Partner opportunity
Microsoft Dynamics 365 for Marketing
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
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: 30%
  - No Dynamics: 21%
- 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
The value of experience
81% of customers are willing to pay more for a better experience.¹

Must be personalized
66% of buyers won’t make a purchase if digital content isn’t personalized or optimized.²

Walk from bad experiences
Nearly 65% of buyers walk away frustrated from inconsistent experiences.³

Benefits of alignment
Tightly aligned sales and marketing functions experience 36% higher customer retention rates and 38% higher sales win rates.⁴

Nurture is important
Companies that excel in lead nurturing generate 50% more sales-ready leads at 33% lower cost.⁵

Leads get ignored
49% of sales reps ignore more than half of marketing’s leads.⁶

Building a practice

Market size
The marketing industry is expected to grow from $8.8B in 2017 to an impressive $15.5B by 2021, experiencing 76% growth.
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

Lead with innovation

Turn prospects into relationships

Marketing

Customer

Sales

Multi-channel campaigns

Lead nurturing

Account Based Marketing

Event management

Common data and connected processes

Deep LinkedIn integration

Embedded intelligence

Dashboards
Turn prospects into business relationships

Nurture more sale-ready leads
Find and nurture more leads across multiple channels and turn them into long-term, profitable relationships.

Align sales and marketing
Share information and processes across teams. Use common information about leads across your business to ensure sales and marketing have the latest data.

Make smarter decisions
Maximize marketing ROI with clear, concise dashboards that help you track marketing activities versus performance, prioritize the hottest leads, and know what works with your best customers.

Grow with a modern, adaptable platform
Drive innovation with an application that is easy to tailor, extend, and connect to other apps and services you already use.
Common data model

Power of the connected

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

Swarovski
Swarovski leveraged Dynamics 365 to improve global sales by simplifying and connecting the sales and new business development process.

24 Hour Fitness
24 Hour Fitness is applying data analytics to member marketing by connecting Microsoft Dynamics 365 with Adobe Experience Cloud hosted on Microsoft Azure to personalize marketing messages to millions of members at its 400-plus US health clubs.

Marston’s
Marston’s used Microsoft technology to connect all customer data and align it with marketing activities and even personalized service in the pub, so the company can swiftly react and meet the customers’ needs in real-time.

Extend your existing Microsoft practices and skillsets

Build on existing strengths
Secure, trusted, and compliant Microsoft Azure cloud

Lives together with Dynamics 365 for Sales on the same platform. This helps align sales and marketing using common data, connected business processes, and Office 365 collaboration tools.

Event management helps you organize events with ease, surveys help you better understand your customers and connector to LinkedIn helps you nurture more leads.

Better data management due to separation of contact data and interactions data.

Easy to configure, use and extend capabilities.
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 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.
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

- Build on existing strengths
- Services + IP
- Dynamics 365 for Marketing
- Customer Engagement Plan
- Microsoft Cloud Solutions
- Services + IP
- Plus
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 Marketing 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 Marketing partner.