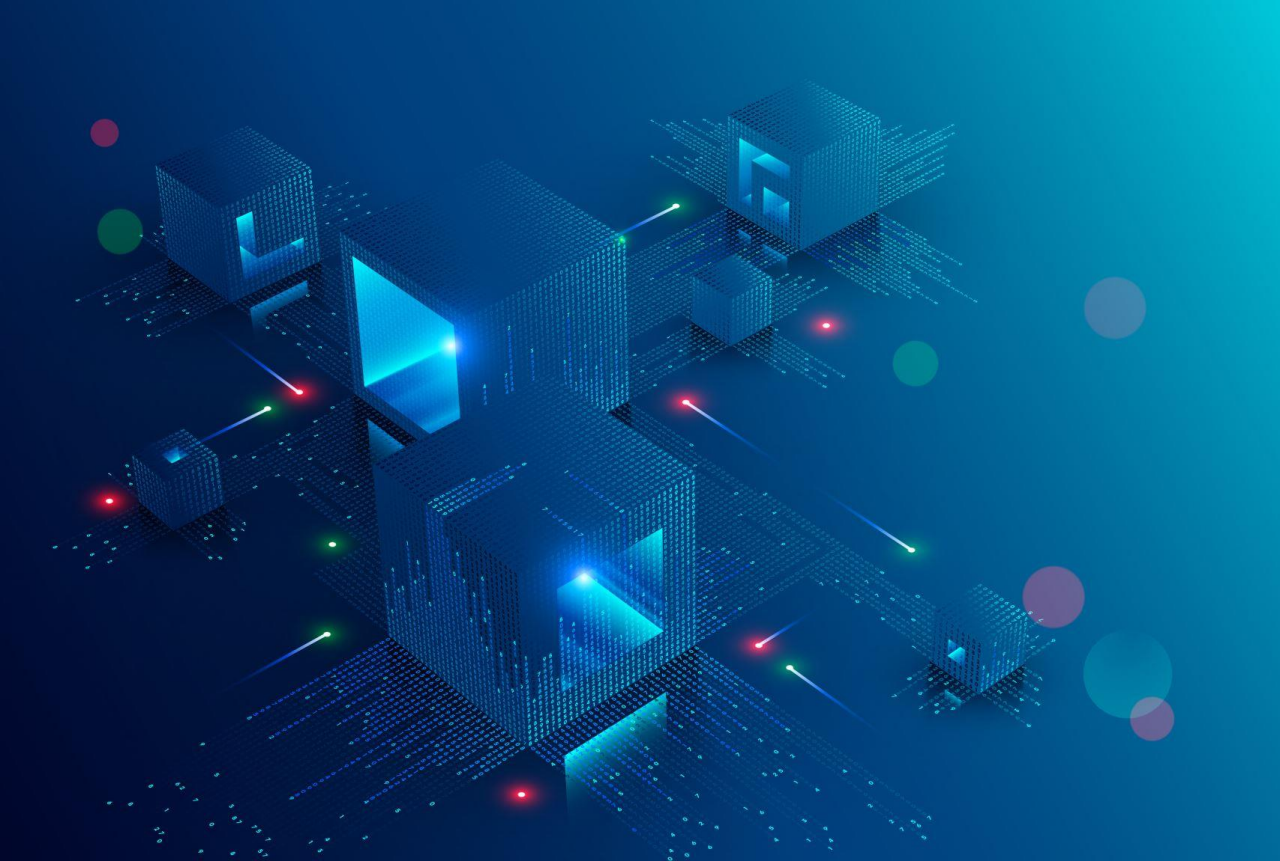
JukkaNiiranen.com blog post stats

Year	Total posts	Total words	Average
2008	10	2958	
2009	4	2324	
2010	15	17588	
2011	12	17696	
2012	36	44872	
2013	31	40793	
2014	35	46638	
2015	17	26214	
2016	11	19342	
2017	10	9136	
2018	21	27869	
2019	22	38297	
2020	32	60191	
2021	18	3315	
2022	12	15288	
Total	286	372521	



Description of my notable work roles





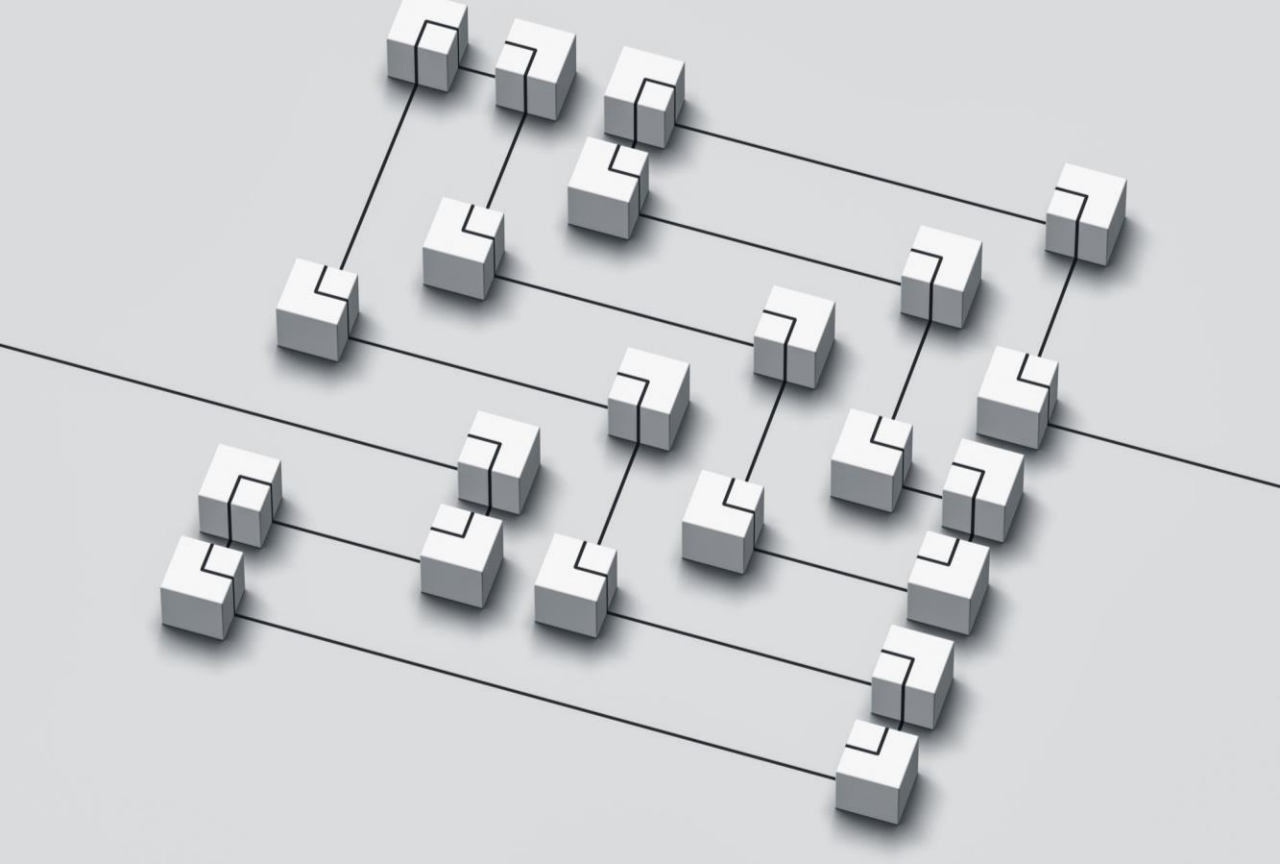
Power Platform governance model development

- Analyzing the current state of low-code app and automation usage within enterprise tenants (both Power Apps and Dynamics 365 CE apps).
- Deploying, configuring, using and maintaining admin reporting tools (CoE Starter Kit + extensions).
- Identifying and prioritizing security & architecture issues for governance backlog.
- Designing a Power Platform governance framework to cover all critical areas from enterprise IT perspective.
- Documenting the detailed practices for platform administration, citizen developer solutions and partner solutions lifecycle management.
- Evaluating platform adoption maturity level and planning activities for supporting a growing number of users, makers, vendors and solutions in a scalable way within enterprise organizations.



Dynamics 365 CE implementation audits and advisory

- Analyzing the solution architecture as well as implementation details of Dynamics 365 CE environments developed by other MS partners.
- Performing health checks to identify issues requiring customer and partner actions prior to broader roll-out and new feature development.
- Evaluating the sprint deliverables of ongoing Dynamics 365 CE deployment project by a partner, acting as an advisor to the customer IT organization.



Low-code solution design and development

- Pure play Power Platform line-of-business solution design, development and deployment.
- Leveraging Dataverse, Power Apps (canvas, model-driven), Power Automate and Power BI as elements of solutions integrated tightly with Microsoft Teams.
- Optimizing the licensing portfolio to maximize ROI from Power Apps/Automate investments without requiring additional MS first-party app licenses (D365).



Dynamics 365 CE implementation projects

- Starting from 2005, working in CRM technology projects throughout their entire lifecycle, both on customer and partner side.
- Net new deployments, CRM on-prem to Online migrations, version upgrades, modernizations, integrations.
- Covering tasks from presales to requirements analysis, solution design, customization, developer coordination, project management, data migration, training, support, roadmap planning.



Technology lead and evangelism

- Ramping up new CRM and Power Platform consulting teams/practices.
- Designing learning paths for competence development, training and supporting consultants, setting roadmap targets, developing commercial offering, partner coordination.
- Authoring marketing content, establishing thought leader position in the global MS BizApps market, measuring impact.

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Newsletter: “Perspectives on Power Platform” perspectives.plus

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10 hours ago

How can you keep up with Power Platform?

Survival skills for working with an ever evolving technology stack



Jukka Niiranen

The real cost of bad UX is inferior CX

Neglecting the user experience of your business applications will erode your capabilities to use customer experience as the differentiator from your competition



Apr 24, 2024

The real cost of bad UX in business apps

It's not just about internal users. In the end, bad UX erodes the CX.



Jukka Niiranen



Apr 19, 2024

Copilotization of CRM

Where does AI leave the CRM users - and consultants?



Mar 05, 2024

Start somewhere

How this newsletter came to be and what to expect