

Blueprint for Scalable Innovation





WEBSITE

hfa-ae.com

CUSTOMER SIZE

575

COUNTRY

United States

Mexico

INDUSTRY

**Architectural
Engineering &
Construction**

SOFTWARE AND SERVICES

 **Dynamics 365 Project
Operations**

 **Dynamics 365 Sales**

 **Power BI**



“proMX not only understood the challenges we were navigating, but provided a clear and viable path forward with options for scope, budget, and timing,”

*Danny Henkel,
ERP Project Lead,
HFA*

As HFA continued expanding its multidisciplinary practice across multiple entities and countries, it became clear that the firm needed a more unified, future-ready operational system—one capable of supporting distributed collaboration, deeper financial visibility, and consistent project delivery at scale.

To strengthen that foundation, HFA began enhancing its Microsoft Dynamics 365 ecosystem in 2020, beginning with CRM and evolving into a more comprehensive platform approach. As operational complexity increased, so did the need for tools that could centralize information, streamline workflows, and ensure that teams across architecture, engineering, and operations had access to accurate, real-time data.

Recognizing the importance of both technical expertise and strategic guidance, HFA partnered with proMX to help shape the next phase of its digital evolution using Dynamics 365 Project Operations and the Microsoft Power Platform.

A partnership shaped by shared commitment to growth

From the beginning, HFA sought a partner who understood not only the technical capabilities of the Dynamics ecosystem but also the unique demands of a growing, project-driven AEC organization. proMX’s experience with complex, multi-entity environments aligned with HFA’s long-term vision for integrated operations.

HFA moved forward with **implementing Project Operations** — expanding beyond its CRM deployment — and introduced Power Platform tools to replace manual processes and disconnected data sources. These enhancements created a more cohesive system for project visibility, resource planning, reporting, and financial accuracy.

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“This growth brought new levels of complexity. The flexibility and scalability of the Dynamics ecosystem have allowed us to adapt quickly and continue strengthening our digital infrastructure.”

*Danny Henkel,
ERP Project Lead,
HFA*

But beyond the technology itself, the partnership brought another benefit: shared learning. proMX worked alongside HFA’s internal teams to configure tools, align workflows, and build an operational model that could grow with the firm.

“They didn’t just implement the system,” Henkel noted. “They helped us learn, adapt, and configure it to support our evolving needs as the business continued to scale.”

A system that evolves with the firm

Over the past five years, [HFA](#) has doubled its workforce, expanded across three legal entities in two countries, and grown its distributed workforce across the United States. As the firm’s reach and project complexity increased, so did the importance of a seamless, scalable digital ecosystem.

Throughout this period, HFA has relied on Dynamics 365 Project Operations and the Microsoft Power Platform as the backbone for managing its administrative, financial, and operational processes. These tools have helped create consistent workflows, reduce manual variability, and support the cross-functional collaboration required in an integrated architecture and engineering environment.

Looking ahead, HFA is preparing to implement Dynamics 365 Finance & Operations with Project Operations – ERP Integrated in early 2026. This next phase will complete the integration of accounting, project delivery, and operational data into one unified environment—enabling even stronger visibility, forecasting, and enterprise-level decision-making.

As HFA continues expanding its impact within the AEC industry, the Dynamics 365 ecosystem will remain central to enabling collaboration, clarity, and consistent project execution at scale.