



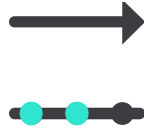
Partner opportunity

Microsoft Dynamics 365
for Talent



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."*

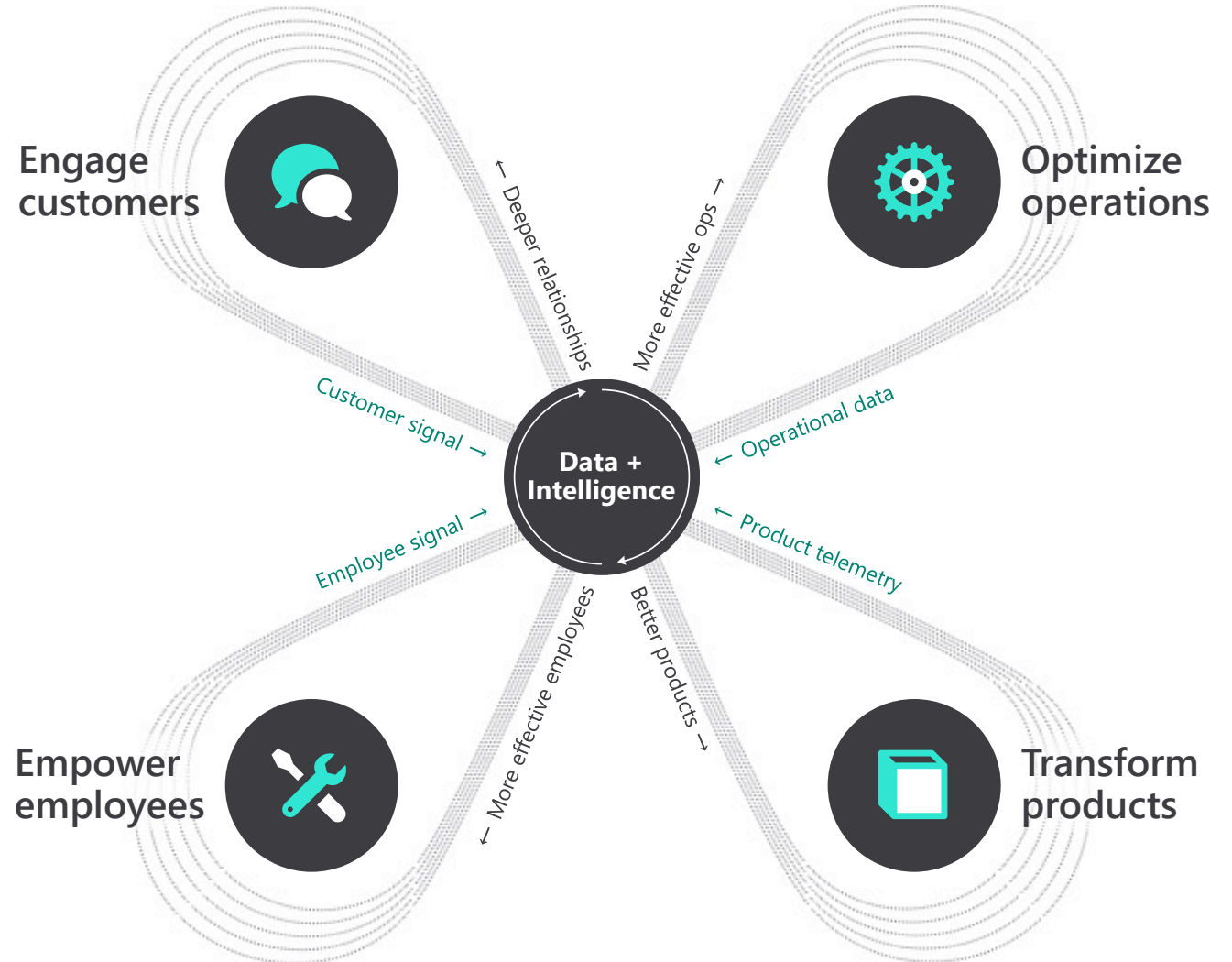
-Microsoft Research

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

Driving digital transformation

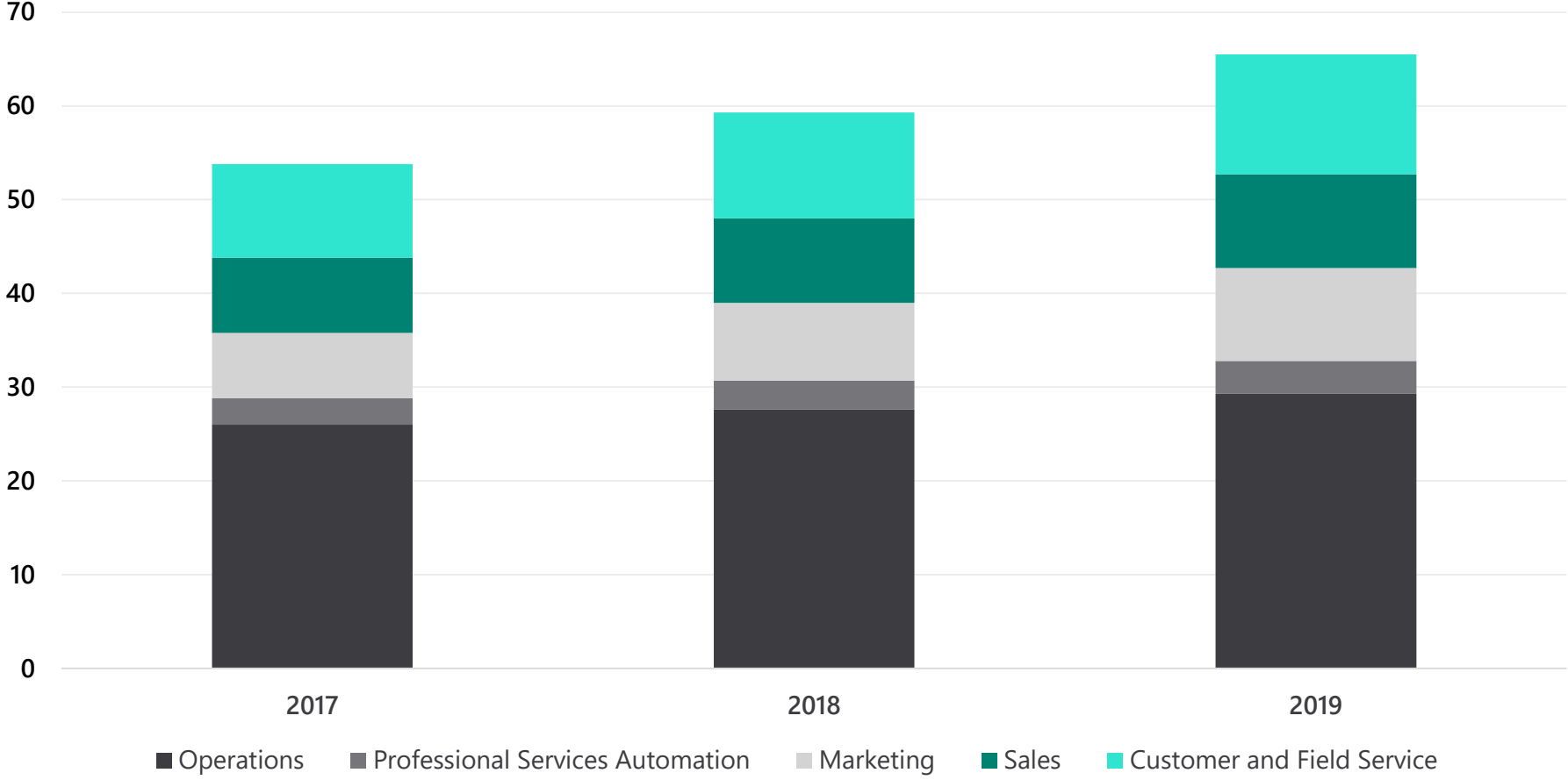
Digital feedback loops

- 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

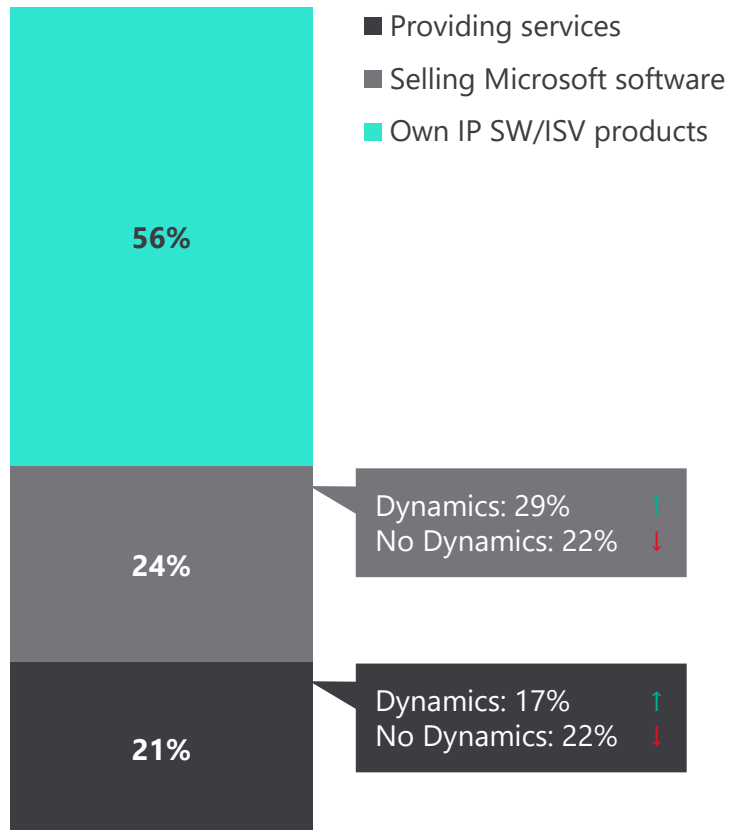


Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

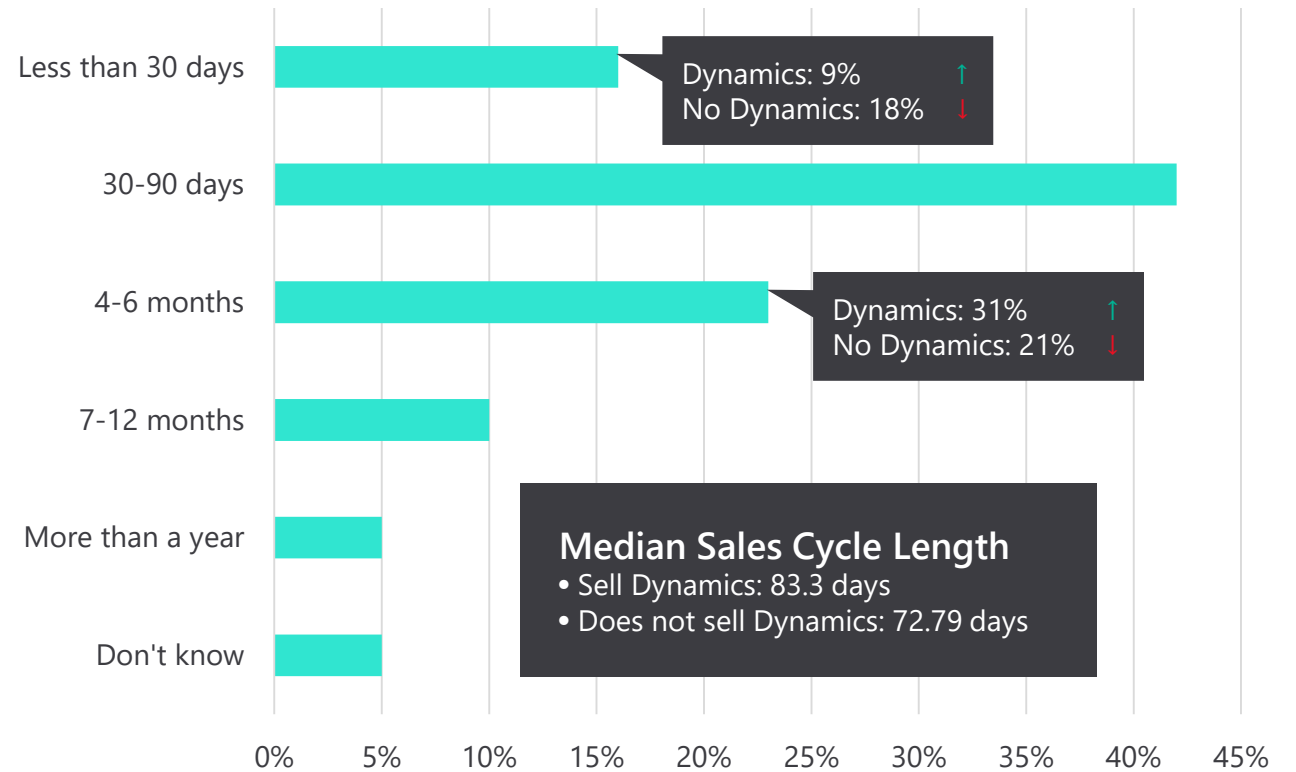
Business Application Revenue

(n=823)



Average Sales Cycle Length

(n=823)



Industry trends



The skills gap is real

45% of employers say they can't find the talent they need to run their business.¹



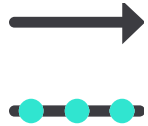
Lack of qualified candidates

65% of recruiters said that a lack of skilled candidates is their largest obstacle to hiring.²



Longer time to fill

Between 2010 and 2016, the time to fill increased by 50 percent from 2010.³



Candidate experience

82% of hiring managers say they view the candidate experience as very or extremely important.⁴



Too many tools

On average, businesses use up to 24 recruiting technologies with the number one challenge being poor integrations.⁵

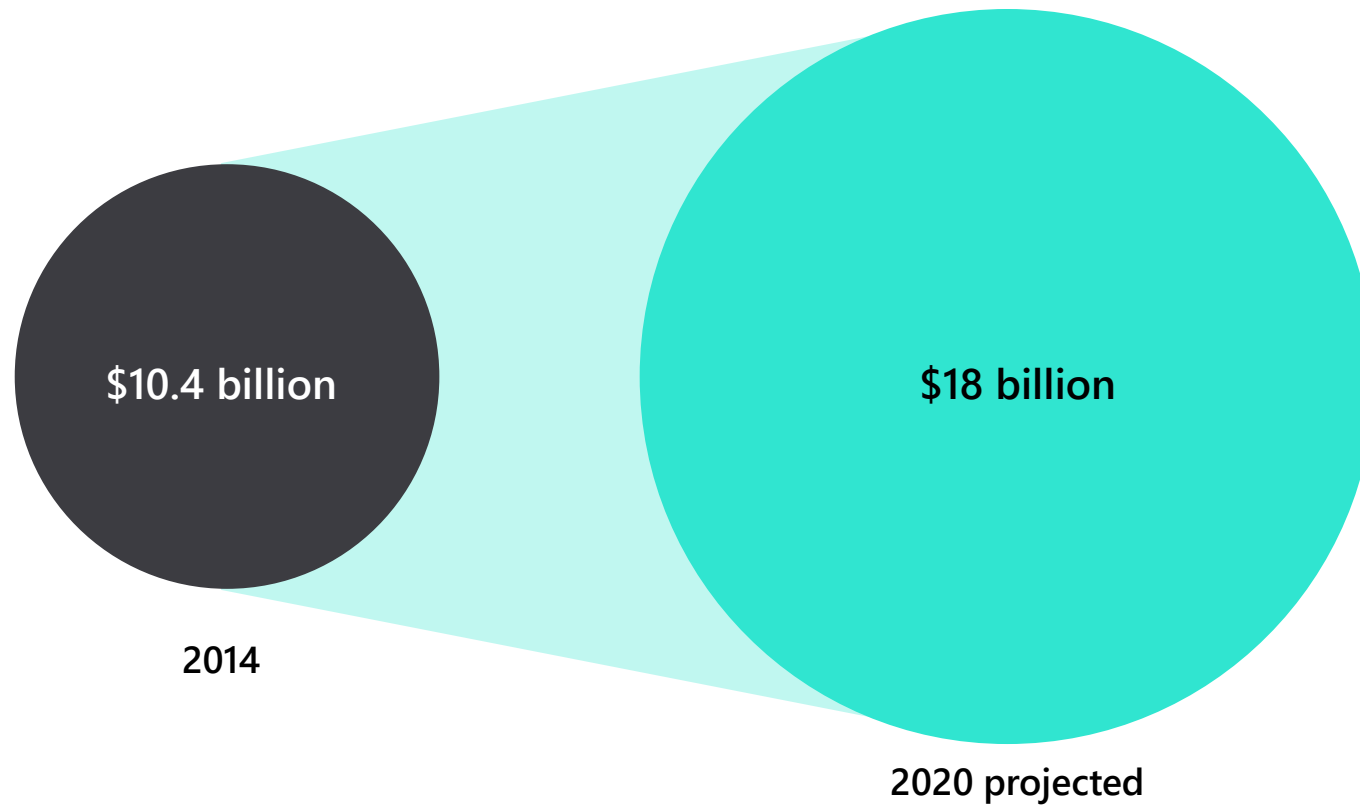


CEO priorities

Technology and talent are CEOs' top two business priorities.⁶

1. CareerArc, "The State of the Candidate Experience," 2016.
2. Jobvite, "Recruiter Nation Report 2016," 2016.
3. CEB, "Global Talent Trends Q2 2016," 2016.
4. CareerBuilder, "Candidate Experience from End-to-End," 2017.
5. HRWINS, "The Future of HR Technology," 2016.
6. PwC, "20th CEP Survey," 2017.

Building a practice



Market size

The HCM market is projected to grow from \$14.5 billion in 2017 to \$22.51 billion in 2022, at an estimated CAGR of 9.2%.

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

Create collaborative people experiences



Employees



People and
managers



Human
resources



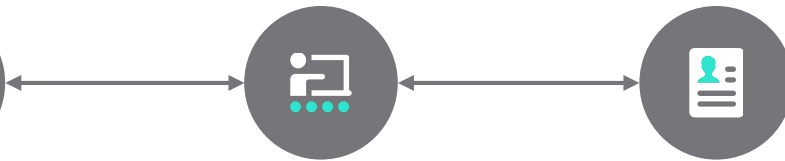
Attract



Onboard



Core
administrative HR



Lead with innovation

Hire great talent

Find talented people

Leverage LinkedIn Recruiter, a branded career site, and dynamic job postings to help recruit the best talent.

Create collaborative experiences

Provide a fully transparent candidate experience, configure hiring processes by role, conduct engaging interviews with scheduling automation.

Make smarter hiring decisions

Improve hiring decisions with unified candidate profiles, dynamic assessments to short-link candidates, insights into candidate pipelines, and simplified offer management.

Enable talent success with onboarding

Create a guided onboarding experience for new hires, get insights into their progress, and help new team members connect and network..

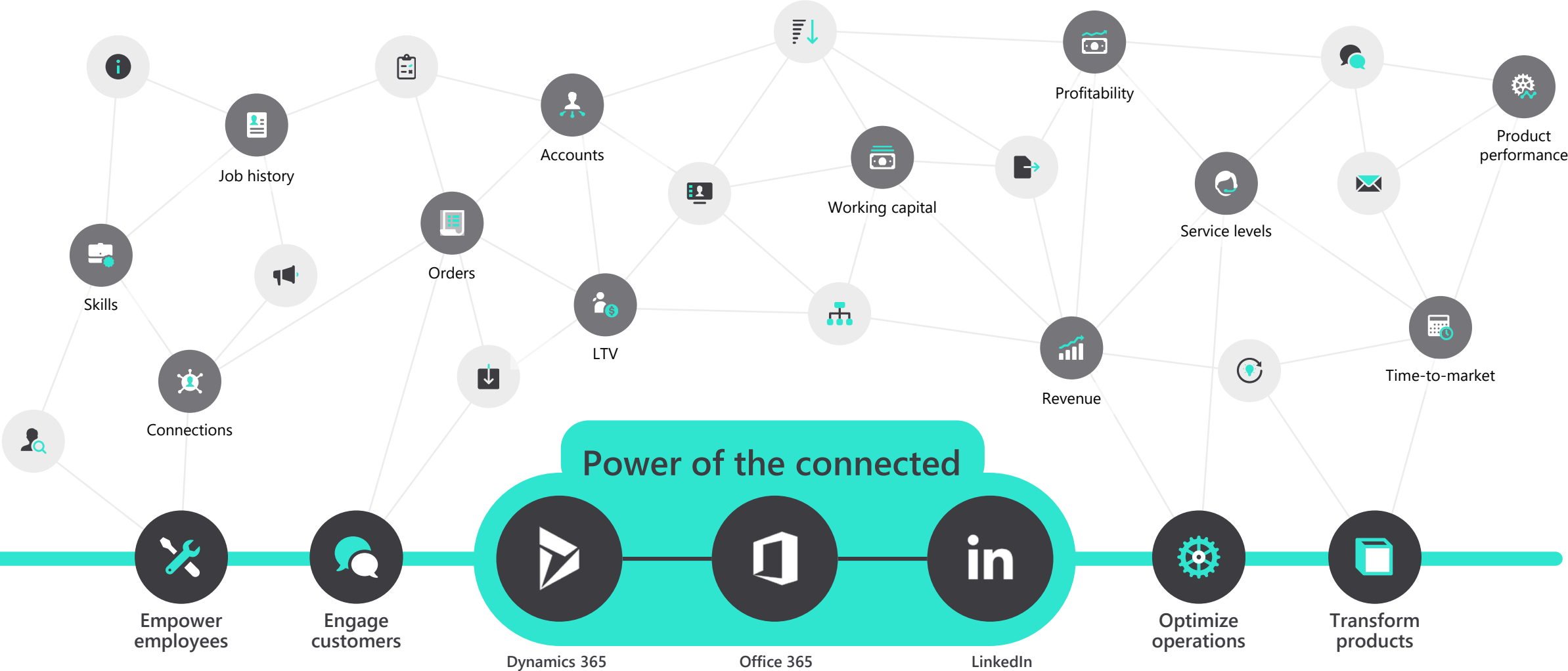
Grow with adaptable platform

Get immediate ROI with little to no disruption and the flexibility to add new capabilities.



Lead with innovation

Common data model



Build on existing strengths

Extend your existing Microsoft practices and skillsets

Microsoft

The Microsoft Talent Acquisition team **integrated Dynamics 365 for Talent seamlessly into the new recruiting platform**, resolving pain points with a modern personalized hiring processes.

Chemonics

Chemonics uses Microsoft **Dynamics 365 for Talent and Dynamics 365 for Finance and Operations** to set up new project offices faster, find the best people, and help them be productive as quickly as possible.

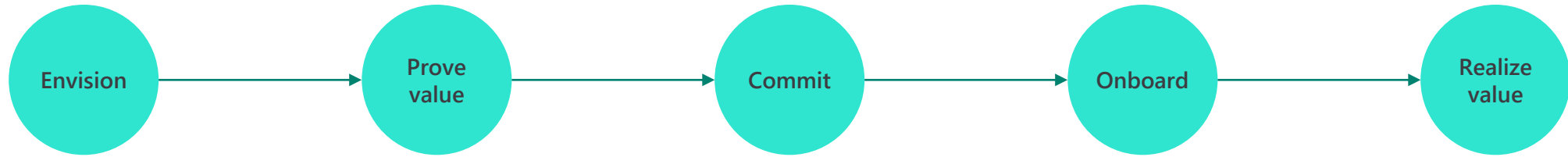
"Dynamics 365 for Talent begins to take full advantage of integration with LinkedIn, and is startlingly easy to use. We were able to deploy it within 21 days, and our teams were able benefit immediately. It closes a key gap in the Dynamics 365 ecosystem and will help us empower our employees around the world to be better informed, more connected, and more productive."

*Eric Reading
Executive Vice President, Chemonics International Inc.*



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.

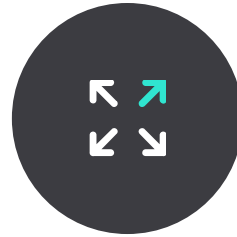
Build on existing strengths

New opportunities

Differentiated strategies and investment levels for your practice



Add-on



Expand



Dedicate



Innovation



Economics



Expertise



Go to
market



Customer
success

Our foundation for your success

Build on existing strengths

Count on continued Microsoft investment in training and GTM resources

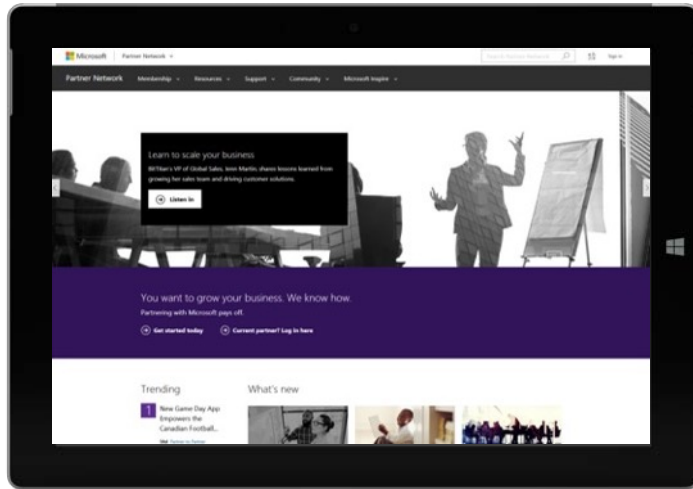
Microsoft provides enablement programs tailored to your needs

Topics

Roles

Levels
(100-400)

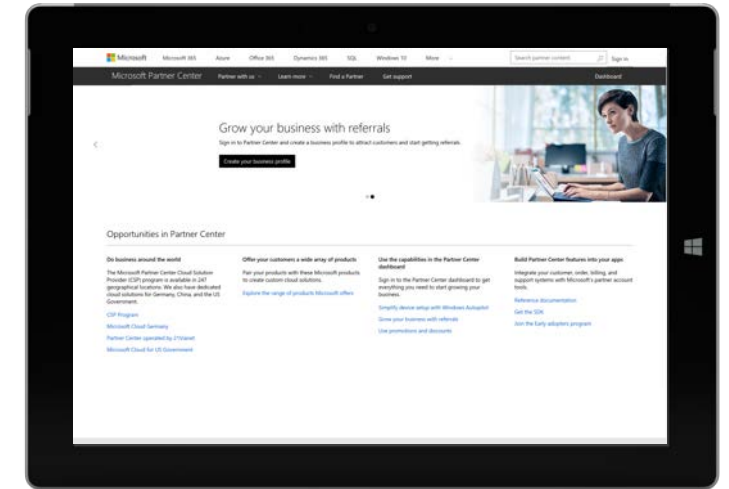
Modalities



➔ Overall Partner Info and Readiness MPN



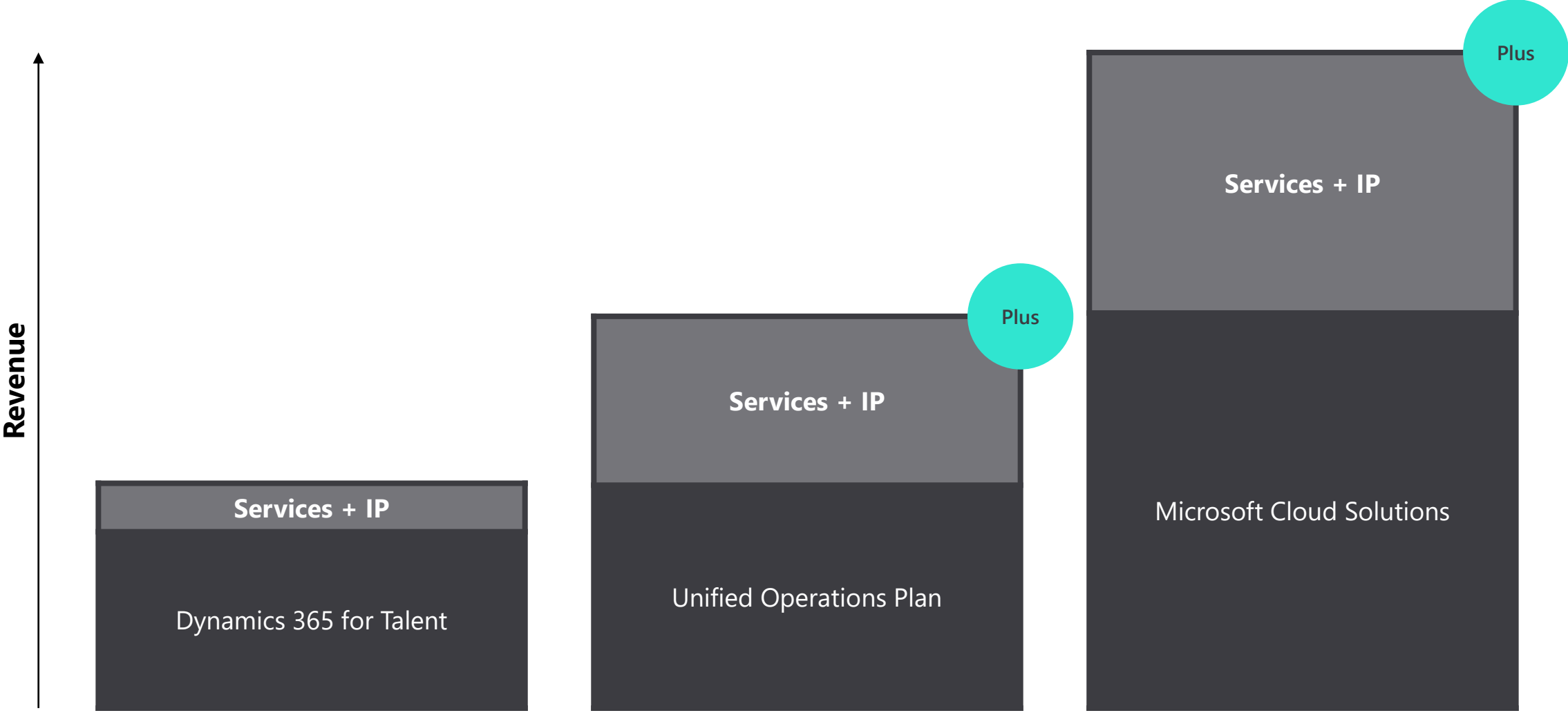
➔ Dynamics 365 Learning Portal Link



➔ 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 'Popular Apps for Dynamics 365' and 'Dynamics 365 for Sales' sections. Each section contains several app cards with icons, titles, descriptions, and 'Free trial' or 'Contact me' buttons. 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

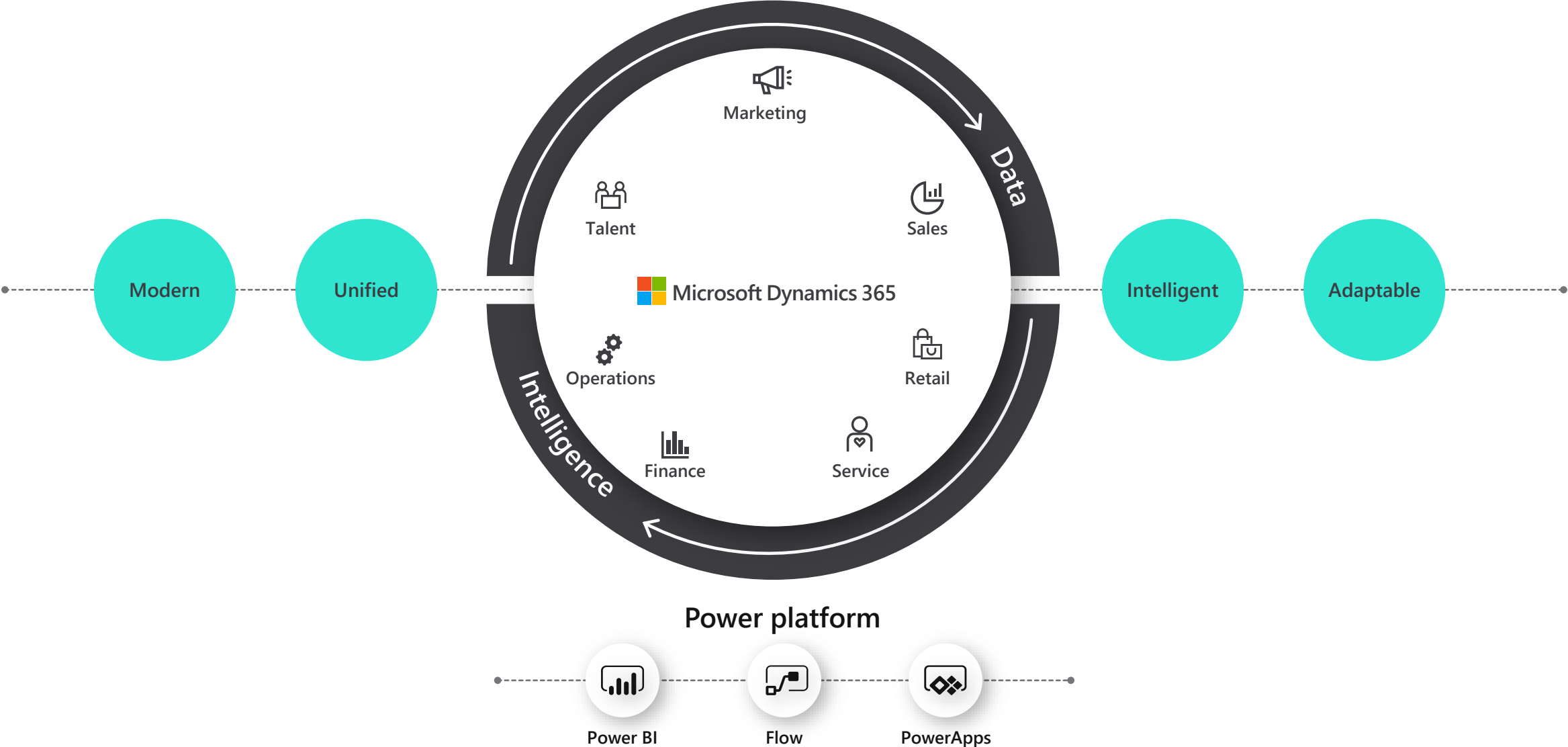
Dynamics Co-Sell creates a programmatic way for Partners to engage MS Sellers.



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 Talent 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 Talent partner.