Partner opportunity
Microsoft Dynamics 365
Business Central
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

MarketsandMarkets, February 2016
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**

- **4-6 months**
  - Dynamics: 31%
  - No Dynamics: 21%

- **7-12 months**

- **More than a year**

- **Don’t know**

### Median Sales Cycle Length

- **Sell Dynamics**: 83.3 days
- **Does not sell Dynamics**: 72.79 days

MDC Research, February 2018, 823 worldwide Microsoft Partners
Building a practice

SMB/Dynamics 365 Business Central addressable market

SMB Market Opportunity

$10.5B

$5.70

$4.76

FY19 SMB SaaS Opportunity

Data source AML; 2019 WW SaaS spend
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

All-in-one Business Management for SMB

Financial management
Sales and service management
Project management
Supply chain management
Operations management
Reporting and analytics
### Core capabilities

<table>
<thead>
<tr>
<th>Financial management</th>
<th>Sales and service management</th>
<th>Project management</th>
<th>Supply chain management</th>
<th>Operations management</th>
<th>Reporting and analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts receivables/payables</td>
<td>Quote generation</td>
<td>Capacity planning</td>
<td>Inventory and Purchasing control</td>
<td>Forecasting</td>
<td>Customer insights</td>
</tr>
<tr>
<td>Bank reconciliation</td>
<td>Contact management</td>
<td>Budgets and estimates</td>
<td>Shipment and distribution</td>
<td>Production planning</td>
<td>Self-serve reports</td>
</tr>
<tr>
<td>Fixed asset management</td>
<td>Sales invoicing</td>
<td>Job and process costing</td>
<td>Returns and cancellations</td>
<td>Manufacturing capacity</td>
<td>Interactive dashboards</td>
</tr>
<tr>
<td>Month/Year and closing</td>
<td>Payment processing</td>
<td>Resource management</td>
<td>Procurement and vendor management</td>
<td>Warehouse management</td>
<td>Built-in intelligence</td>
</tr>
</tbody>
</table>
Lead with innovation

Build your business on Dynamics 365 Business Central

**Innovate faster**
Build solutions on a trusted, industry-leading platform using full technology stack.

**Reach more customers**
Expand your customer base, generate new business, and increase revenue.

**Grow your business**
Get access to new cloud services, capabilities, and markets.
Common data model

- Lead with innovation
- Power of the connected
- Engage customers
- Empower employees
- Optimize operations
- Transform products
- Dynamics 365
- Office 365
- LinkedIn
- Skills
- Connections
- Orders
- Accounts
- LTV
- Working capital
- Profitability
- Service levels
- Revenue
- Time-to-market
- Product performance
- Job history
- Working capital
- Revenue
- Profitability
- Service levels
- Time-to-market
- Product performance
- Dynamics 365
- Office 365
- LinkedIn
- Skills
- Connections
- Orders
- Accounts
- LTV
- Working capital
- Profitability
- Service levels
- Revenue
- Time-to-market
- Product performance
- Job history
Extend your existing Microsoft practices and skillsets

**Build on existing strengths**

**Develop an industry vertical practice**
Extend your business by developing an industry vertical practice—e.g., for dental practices or professional services—building applications and extensions to support these businesses.

**Extend from Microsoft 365 and Dynamics 365**
Leverage your footprint in the SMB market to cross-sell and up-sell other Microsoft SMB products, such as Microsoft 365 and other Dynamics 365 applications.
Partner incentives reduce risk for new service development

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 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.

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.
Count on continued Microsoft investment in training and GTM resources

Build on existing strengths

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
Partner annuity revenue opportunity

Build on existing strengths

Microsoft Office 365 revenue

Microsoft Dynamics 365 revenue

Annuity based
Managed services

3rd party apps
Revenue via AppSource

Partner-owned IP

AppSource

Dynamics 365

Office 365
The expanding and evolving channel

Build on existing strengths

Microsoft Dynamics Business Central

Moving beyond core industry focus
Expanding operating models
Expanding across multiple Business Apps
Enhanced value through partnerships

Innovation Economics Expertise Partnering Customer success

Our foundation for your success
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
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.
Intelligent business applications in the cloud

Microsoft Dynamics Business Central

Office 365

Microsoft AppSource

Cortana Intelligence

Power BI

Azure IoT

Common Application Platform

Flow

PowerApps

Common Data Service

Multiple deployment options

On-premises

Hybrid
Next steps

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

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

Learn
Learn about opportunities and technologies to target the Business Central 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 Business Central partner.