



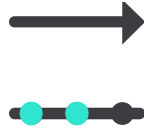
Partner opportunity

Microsoft Dynamics 365
for Marketing



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."*

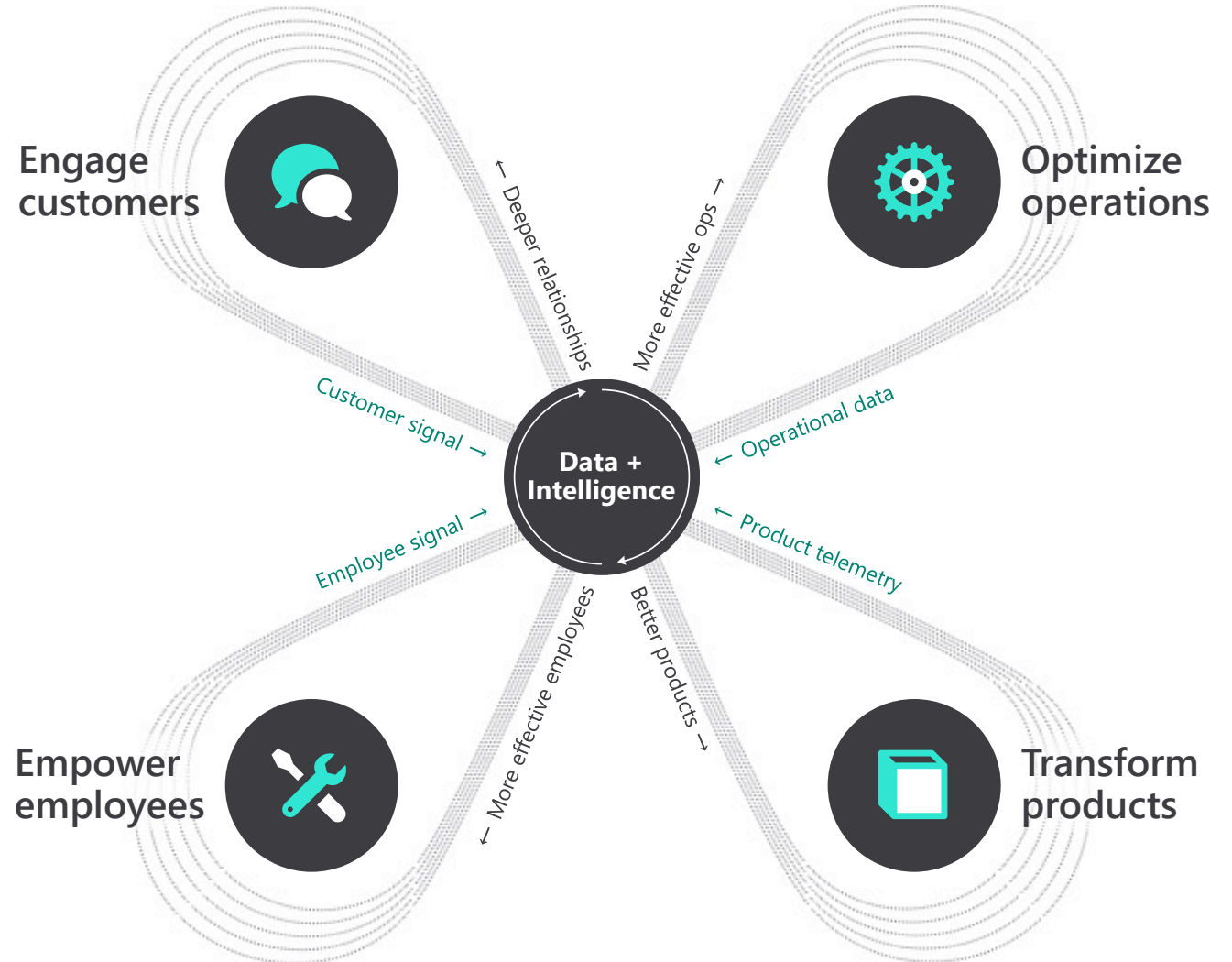
-Microsoft Research

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

Driving digital transformation

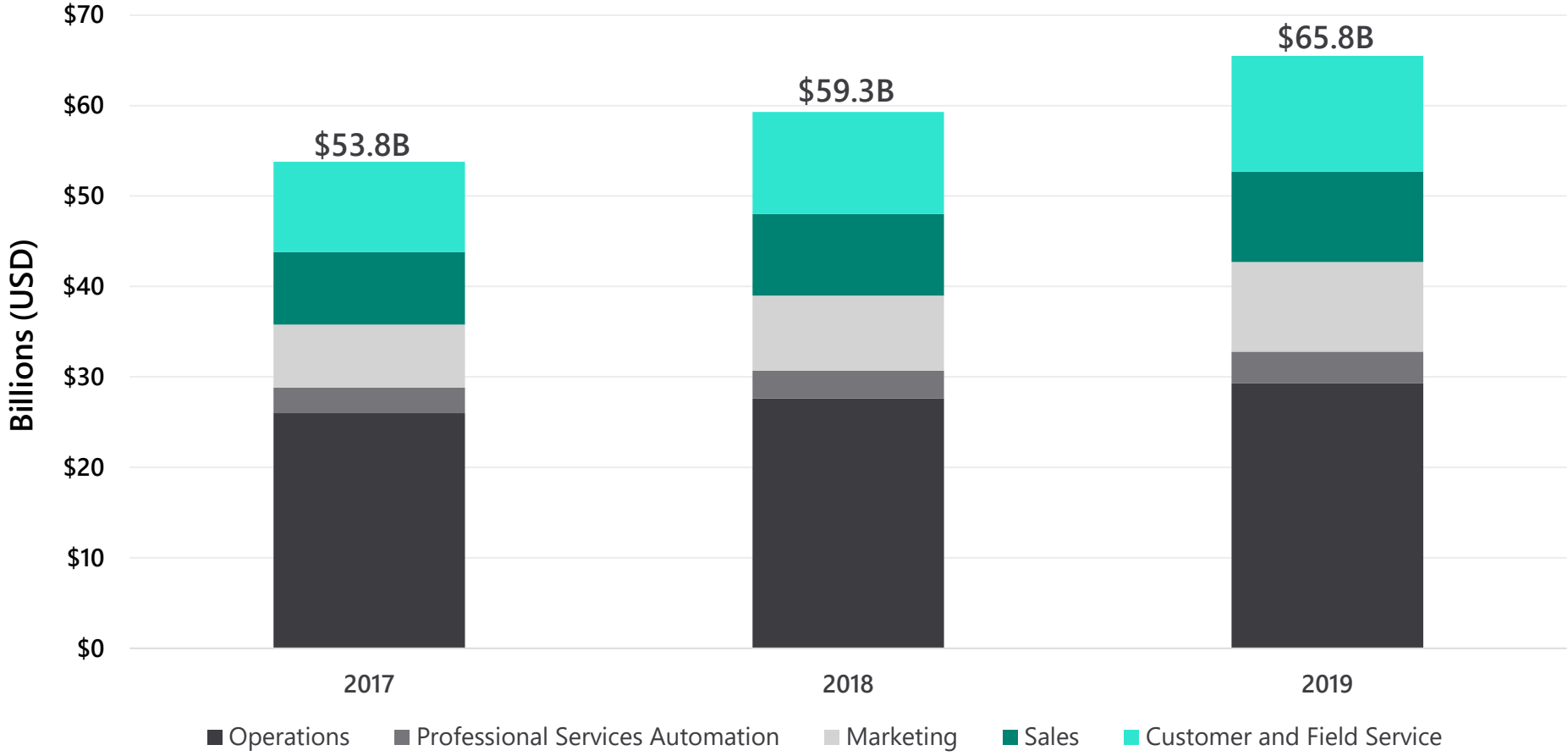
Digital feedback loops

- 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

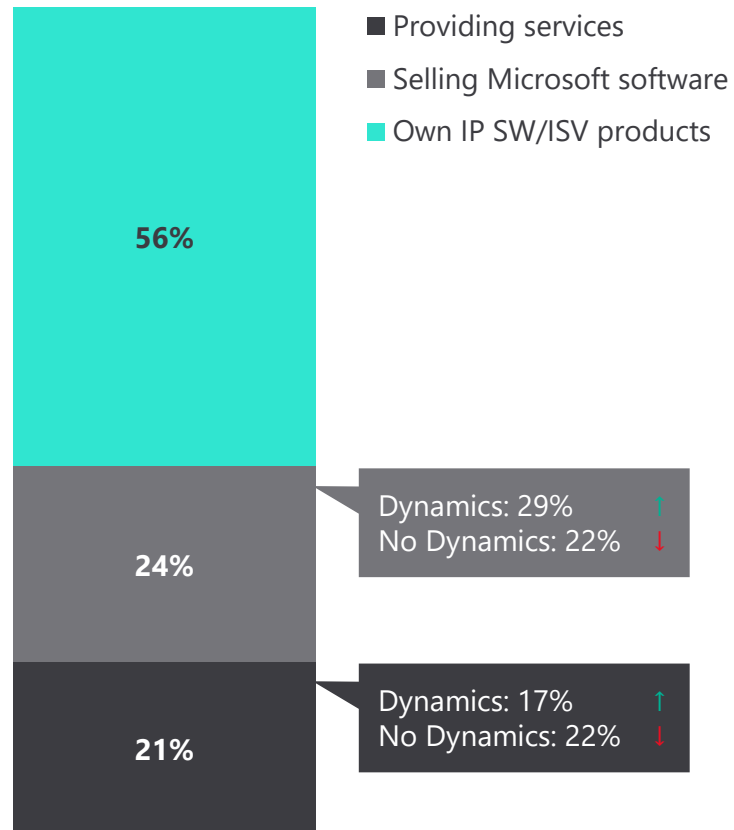


Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

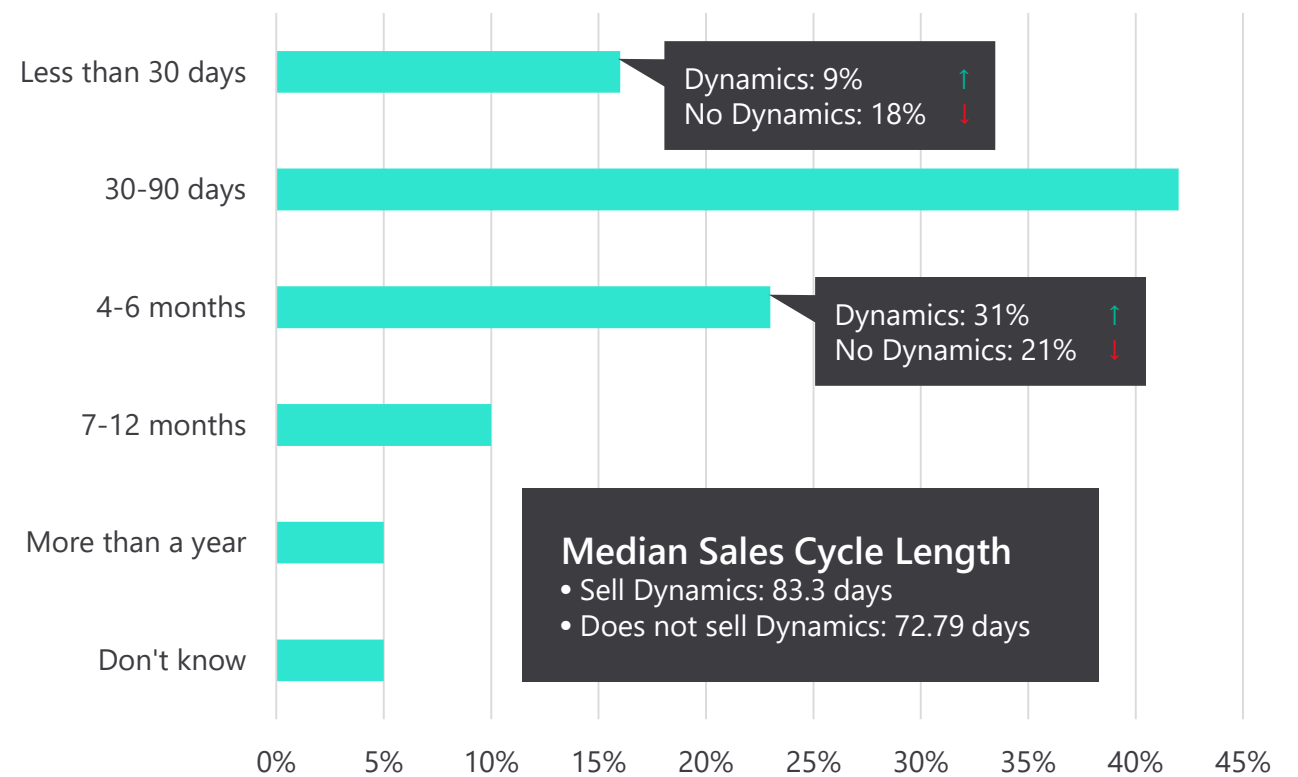
Business Application Revenue

(n=823)



Average Sales Cycle Length

(n=823)

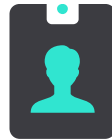


Industry trends



The value of experience

81% of customers are willing to pay more for a better experience.¹



Must be personalized

66% of buyers won't make a purchase if digital content isn't personalized or optimized.²



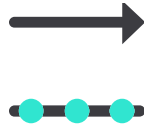
Walk from bad experiences

Nearly 65% of buyers walk away frustrated from inconsistent experiences.³



Benefits of alignment

Tightly aligned sales and marketing functions experience 36% higher customer retention rates and 38% higher sales win rates.⁴



Nurture is important

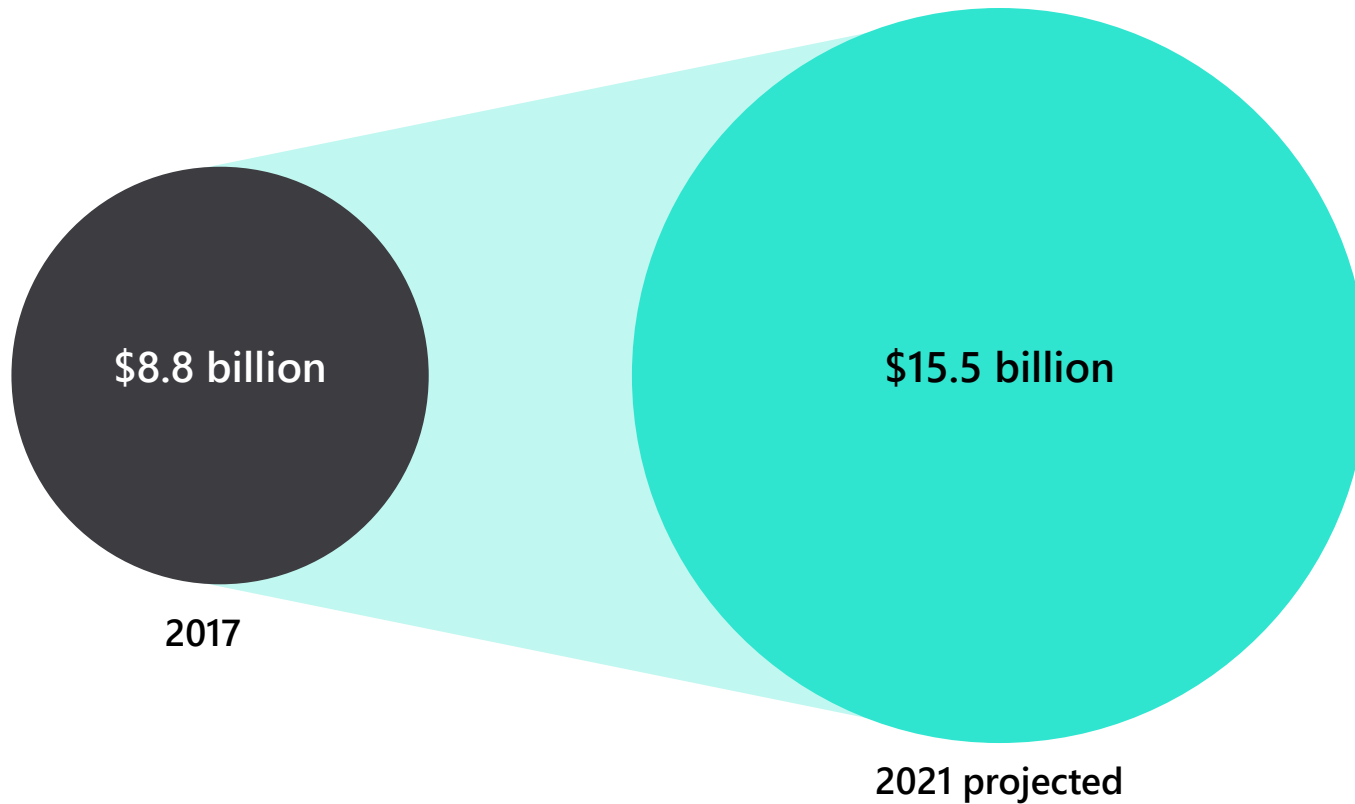
Companies that excel in lead nurturing generate 50% more sales-ready leads at 33% lower cost.⁵



Leads get ignored

49% of sales reps ignore more than half of marketing's leads.⁶

Building a practice



Market size

The marketing industry is expected to grow from \$8.8B in 2017 to an impressive \$15.5B by 2021, experiencing 76% growth.

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.



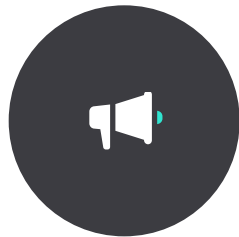
Broaden your reach

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

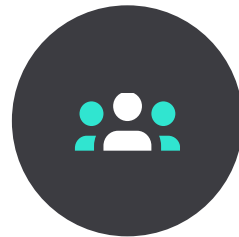
Lead with innovation

A comprehensive solution

Turn prospects into relationships



Marketing



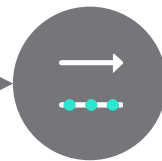
Customer



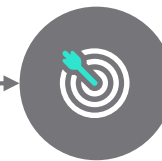
Sales



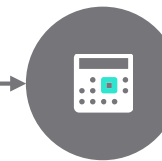
Multi-channel campaigns



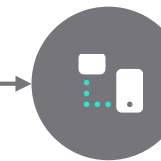
Lead nurturing



Account Based Marketing



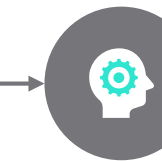
Event management



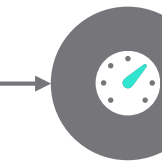
Common data and connected processes



Deep LinkedIn integration



Embedded intelligence



Dashboards

Lead with innovation

Turn prospects into business relationships

Nurture more sale-ready leads

Find and nurture more leads across multiple channels and turn them into long-term, profitable relationships.

Align sales and marketing

Share information and processes across teams. Use common information about leads across your business to ensure sales and marketing have the latest data.

Make smarter decisions

Maximize marketing ROI with clear, concise dashboards that help you track marketing activities versus performance, prioritize the hottest leads, and know what works with your best customers.

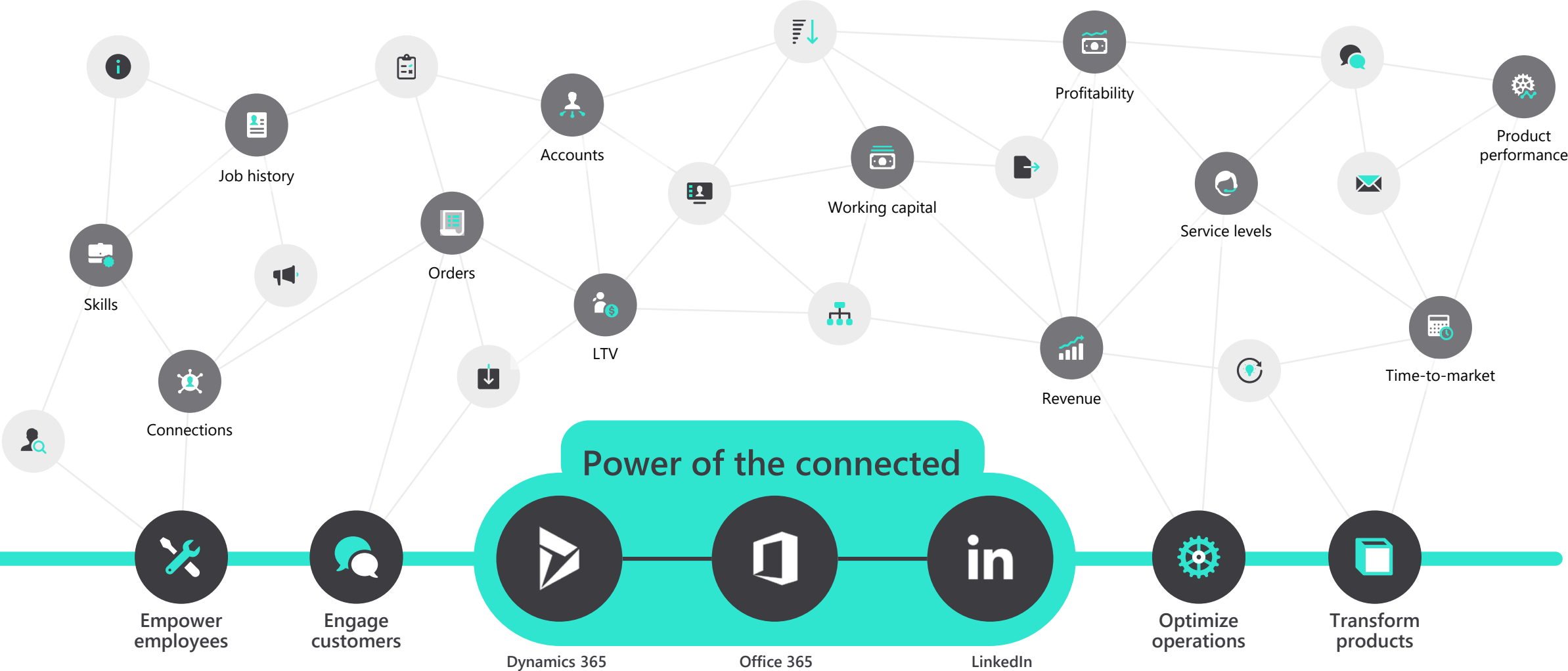
Grow with a modern, adaptable platform

Drive innovation with an application that is easy to tailor, extend, and connect to other apps and services you already use.



Lead with innovation

Common data model



Build on existing strengths

Extend your existing Microsoft practices and skillsets

Swarovski

Swarovski leveraged Dynamics 365 to improve global sales by simplifying **and connecting the sales and new business development process**.

24 Hour Fitness

24 Hour Fitness is applying data analytics to member marketing by **connecting Microsoft Dynamics 365 with Adobe Experience Cloud** hosted on Microsoft Azure to personalize marketing messages to millions of members at its 400-plus US health clubs.

Marston's

Marston's used Microsoft technology **to connect all customer data and align it with marketing activities** and even personalized service in the pub, so the company can swiftly react and meet the customers' needs in real-time.



Build on existing strengths

Unique value

Secure, trusted, and compliant **Microsoft Azure cloud**

Lives together with Dynamics 365 for Sales on the same platform. This helps align sales and marketing using common data, connected business processes, and Office 365 collaboration tools

Event management helps you organize events with ease, **surveys** help you better understand your customers and **connector to LinkedIn** helps you nurture more leads

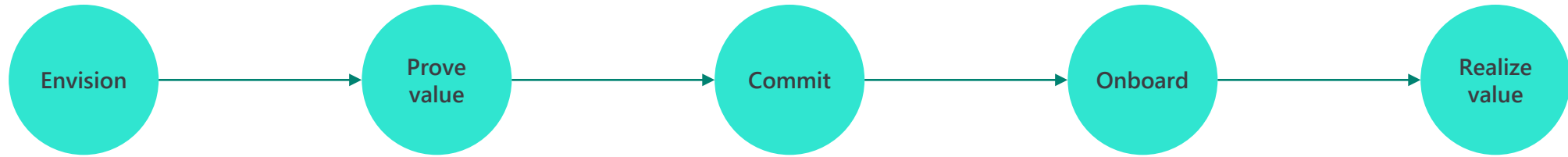
Better data management due to separation of contact data and interactions data

Easy to configure, use and extend capabilities



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

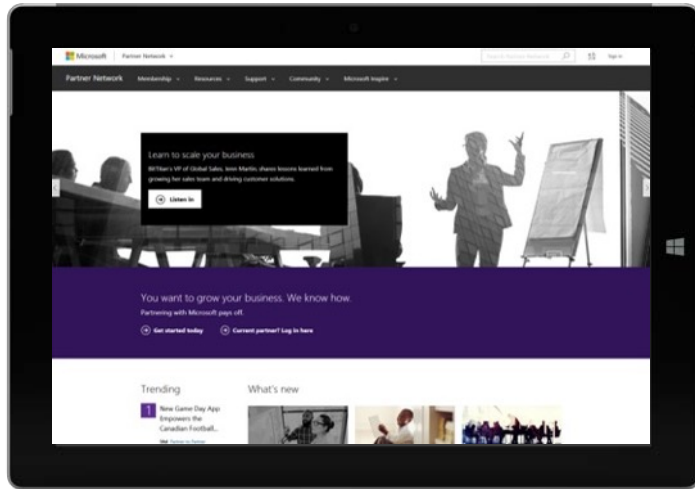
Microsoft provides enablement programs tailored to your needs

Topics

Roles

Levels
(100-400)

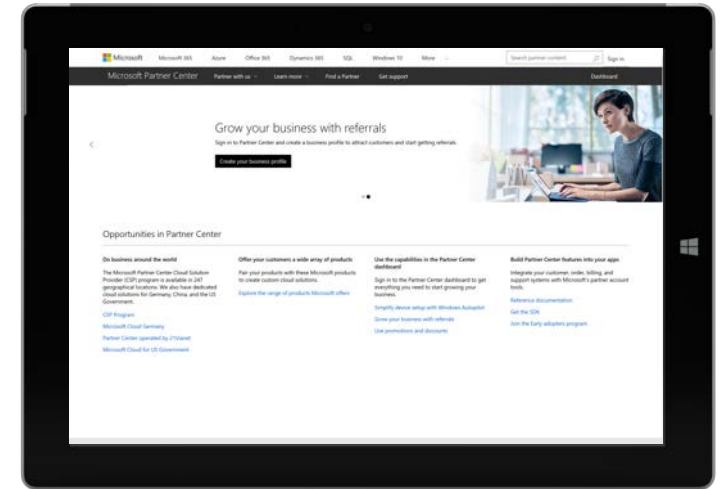
Modalities



➔ Overall Partner Info and Readiness MPN



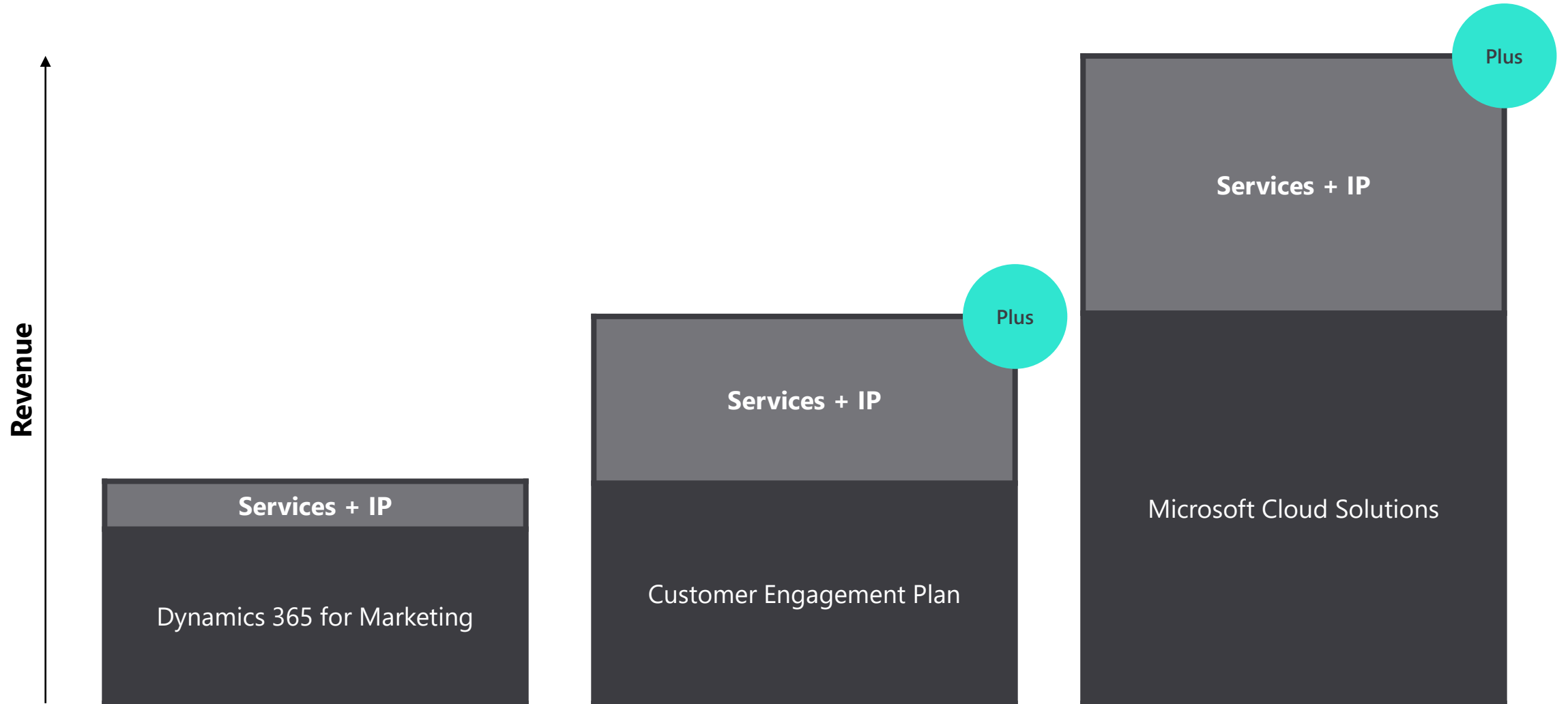
➔ Dynamics 365 Learning Portal Link



➔ 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 displays the Microsoft AppSource interface. At the top, there are navigation links for Microsoft, Cloud, Mobility, and Productivity. The main header includes 'AppSource', 'Apps', 'Consulting services', 'List on AppSource', and 'Blog'. A search bar is located in the top right corner. The left sidebar contains a 'Products' section with 'Web Apps' and 'Add-Ins' categories. Under 'Add-Ins', there are sub-sections for 'Dynamics 365 >' (listing Business Central, Customer Service, Field Service, Finance & Operations, Project Service Auto..., and Sales), 'Power BI apps', 'Power BI visuals', and 'Dynamics NAV'. Below this is a 'Categories' section with a list of checkboxes for Analytics, Artificial intelligence, Collaboration, Customer service, Finance, Human resources, IT + administration, Marketing, Operations + supply ..., Productivity, and Sales. The main content area features 'Popular Apps for Dynamics 365' and 'Dynamics 365 for Sales' sections. Each section contains several app cards with icons, titles, descriptions, and buttons for 'Contact me' or 'Free trial'. The 'Popular Apps for Dynamics 365' section includes 'Apttus Quote-to-Cash for Manufacturing', 'Live Assist for Dynamics 365 Powered by CaféX', 'DocuSign for Dynamics', and 'PROS Smart CPQ for Manufacturing'. The 'Dynamics 365 for Sales' section includes 'Insights, powered by InsideView', 'DocuSign for Dynamics', 'Versium Predict', and 'PowerWebForm'.

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

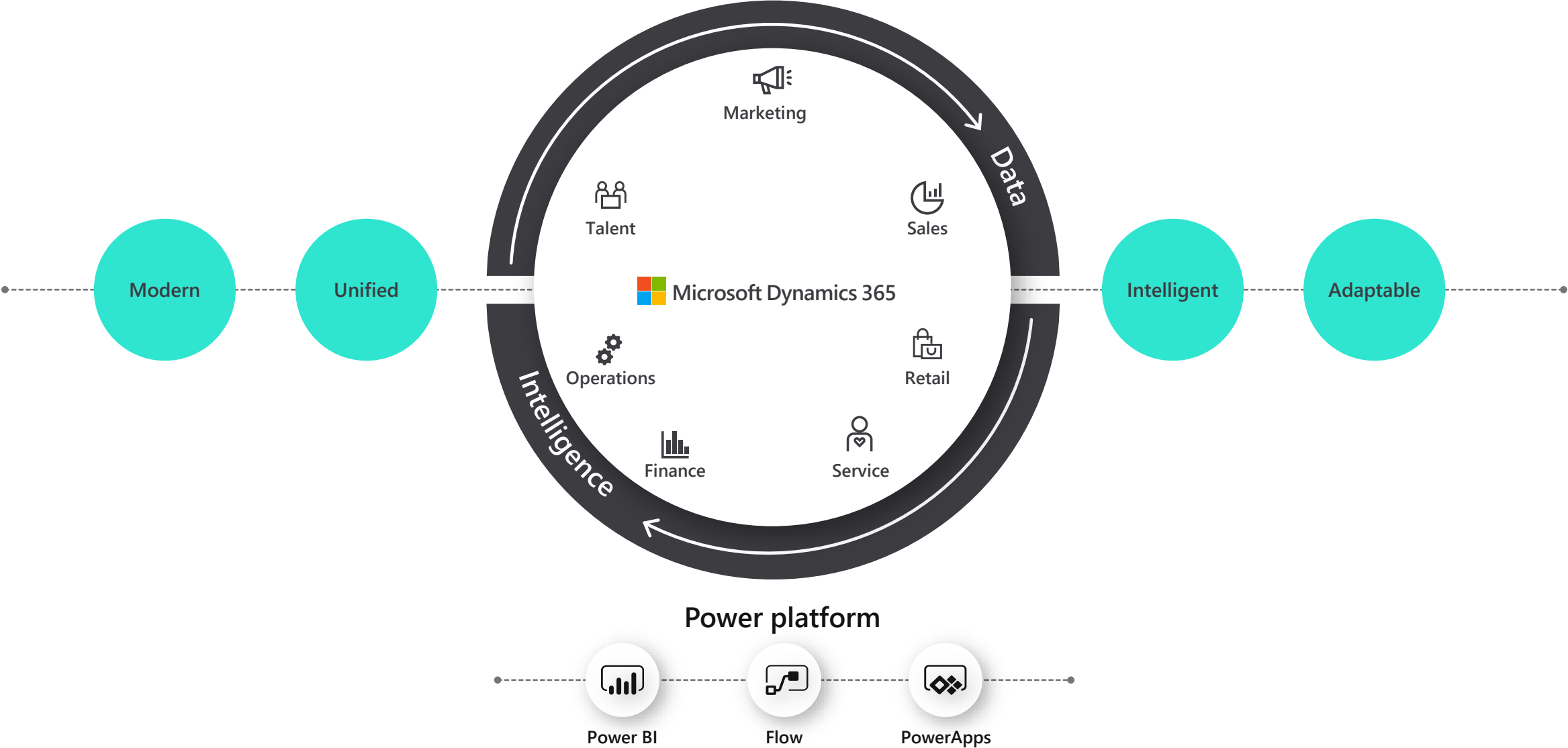
Dynamics Co-Sell creates a programmatic way for Partners to engage MS Sellers.



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 Marketing 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 Marketing partner.