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

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

Buyers are going digital
Sixty-seven percent of the buyer’s journey is now done digitally.³

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

Billions (USD)

2017: $53.8B
2018: $59.3B
2019: $65.8B

Operations, Professional Services Automation, Marketing, Sales, Customer and Field Service

MarketsandMarkets, February 2016
Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

Business Application Revenue

- Providing services: 56%
- Selling Microsoft software: 24%
- Own IP SW/ISV products: 21%

Average Sales Cycle Length

- Less than 30 days: Dynamics 9%, No Dynamics 18%
- 30-90 days: Dynamics 31%, No Dynamics 21%
- 4-6 months: Dynamics 17%, No Dynamics 22%
- 7-12 months: Dynamics 29%, No Dynamics 22%
- More than a year: Dynamics 17%, No Dynamics 22%
- Don't know: Dynamics 9%, No Dynamics 18%

Median Sales Cycle Length
- Sell Dynamics: 83.3 days
- Does not sell Dynamics: 72.79 days

MDC Research, February 2018, 823 worldwide Microsoft Partners
Customers are changing. By 2020, customer experience will overtake price and product as the key brand differentiator.\(^1\)

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.\(^2\)

They’re leveraging IoT. 79% of companies already use IoT technologies to track customers, products, and supply chains to improve their operations.\(^4\)

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.\(^5\)

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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.
A comprehensive solution

Accelerate your business growth

- CFO: Intelligent financials
- COO: Improved operations
- CIO: Increased productivity

Increased profitability
Timely delivery
Fast fulfillment
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

- Engage customers
- Empower employees
- Optimize operations
- Transform products

Skills, Connections, LTV, Accounts, Working capital, Profitability, Service levels, Revenue, Time-to-market, Job history, Orders, LTV, Working capital, Product performance, Dynamics 365, Office 365, LinkedIn, Product performance, Time-to-market, Dynamics 365, Office 365, LinkedIn
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.
Partner incentives reduce risk for new service development

**Business Application Investments**

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**C3 (Corporate Customers to Cloud)**

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

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**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).

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**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.

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**Fast Track for Dynamics 365**

FastTrack is designed to help customers 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.

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**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.

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**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.
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
Derive more long term value with stair step approach

Services + IP

Microsoft Cloud Solutions

Dynamics 365 for Finance and Operations

Unified Operations Plan
Get exposure to new potential customers with Microsoft AppSource

- Broaden your reach
- 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
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.
Next steps

Engage
Engage with Partner Development Managers and/or ISV Development Centers

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

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

Help
Help our joint customers to realize their full potential

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

Realize
Realize sustainable hyper growth
Thank you

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