



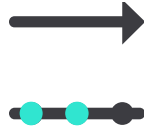
Partner opportunity

Microsoft Dynamics 365 for Finance and Operations



Market opportunity

Business applications insights



Making their own decisions

Seventy-three percent of the purchase decision is complete before a customer even calls a supplier.¹



Buyers are going digital

Sixty-seven percent of the buyer's journey is now done digitally.³



Experience as differentiator

By 2020, customer experience will overtake price and product as the key brand differentiator.²



IoT on the rise

There will be 80 billion connected IoT devices in operation by 2025.⁴

*"Leaders across multiple industries ranked customer engagement **the #1 driving force behind sales** versus tactical drivers like automation and productivity."*

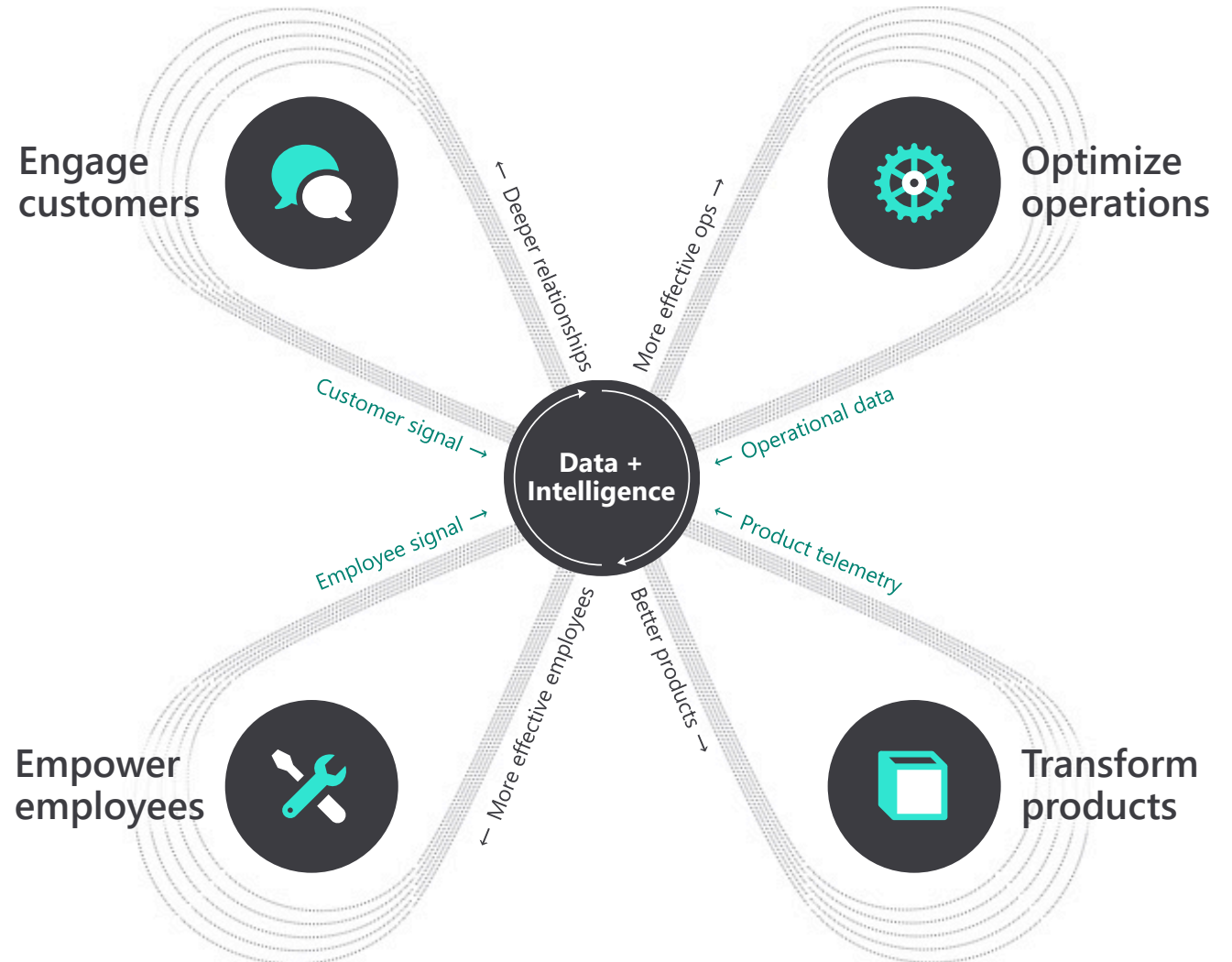
-Microsoft Research

1. [CEB](#)
2. [Walker Information](#)
3. [Sirius Decisions](#)
4. [IHS](#)

Driving digital transformation

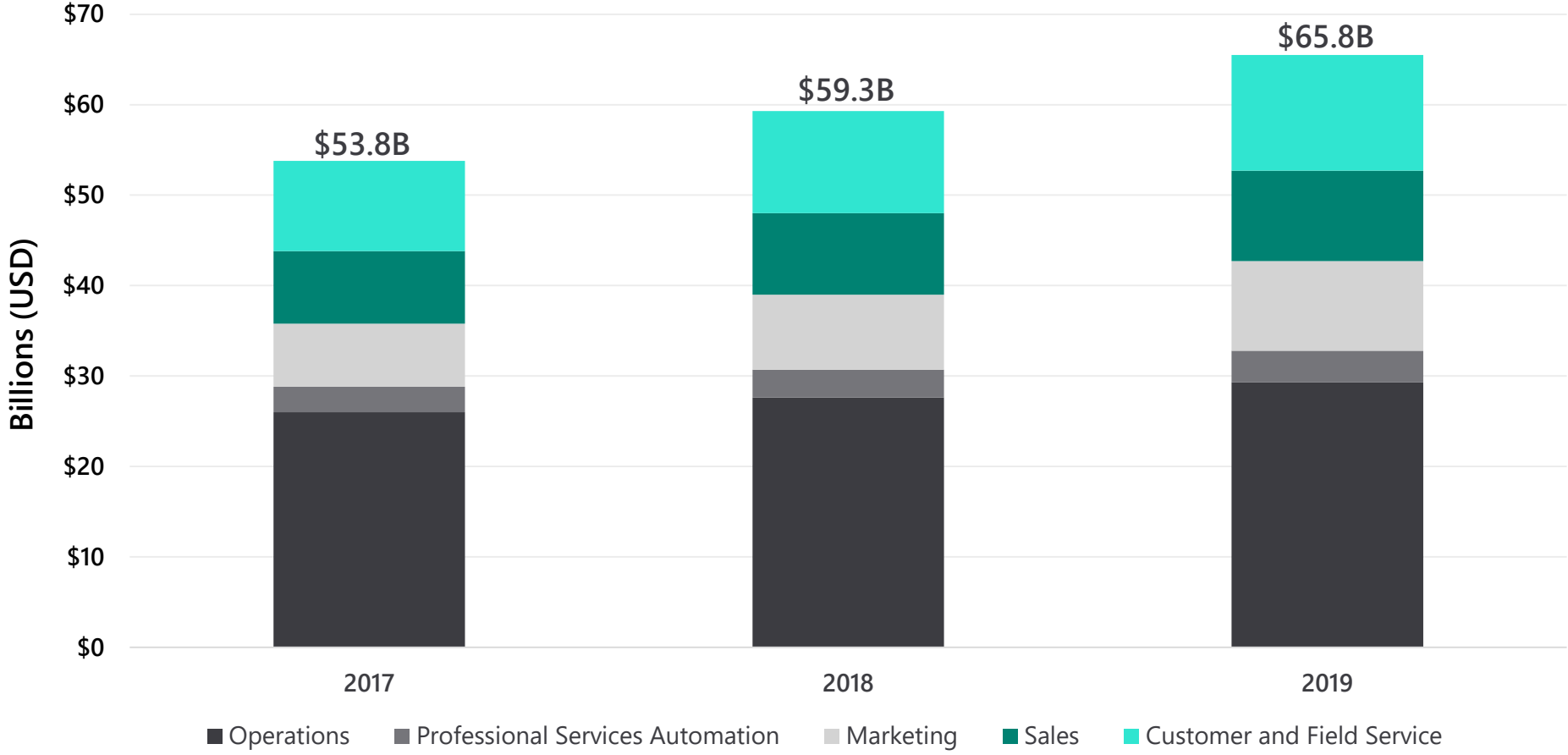
Digital feedback loops

- 1 Data**
Data is captured as a digital signal across the business.
- 2 Insight**
Intelligence is applied to connect and synthesize the data.
- 3 Action**
Action is recommended and taken to improve business outcomes.



Business Applications market size

By workload

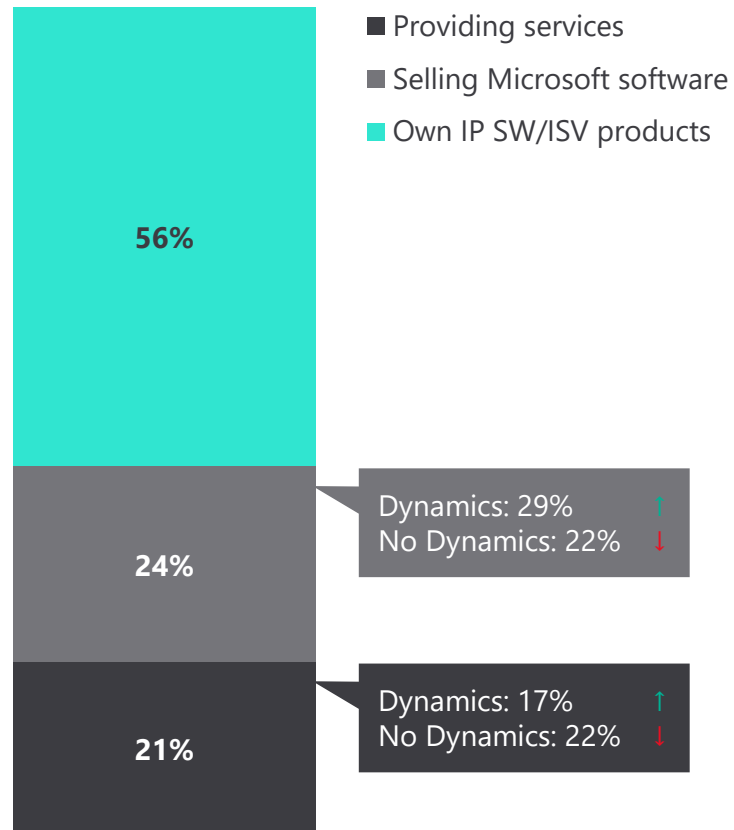


Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

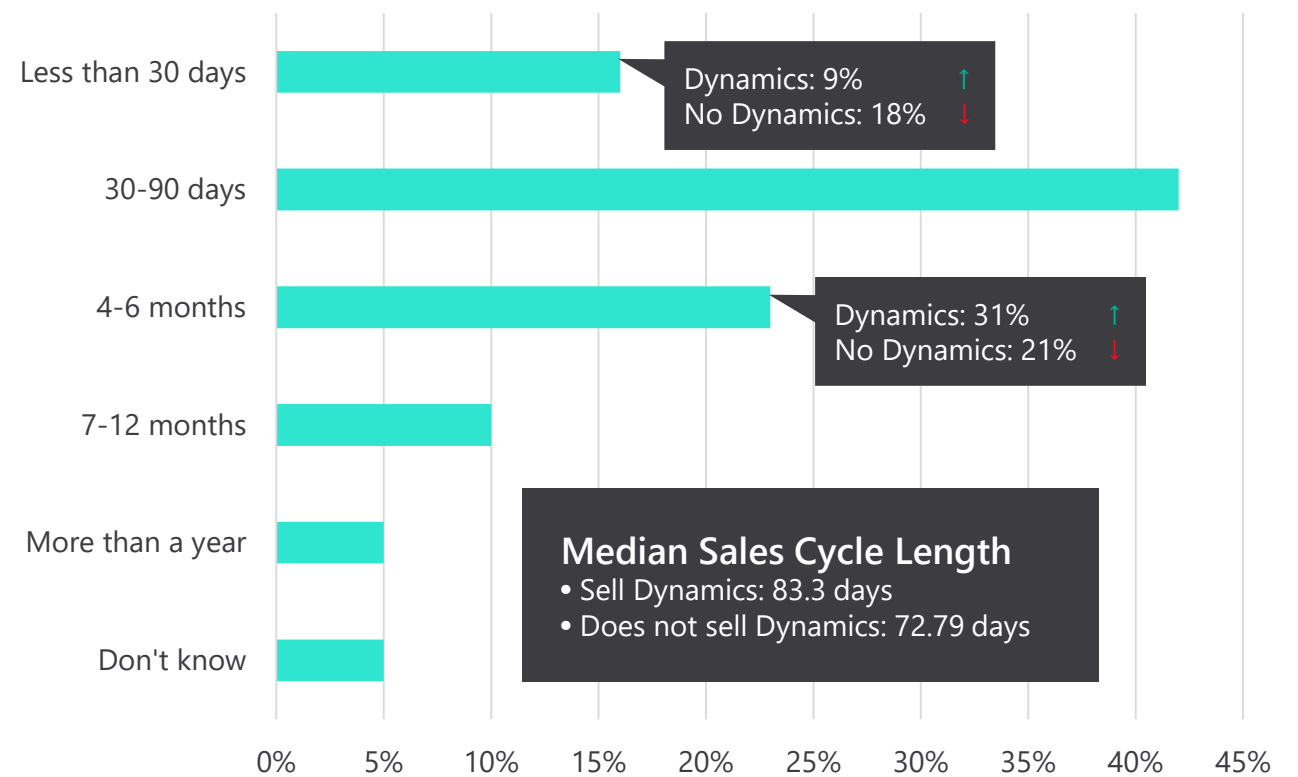
Business Application Revenue

(n=823)



Average Sales Cycle Length

(n=823)



Industry trends



Customers are changing.

By 2020, customer experience will overtake price and product as the key brand differentiator.¹



They're leveraging IoT.

79% of companies already use IoT technologies to track customers, products, and supply chains to improve their operations.⁴



Businesses are adapting

By 2021, 50% of the G2000 will see the majority of their business depend on their ability to create digitally enhanced products, services, and experiences.²



Execs anticipate disruption

90% of execs say they will be moderately/greatly disrupted by digital transformation.⁵



...and benefiting.

83% of manufacturers said selling products as services increases profits.³



...yet few feel prepared.

Only 44% feel they're prepared for it.⁵

1. Frost & Sullivan, "Omni Channel Customer Experience." October 2015.
2. IDC, "IDC FutureScape: Worldwide Manufacturing 2018 Predictions." 2017.
3. Columbus, "Annual Manufacturing Report 2017." 2017.
4. TCS, "TCS Global Trends Study." July 2015.
5. MIT Sloan Management Review, "2016 Digital Business Global Executive Study." July 2016.

The analyst outlook

Core success factors

- Focus on usability, productivity, and interoperability
- Microsoft's cloud platform (Azure)
- Lifecycle Services
- Extensibility (enabling users as well)
- Deployment options

Nucleus Research ERP Technology Value Matrix



The value Matrix is an assessment of the state of the market and indicates the functionality and usability of a solution. An arrow indicates future movement of a solution relative to others. Solutions without an arrow are projected to keep pace with the increase in functionality and usability expected in the overall market.

Why Microsoft Business Applications?

Build and grow a practice quickly with industry-leading innovation



Lead with innovation

Modular, highly customizable apps built on a unified platform of common data services, AI, and business intelligence can help you differentiate your offerings.



Build on your strengths

Microsoft makes it easier to enter new markets using the Microsoft development and management tools you already know.



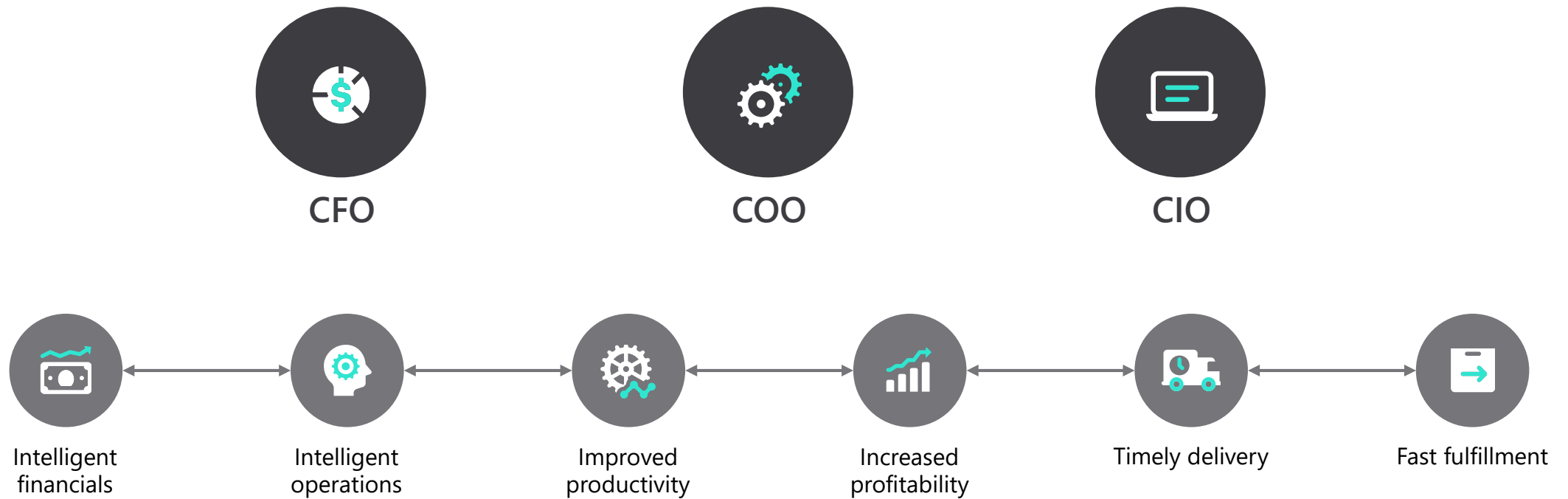
Broaden your reach

Accelerate business results with Microsoft partner marketing resources that increase visibility of your solutions and services.

Lead with innovation

A comprehensive solution

Accelerate your business growth



Lead with innovation

ERP Modernization

Elevate financial performance

Close books faster, deliver robust reporting, ensure compliance, and increase profitability with intelligent tools.

Run smarter with connected operations

Bring speed, agility, and efficiency to your manufacturing to optimize planning, scheduling, operations, and costs.

Automate and streamline supply chain

Provide unified data that drives productivity, aligns employees toward strategic goals, and enables real-time responses.

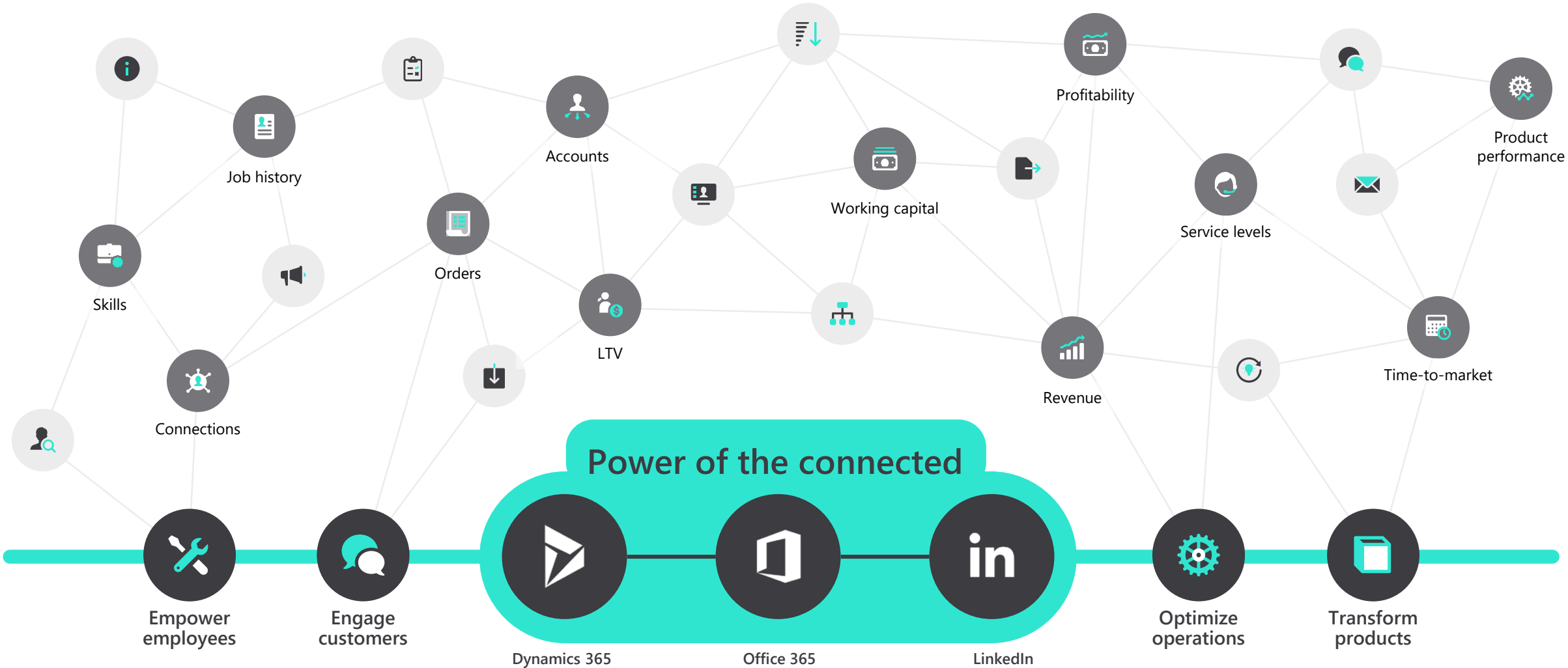
Innovate with a modern and adaptable platform

Drive innovation with an intelligent application that is easy to tailor, scale, extend, and connect to other applications.



Lead with innovation

Common data model



Build on existing strengths

Extend your existing Microsoft practices and skillsets

Citta Design

Citta Design leveraged Dynamics 365 and Power BI to deliver the deep insights and establish a runway toward a more intelligence infused future.

EPCOR

EPCOR is harnessing cloud-based APU data using innovative analysis and machine learning to help airlines meet their cost, safety, and reliability goals.

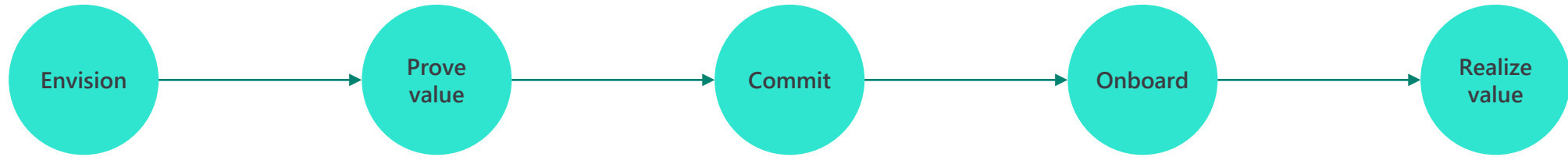
Renault Sport Formula One Team

Renault Sport Formula One Team leveraged Dynamics 365, Power BI, and Azure Machine Learning to break down silos between teams, increase operational efficiency, and improve speed.



Build on existing strengths

Partner incentives reduce risk for new service development



Business Application Investments

C3 (Corporate Customers to Cloud)

An investment program intended to generate pipeline for new customer acquisition in Business Applications through Co-Sell prioritized partners.

Business Apps Business Value Program

A program to help customers understand the compelling business value of our solutions. The program has three stages: 1) Benchmarking, 2) Enlighten and 3) Business Value Assessment (BVA).

Dynamics 365 Pre-sales Offers

The Dynamics 365 Pre-Sales Offer and Dynamics 365 Everywhere utilize ECIF to help accelerate your Dynamics pipeline and close new Dynamics 365 Customer Adds, aligned to our priority Dynamics Sales Plays. This program provides funding to drive partner-led pre-sales activities in new qualified prospects or existing customers looking to extend an additional Dynamics 365 workload.

Fast Track for Dynamics 365

FastTrack is designed to help customer move to Dynamics 365 smoothly and with confidence. Fast Track offers best practices, tools, resources, and experts committed to making the customer's experience with Dynamics 365 a success.

DPS (Deployment Planning Service)

Offered to customers as a benefit of their on-premise software assurance (SA), DPS provides in-depth planning assistance service through qualified partners or Microsoft Services to help customers plan their deployment, whether on-premises or in the cloud.

Note

These are investments that partners can leverage subject to meeting investment requirements, funding availability, and Microsoft discretion.

Partners **must go through their Microsoft contact** to request the investment.

Microsoft Partners cannot communicate investments to customers without obtaining formal approval from Microsoft.

Build on existing strengths

Count on continued Microsoft investment in training and GTM resources

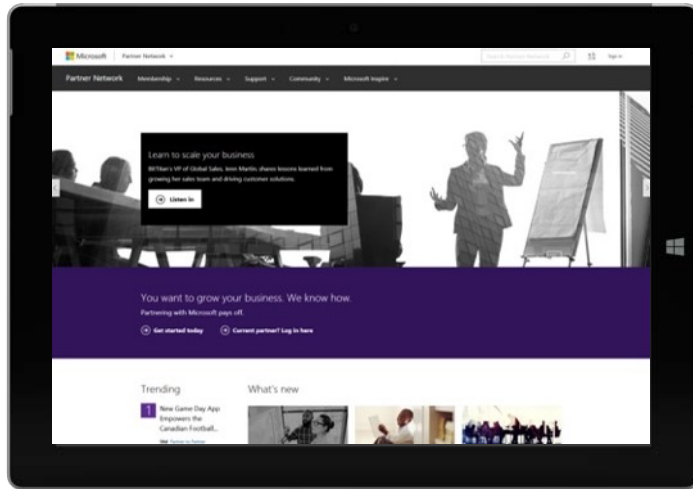
Microsoft provides enablement programs tailored to your needs

Topics

Roles

Levels
(100-400)

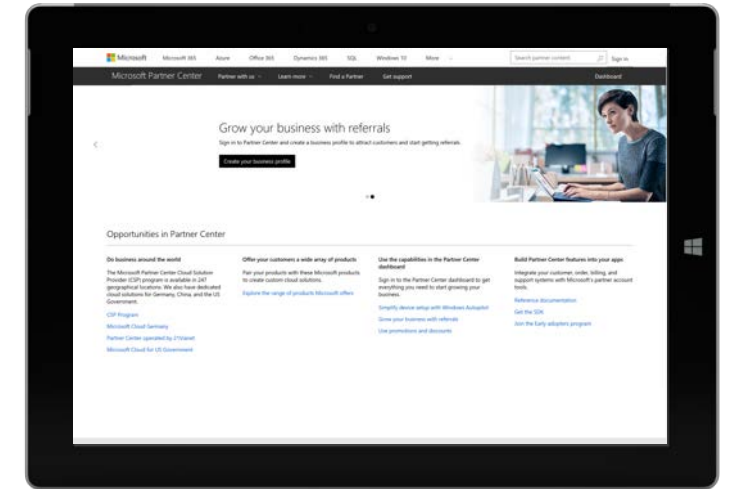
Modalities



➔ Overall Partner Info and Readiness MPN



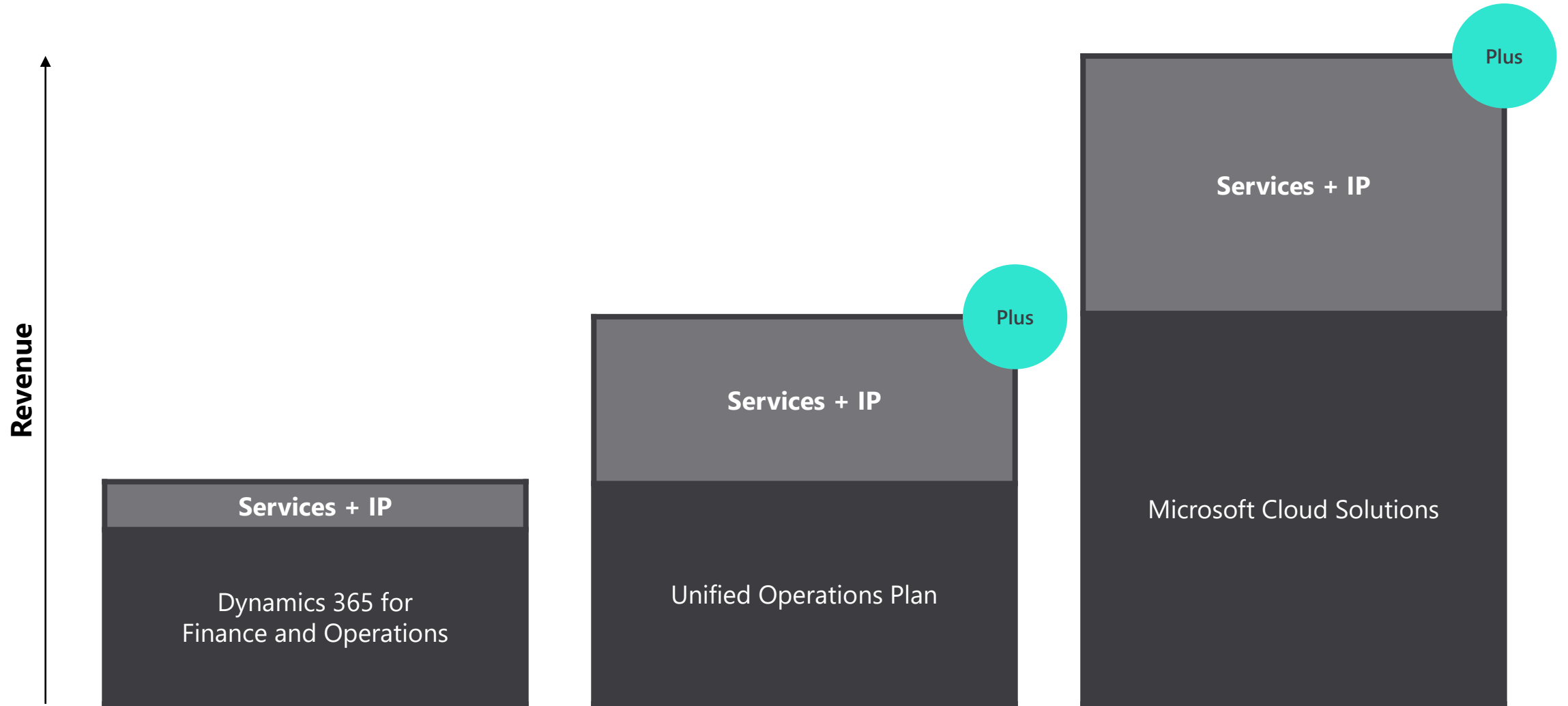
➔ Dynamics 365 Learning Portal Link



➔ Microsoft Partner Center Link

Build on existing strengths

Derive more long term value with stair step approach



Broaden your reach

Get exposure to new potential customers with Microsoft AppSource



Simplifies the discovery, trial, and acquisition of line-of-business apps



An ecosystem to help business users get started using apps faster



Helps business users do more with their existing Microsoft Apps



Allows Dynamics Partners to easily market their Apps/IP at scale

The screenshot shows the Microsoft AppSource website. At the top, there's a navigation bar with the Microsoft logo, and dropdown menus for 'Cloud', 'Mobility', and 'Productivity'. A search bar is on the right. Below the navigation, there are links for 'AppSource', 'Apps', 'Consulting services', 'List on AppSource', and 'Blog'. The main content area features a large banner for 'Dynamics 365 for Finance and Operations' with a description and a 'Get Dynamics 365 for Finance and Operations >' link. Below the banner, there are three tabs: 'Finance & Operations', 'Dynamics 365', and 'Add-Ins'. The 'App results (238)' section displays a grid of app cards. The first card is 'CPQ for Microsoft Dynamics 365 for Operations' by Experlogix, with a 'Test Drive' button. The second card is 'HR Plus' by FourVision, with a 'Contact me' button. The third card is 'Sana Commerce' by Sana Commerce, with a 'Test Drive' button. The fourth card is 'ExFlow - Accounts Payable Automation' by SignUp Software AB, with a 'Contact me' button. On the left side of the page, there are several filter sections: 'Products' (Web Apps, Add-Ins), 'Dynamics 365 >' (Business Central, Customer Service, Field Service, Finance & Operations, Project Service Auto..., Sales), 'Office 365' (Power BI apps, Power BI visuals, Dynamics NAV), and 'Categories' (Analytics, Artificial intelligence, Collaboration, Customer service, Finance, Human resources, IT + administration, Marketing, Operations + supply ..., Productivity, Sales).

Broaden your reach

Accelerate IP sales with Dynamics ISV Co-sell program



Dedicated support

Dedicated Channel Managers (customer/territory-aligned) and the Partner Sales Connect (PSC) support co-selling motion.



Collaboration

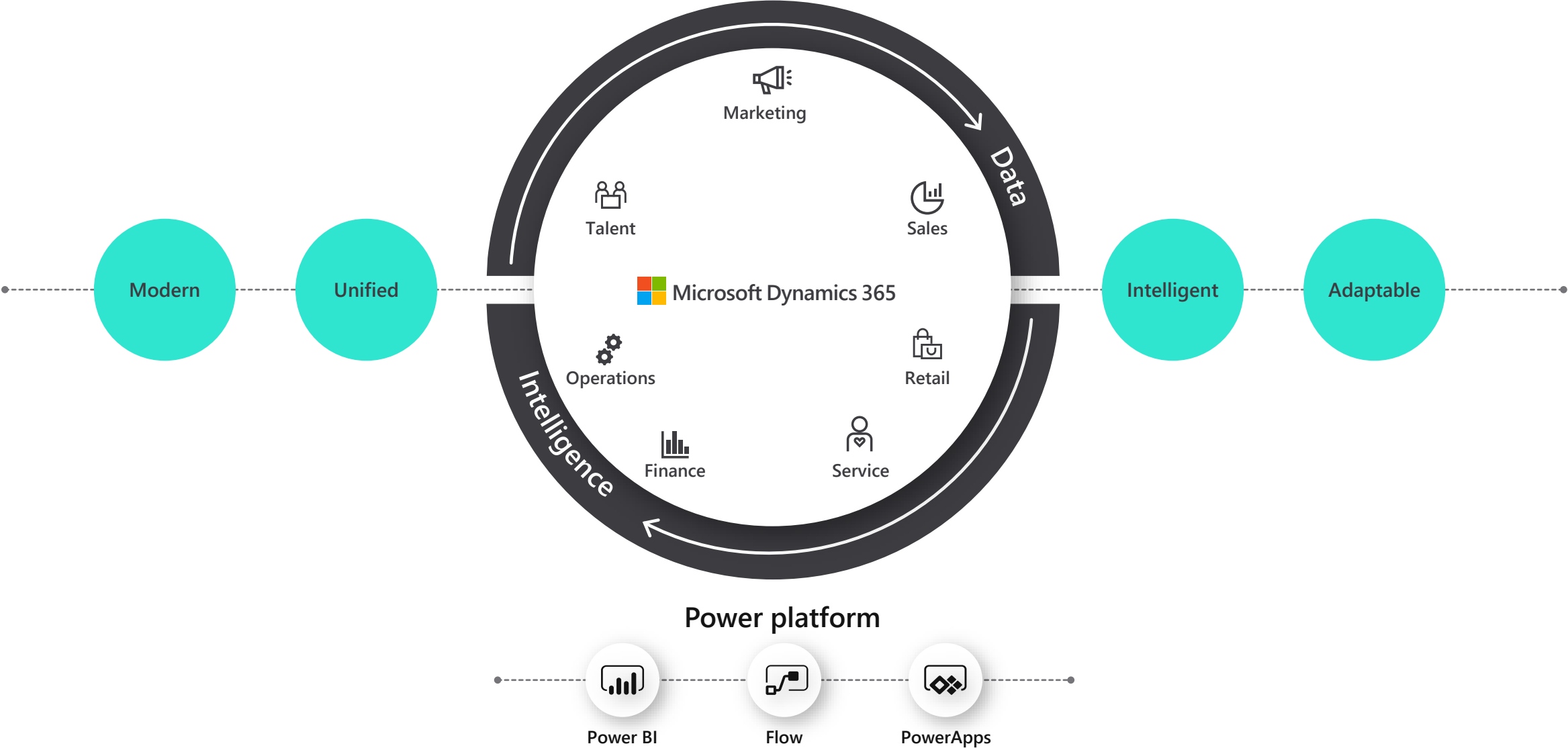
Dynamics Co-Sell creates a programmatic way for Partners to engage MS Sellers.



Microsoft seller incentives

Dynamics Co-Sell puts in place multiple incentives to prioritize Dynamics Co-Sell in sales planning and execution.

Microsoft Business Applications ecosystem



Next steps

Engage

Engage with Partner Development Managers and/or ISV Development Centers

Learn

Learn about opportunities and technologies to target the Finance and Operations market

Build

Build new IP using Dynamics platforms, PowerApps, etc. to deepen relevance and differentiation to prospects and customers

Sell

Sell your solution, expand your opportunities (e.g. via AppSource), fully leverage Microsoft

Help

Help our joint customers to realize their full potential

Realize

Realize sustainable hyper growth



Thank you

There is no better time to be a Dynamics 365
for Finance and Operations partner.