

# Monetizing Dynamics 365 Opportunity in the Office 365 Installed Base

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# Objectives

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**Market Opportunity**

2

**Reasons to do it**

3

**Transforming the Channel**

4

**Action Plan**

# Disclaimer

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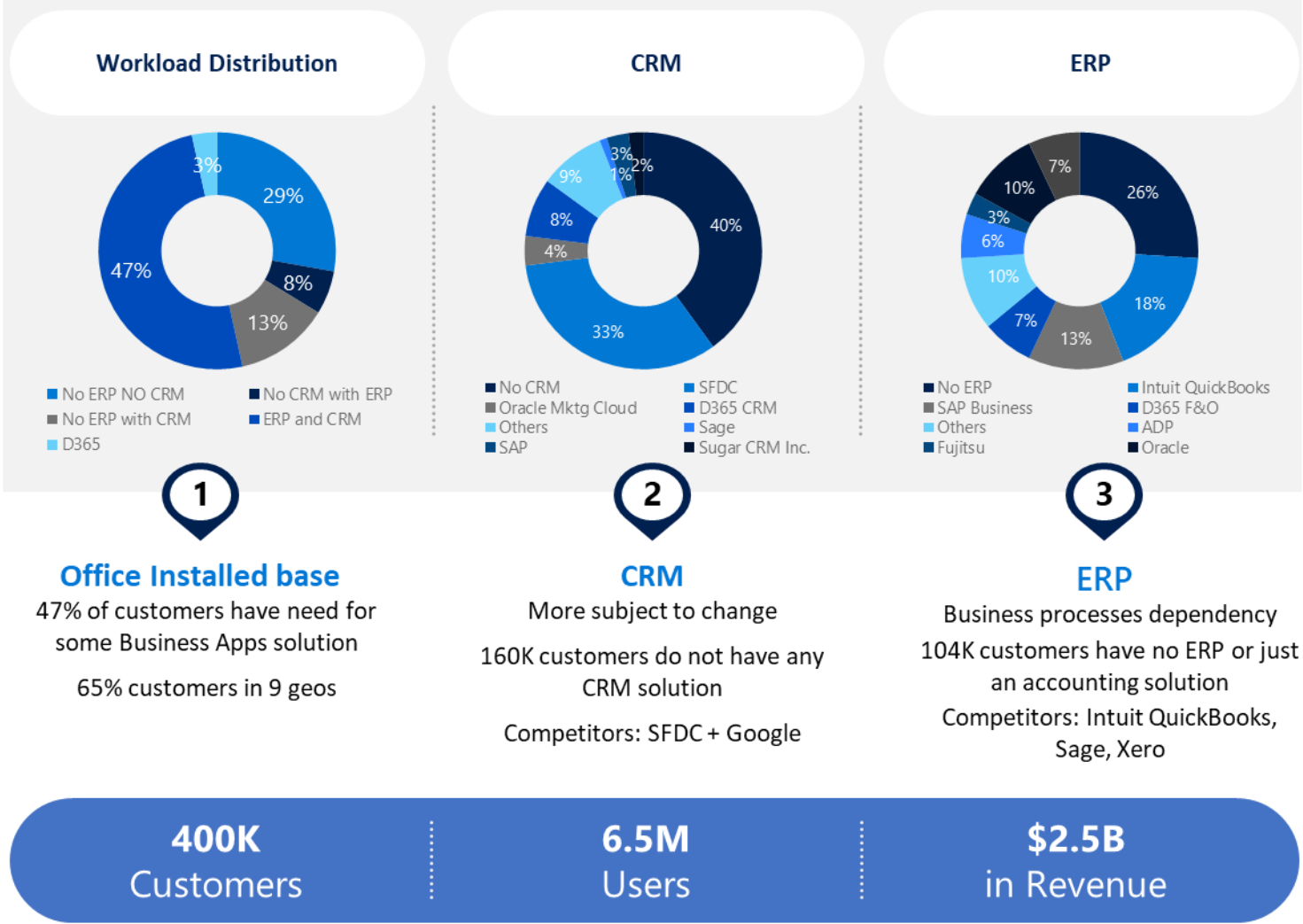
Sample code included in this presentation is made available AS IS.

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# Market Opportunity



# SMB Office Installed Base

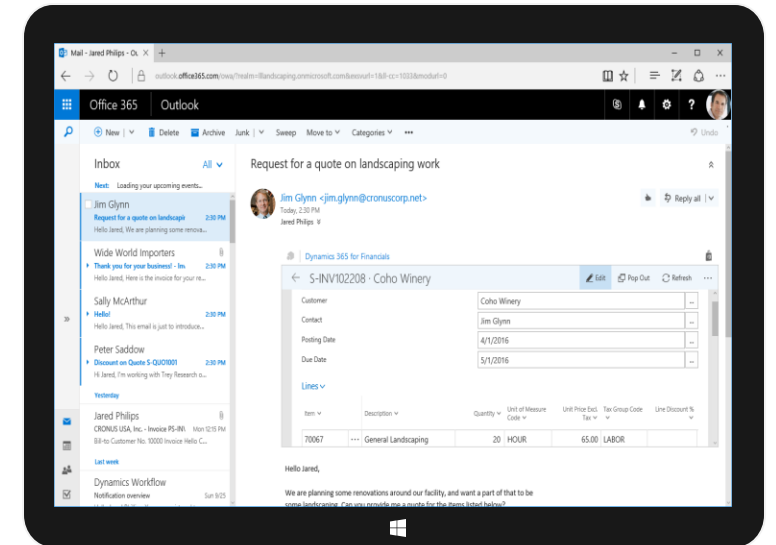
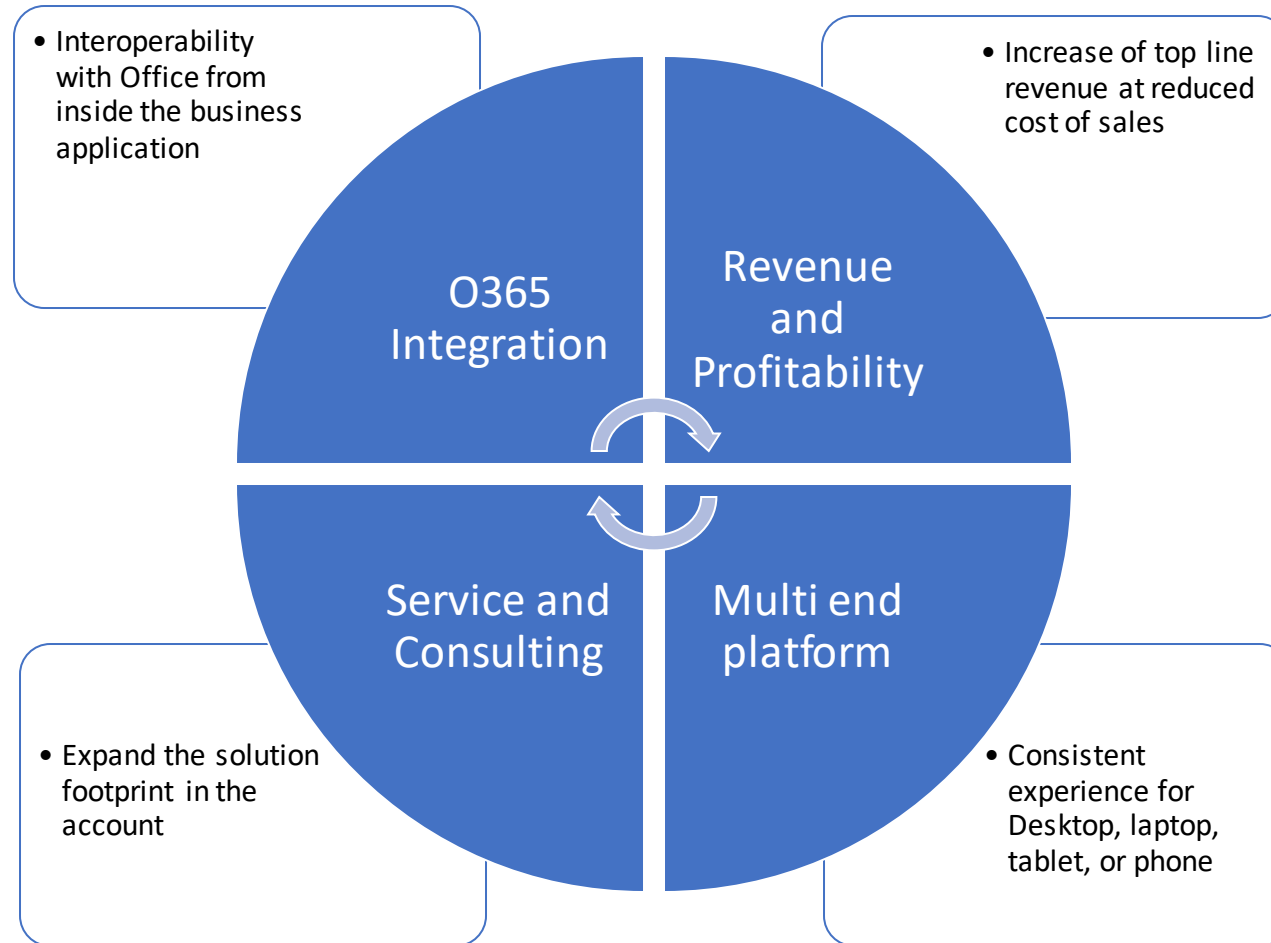


Includes O365 Accounts > 25 seats with no ERP Online and where a Tech Profile is available in CLAS  
Source: CLAS High Propensity & Intent Signals

# Reasons to do it



# Why Should we do that ?



# Transforming the Channel





# The POWER of AND

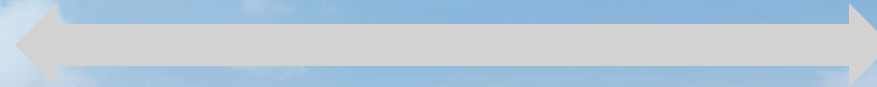
Partner to Partner  
Deliver Dynamics 365 **CSP** \$  
Double Azure Revenue  
Unlock M365

## *Dynamics Partners*

- *Highly skilled*
- *Lack Sales Engine (100s sellers)*
- *Packaged Services*

## *Microsoft Partner Ecosystem*

- *Sales Engines (1,000s sellers)*
- *Lack Dynamics capability*



LSPs

\$\$\$

Broaden offer

CSP Margin +  
% of Rev

MSPs

Drive Azure

Secure  
customer

CSP Margin

Sis / ISVs

Incremental \$

Complete  
Dynamics  
Story

CSP Margin

Influencers

\$

Thought  
Leader

Margin Share  
/ Referral Fee

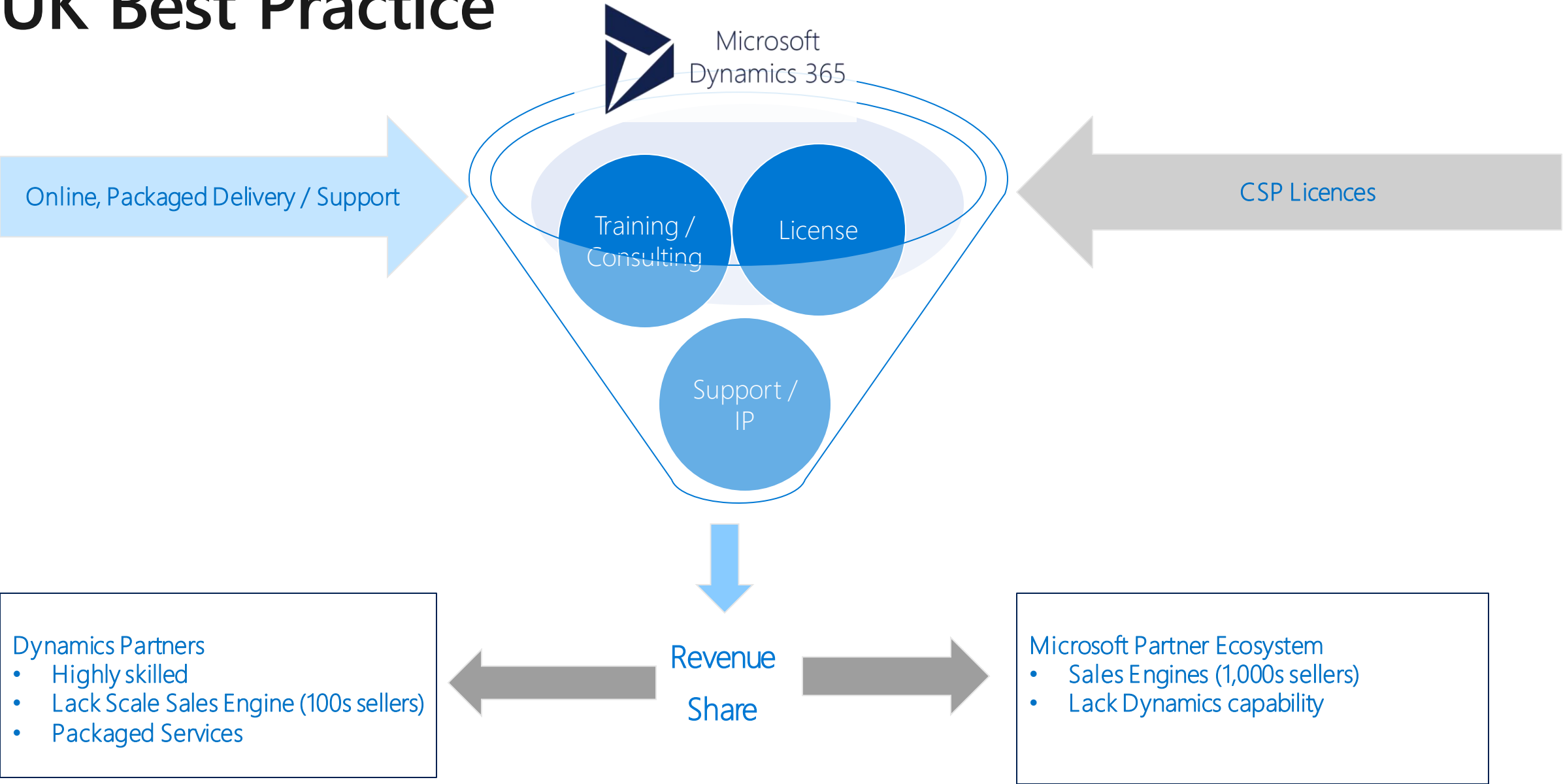
Indirects

\$\$

Broaden Offer

CSP Margin %  
of REV

# UK Best Practice



# ACTION PLAN



# Action Plan


Dynamics Partners

Assess your  
service  
capability

O365 reseller  
channel  
program

Engage with  
Microsoft TCM

Expand your  
service  
portfolio



# We want to hear from you!

Please provide feedback  
by completing your  
session evaluation.

Learn more at:

<http://aka.ms/ReadyToGo>



Join the conversation!

#MSDyn365BC #ReadyToGo

# Thank You

# Video







# Demo

Speaker name





Text will scale to the amount of writing in  
your quote just paste with source formatting  
here.



Lorem Ipsum, Paragraph 1

# Action Plan

Edit master text styles

Edit master text  
styles

Edit master text  
styles

Edit master text  
styles

Edit master text  
styles

Edit master text styles

Edit master text  
styles

Edit master text  
styles

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Edit master text  
styles

# Call To Action

➤ Step 1

➤ Step 2

➤ Step 3

➤ Step 4

➤ Step 5

# Related Sessions

Join us for these informative topics

Topic	Date	Time	Location

Topic	Date	Time	Location

Topic	Date	Time	Location

# Software code slide

This slide layout uses Consolas, a monotype font which is ideal for showing software code.

# Example with longer headline text wrapping to a second line

When the headline text is 2 lines, move this text block down to align to the lower blue guide



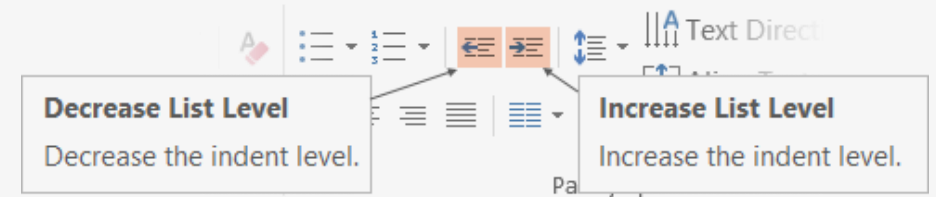
If you don't see guidelines, click on the View menu, and then check the box in front of "Guides"

Use a "soft return" Shift + Enter to wrap text without adding extra line spacing



# Adjusting list levels

- Main topic: Segoe UI Semilight, size 28pt
  - Segoe UI, size 20pt for second level
    - Segoe UI, size 16pt for third level



Use the “**Decrease List Level**” and “**Increase List Level**” tools on the **Home** menu to change text levels.

## Try this:

1. Place your cursor in the line of text that says “Segoe UI, size 20pt for second level”
2. Next click the Home tab, and then on the “**Decrease List level**” tool. Notice how the line moves up one level.
3. Now try placing your cursor in one of the top “Main topic...” line of text. Click the “**Increase List Level**” tool and see how the text is pushed in one level.

Use these 2 tools to adjust your text levels as you work

# Bullet points layout with subtitle

Set the subtitle to 20pt in the same text block, with character spacing Normal

Move the text block down vertically to align to lower guide —↑

If you don't see guidelines, click on the View menu,  
and then check the box in front of "Guides"

Hyperlink style: [www.microsoft.com](http://www.microsoft.com)

# Square photo with title

Smaller text

# Find additional photo assets at the link below

[https://1drv.ms/p/s!Aj6\\_n9qOrLssg5Y\\_l7vUa6G9oMGe0g](https://1drv.ms/p/s!Aj6_n9qOrLssg5Y_l7vUa6G9oMGe0g)

# Slide palette info

The PowerPoint palette for this template has been built for you and is shown below.  
Avoid using too many colors in your presentation.

## PowerPoint Theme Accent colors



Use **Accent 1** as the main accent color.

Use **Accent 2** and **Accent 3** only when additional colors are needed.

Use **Accents 4-6** sparingly

## DIRECTIONS



# Creating accessible content

Take the following steps to create accessible content that everyone can consume effectively.

## Contrast

Use high contrast colors for maximum readability  
The recommended contrast ratio is at least 4.5:1



### Color Contrast Analyzer

Download this tool to determine the legibility of text and the contrast of visual elements



## Additional tips

Be sure to run the **Accessibility Checker**! Go to **File** → click the **Check for Issues** drop down menu → click **Check Accessibility**  
**Videos need to be accessible:** If your presentation includes a video, ensure it is captioned and audio described (if appropriate)

Visit the [Office Accessibility Center](#) to learn more about accessibility in PowerPoint



## Shape and color

Use different shapes with a legend to indicate statuses to accommodate for color blindness

### Example:

Subject 1	●
Subject 2	▲
Subject 3	✖
● C1   ▲ C2   ✖ C3	

## Alt text

Alt text helps people with screen readers understand the content of slides  
You can create alternative text for shapes, pictures, charts, tables, SmartArt graphics, or other objects

### Here's how:

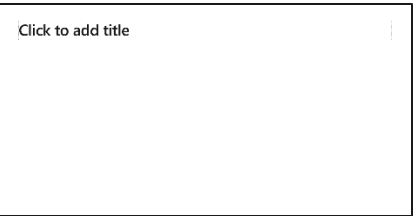
Right click the image or shape  
Select **Edit Alt Text**  
Enter a **Title** and **Description** of your image or object

## Slide layouts

Using a built-in slide layout that matches your content ensures a hierarchical reading order of text blocks

### Example:

If a new slide will have a title, rather than starting with a blank layout and adding a text block for the title, choose one of the built-in layouts with a title placeholder



## Reading order

Screen readers describe content on the screen in the order it was created  
To ensure your content is read back in the order you prefer, arrange your objects in the Selection Pane appropriately. Objects on the bottom of the selection pane are read first

### Here's how:

Click the **Home** tab  
In the **Drawing** group, select the **Arrange** drop-down menu  
Click **Selection Pane...**



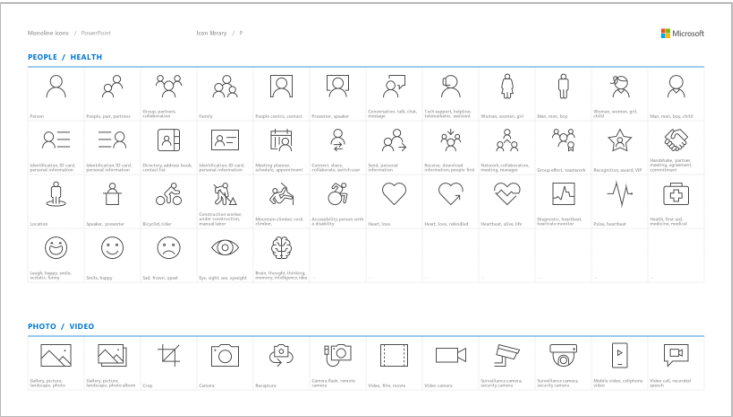
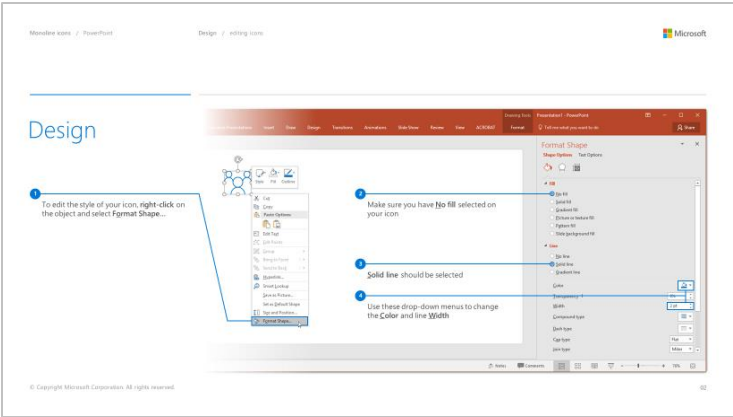
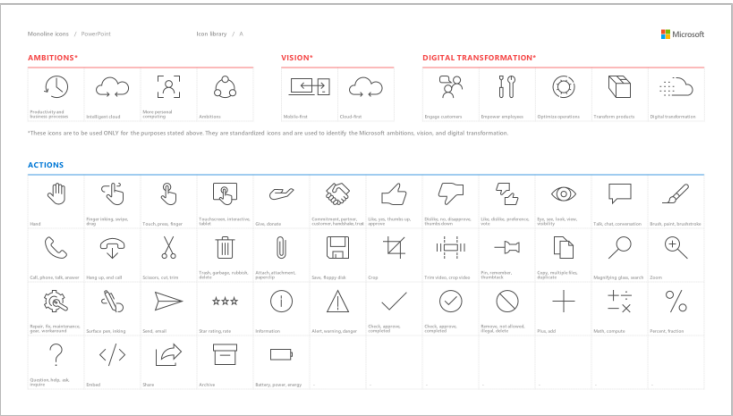
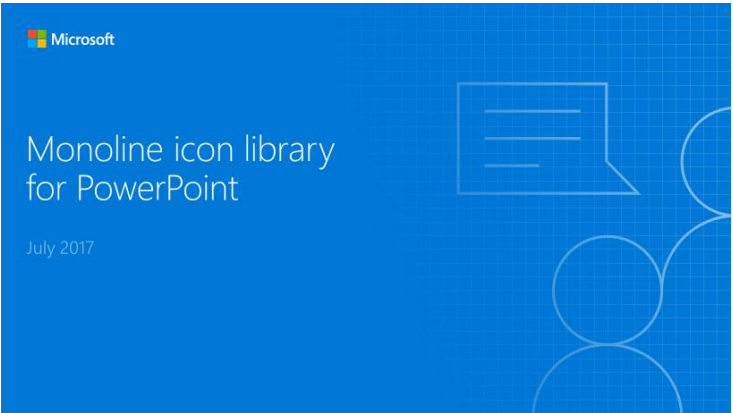
# Microsoft monoline icons

## Looking for icon resources?

The Monoline icon library for PowerPoint is a slide deck that provides a library of icons for use in PowerPoint presentations.

The Monoline icon style guide for PowerPoint is a pdf with additional guidelines.

Download both from [Brand Central](#).





Logos for additional use

