

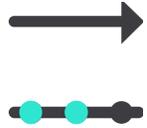
Partner opportunity

Microsoft Dynamics 365
for Retail



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."*

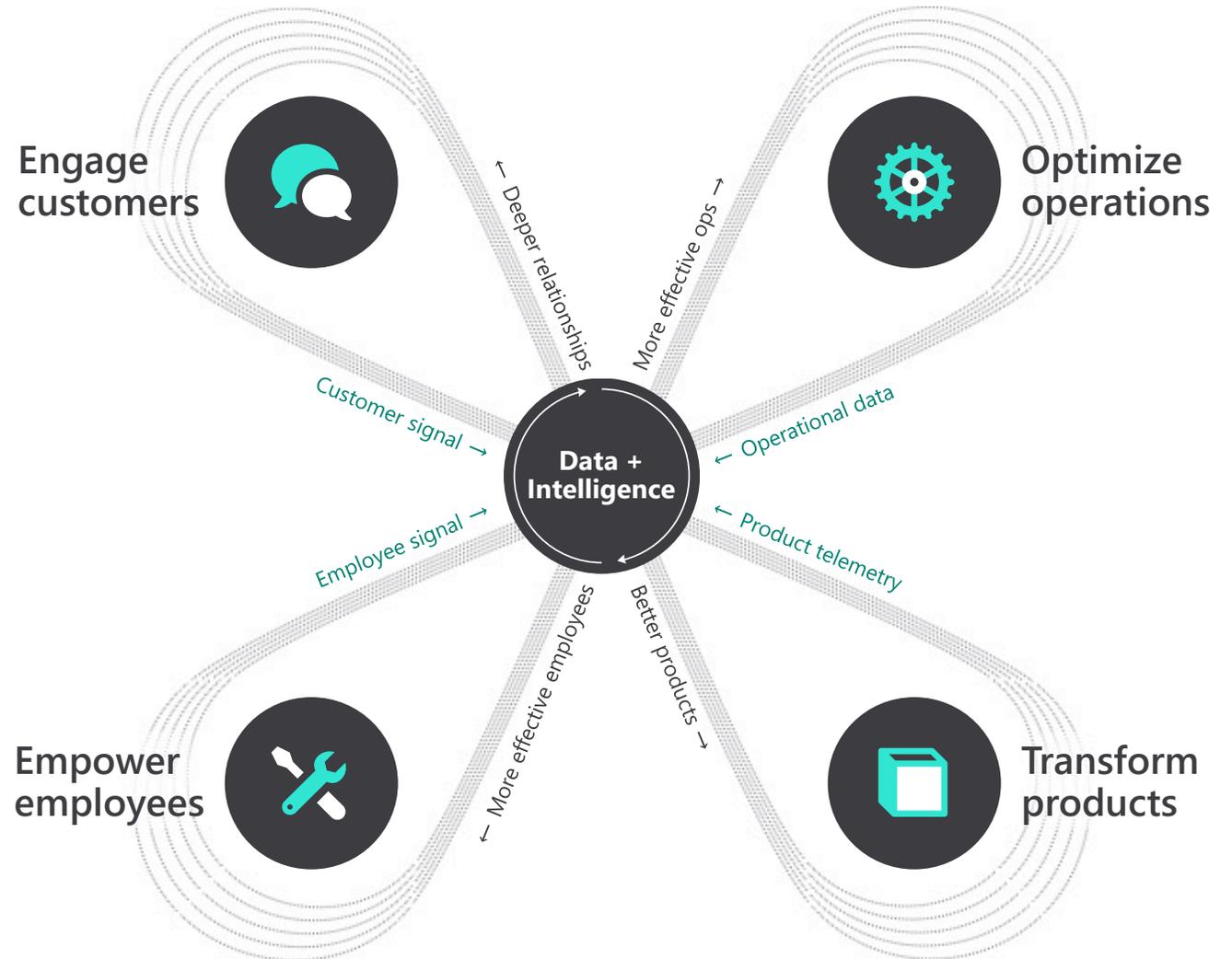
-Microsoft Research

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

Driving digital transformation

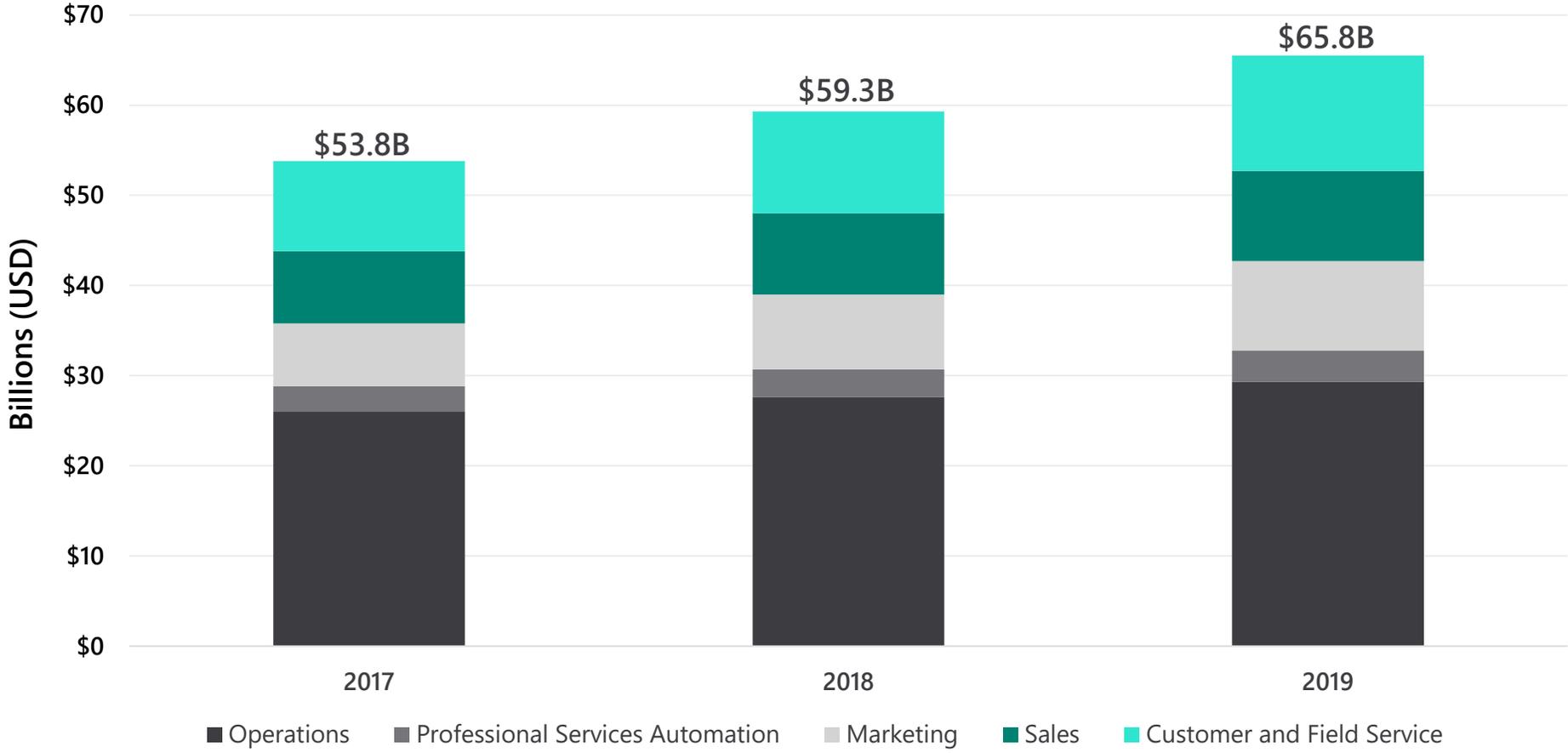
Digital feedback loops

- 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

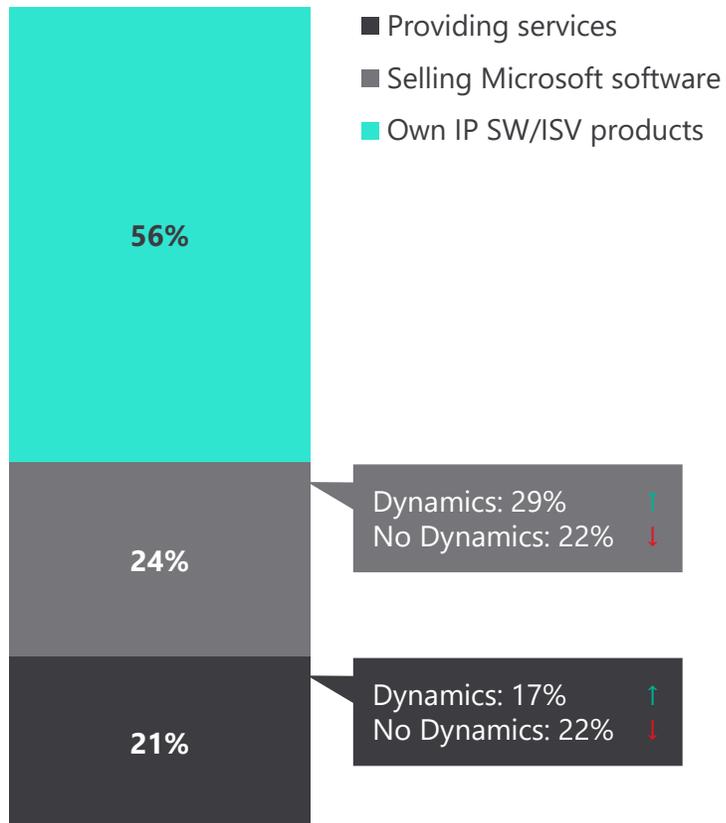


Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

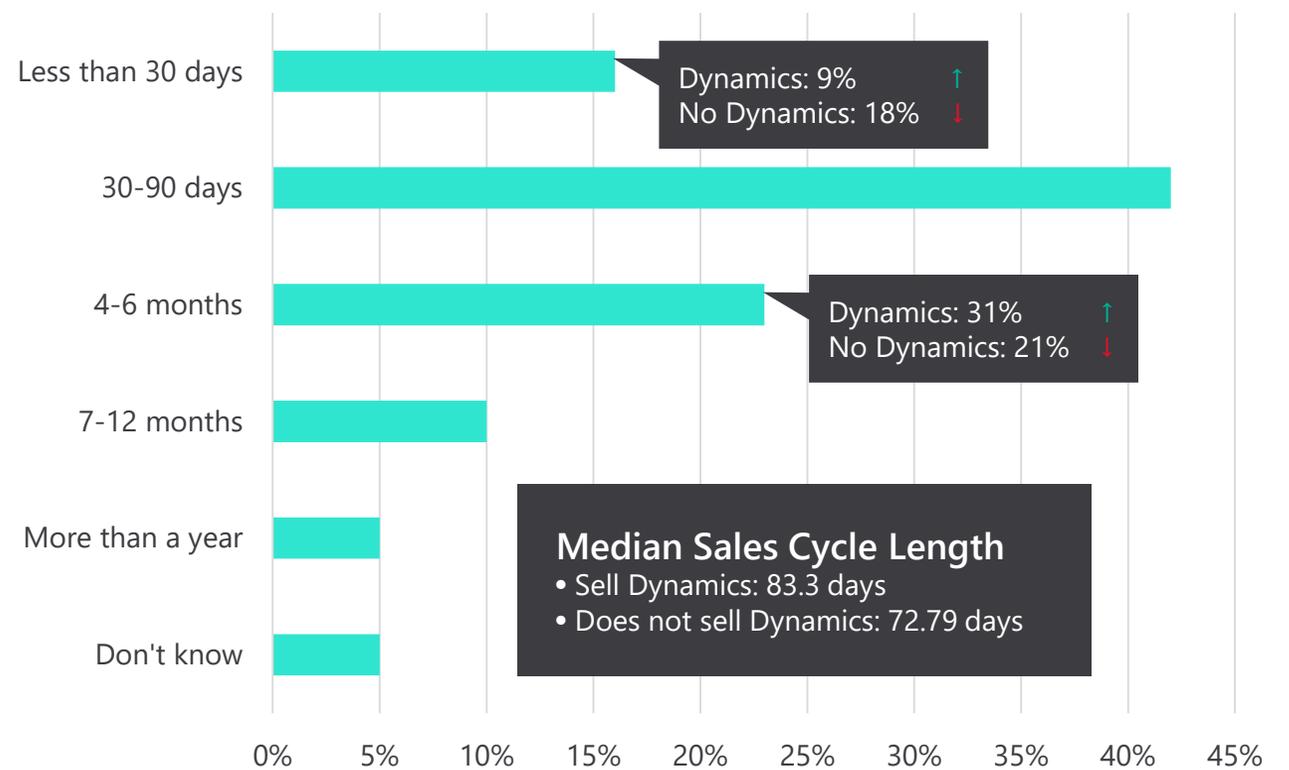
Business Application Revenue

(n=823)



Average Sales Cycle Length

(n=823)



Industry trends



Experience matters

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



Customer expect more

62% of customer expect their online purchases to be delivered in 2 days or less.²



Customers want personal

56% of consumers are more likely to shop at a retailer that recognizes them by name.³



In-store mobile grows

50% of consumers use smartphones to complete payment at brick-and-mortar stores.²



Retailers adopt omnichannel

78% of retailers rate the integration of e-commerce and in-store experiences as important/business critical.⁴

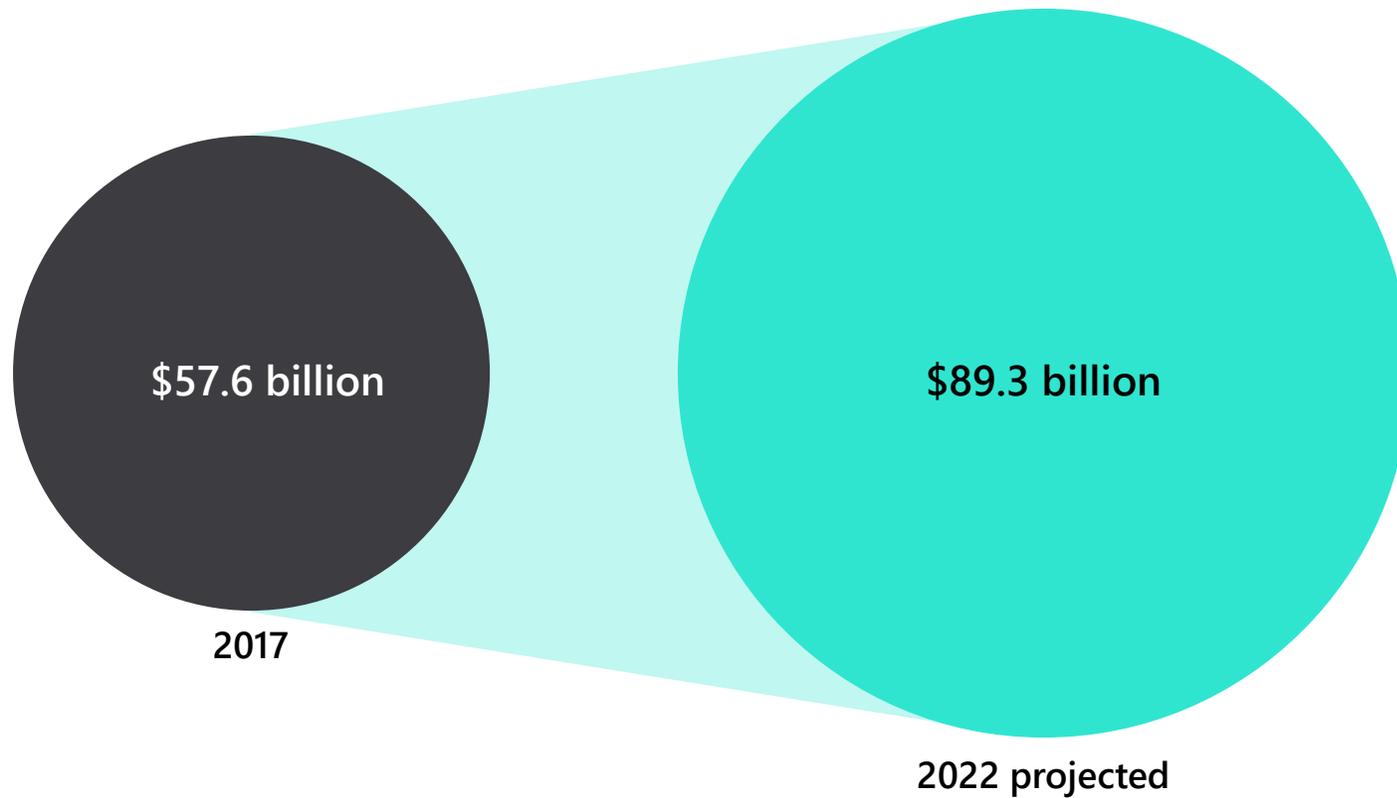


CEOs prioritize transformation

86% of retail and CPG CEOs consider digital transformation their top priority.⁵

1. Frost & Sullivan, "Omni Channel Customer Experience." October 2015.
2. PwC, "Global Consumer Insights Survey 2018." 2018.
3. Accenture, "Personalization Pulse Check." 2016.
4. Zebra, "2017 Retail Vision Study." 2017.
5. PwC, "CEO Survey." 2017.

Building a practice

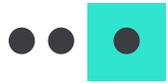


Market size

IHL projects the worldwide retail software market will grow 55% from \$57.6 Billion in 2017 to \$89.3 Billion in 2022.

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

Empower every shopper everywhere



Customer



Retailer



Optimized operations



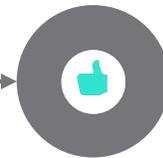
Effective merchandising



Modern store experiences



Unified commerce



Customer satisfaction



Lead with innovation

Modern store experience

Create immersive shopping experiences

Delight customers by creating modern shopping experience, and deliver seamless omni-channel commerce.

Provide exceptional service

Build loyalty by managing product demand with effective merchandising, tailoring product selection and recommendations, and delivering on expectations.

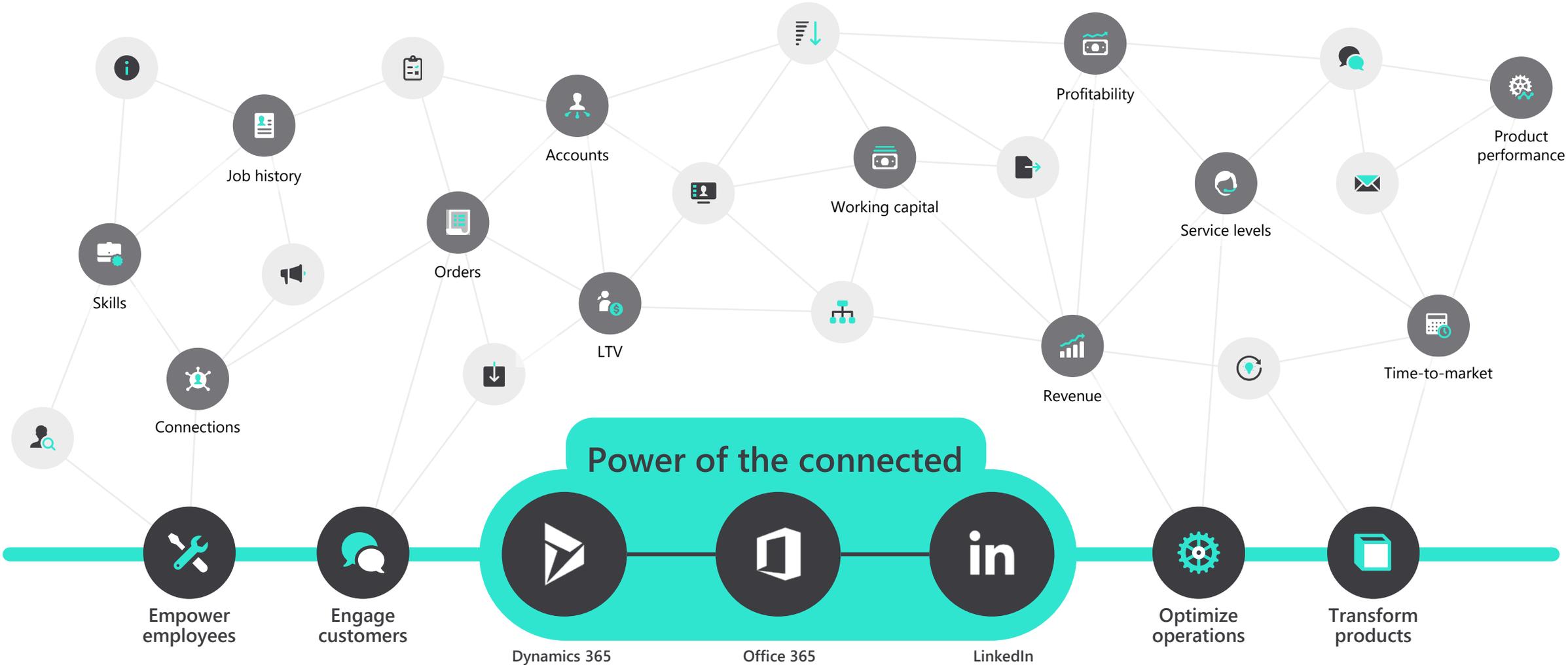
Optimize retail operations

Drive retail operational excellence through intelligent business insights that provide greater visibility into business operations and empower employees to meet business needs.



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.

Michael Hill

Michael Hill is using Dynamics 365 to drive a digital transformation that is changing the way it does business—**from predictive analytics to a peerless point-of-sale customer experience.**

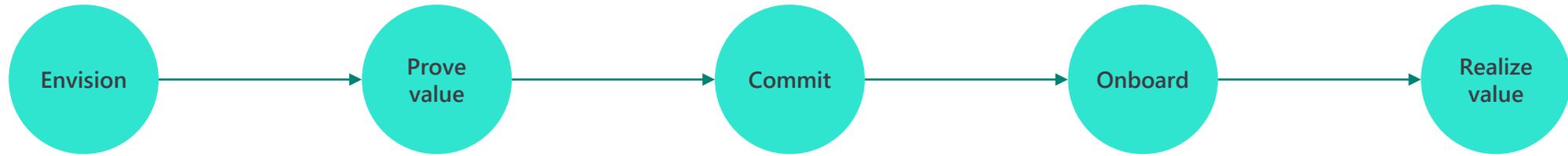
Hickory Farms

Hickory Farms is modernizing its relation operations using **Dynamics 365 for Retail and Power BI** to help provide visibility into business operations.



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

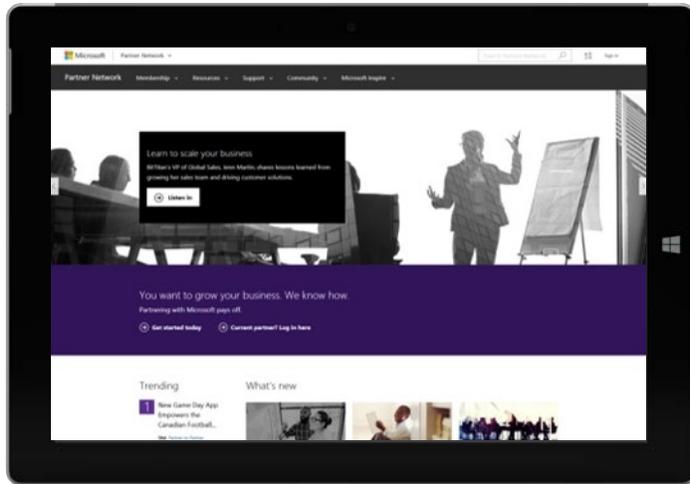
Microsoft provides enablement programs tailored to your needs

Topics

Roles

Levels
(100-400)

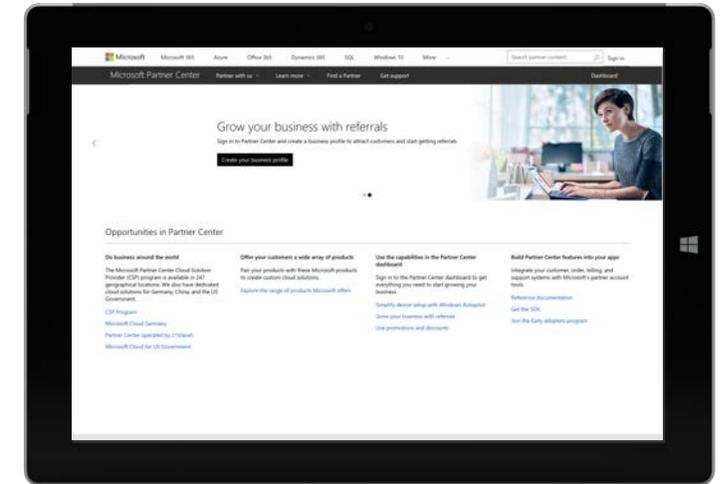
Modalities



➔ Overall Partner Info and Readiness MPN



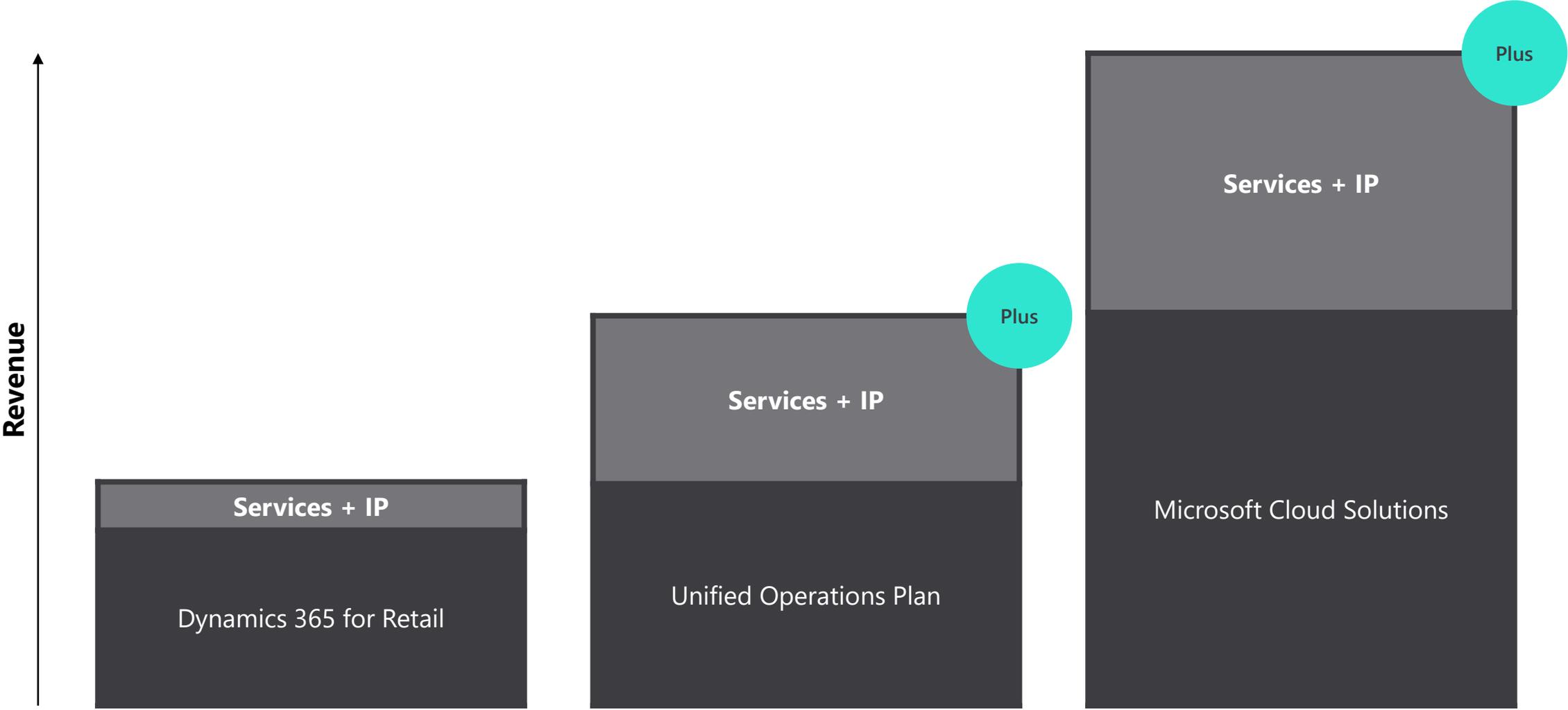
➔ Dynamics 365 Learning Portal Link



➔ 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), 'Office 365', '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 a 'Popular Apps for Dynamics 365' section with a filter for 'Dynamics 365' and 'Add-Ins'. It lists four apps: 'Apttus Quote-to-Cash for Manufacturing' (Contact me), 'Live Assist for Dynamics 365 Powered by CaféX' (Free trial), 'DocuSign for Dynamics' (Free trial), and 'PROS Smart CPQ for Manufacturing' (Free trial). Below this is a 'Dynamics 365 for Sales' section with four more app listings: 'Insights, powered by InsideView' (Free trial), 'DocuSign for Dynamics' (Free trial), 'Versium Predict' (Free trial), and 'PowerWebForm' (Free trial).

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

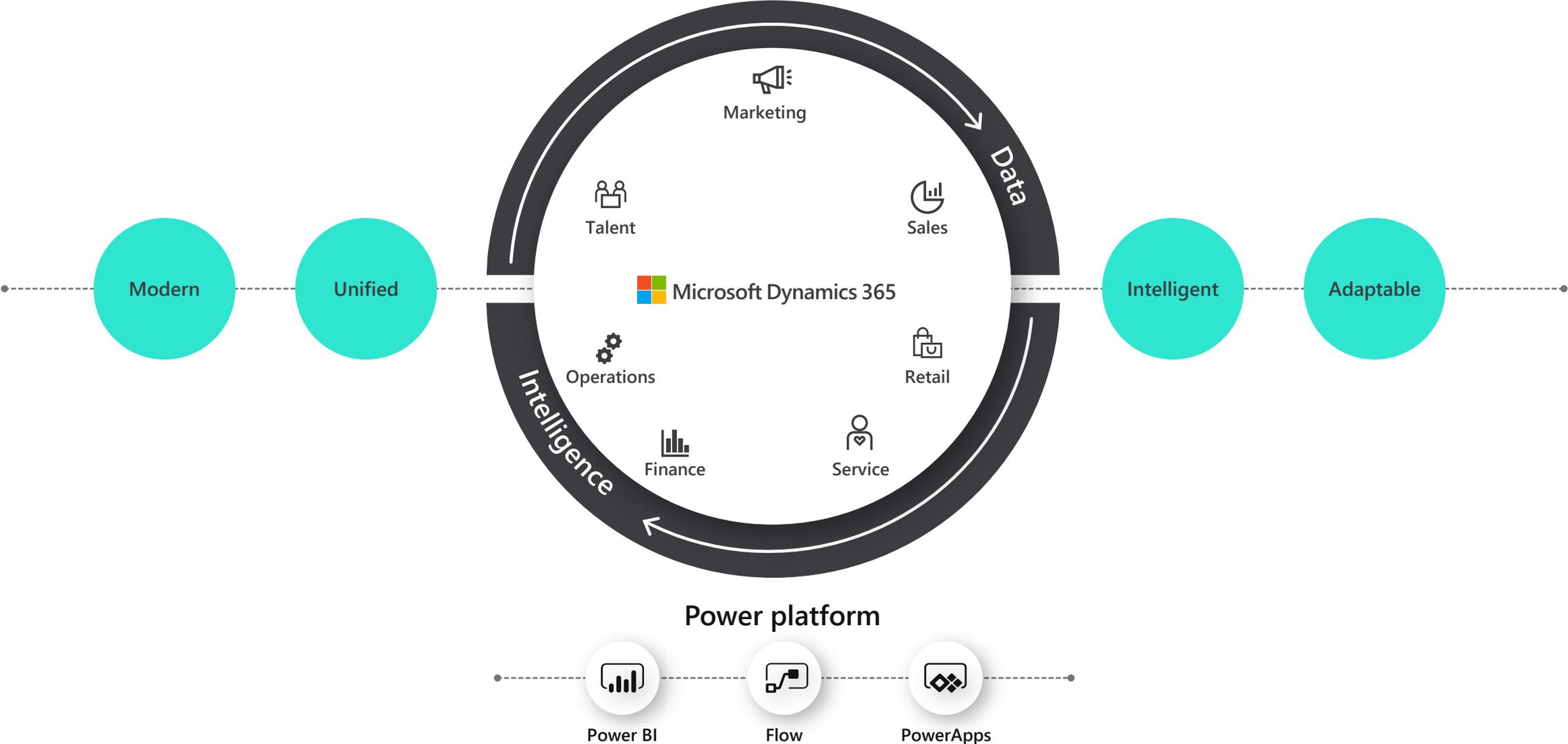
Dynamics Co-Sell creates a programmatic way for Partners to engage MS Sellers.



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 Retail 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 Retail partner.