Partner opportunity
Microsoft Dynamics 365 for Retail
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

Operations
Professional Services Automation
Marketing
Sales
Customer and Field Service

Billions (USD)

$0
$10
$20
$30
$40
$50
$60
$70

2017
$53.8B

2018
$59.3B

2019
$65.8B

MarketsandMarkets, February 2016
Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

**Business Application Revenue**

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

**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: 29%, No Dynamics: 22%
- 7-12 months: Dynamics: 17%, 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
Experience matters
By 2020, customer experience will overtake price and product as the key brand differentiator.¹

Customer expect more
62% of customers expect their online purchases to be delivered in 2 days or less.²

Customers want personal
56% of consumers are more likely to shop at a retailer that recognizes them by name.³

In-store mobile grows
50% of consumers use smartphones to complete payment at brick-and-mortar stores.⁴

Retailers adopt omnichannel
78% of retailers rate the integration of e-commerce and in-store experiences as important/business critical.⁴

CEOs prioritize transformation
86% of retail and CPG CEOs consider digital transformation their top priority.⁵

IHL projects the worldwide retail software market will grow 55% from $57.6 Billion in 2017 to $89.3 Billion in 2022.
Why Microsoft Business Applications?

Build and grow a practice quickly with industry-leading innovation

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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

Empower every shopper everywhere

- Optimized operations
- Effective merchandising
- Modern store experiences
- Unified commerce
- Customer satisfaction
Modern store experience

Create immersive shopping experiences
Delight customers by creating modern shopping experience, and deliver seamless omni-channel commerce.

Provide exceptional service
Build loyalty by managing product demand with effective merchandising, tailoring product selection and recommendations, and delivering on expectations.

Optimize retail operations
Drive retail operational excellence through intelligent business insights that provide greater visibility into business operations and empower employees to meet business needs.
Common data model

Power of the connected

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

- Dynamics 365
- Office 365
- LinkedIn

- Skills
- Connections
- Orders
- LTV

- Accounts
- Working capital
- Profitability
- Service levels

- Revenue
- Time-to-market

- Product performance
- Job history
- Working capital
- Revenue
- Time-to-market
- Profitability
- Service levels

Lead with innovation
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.

Michael Hill
Michael Hill is using Dynamics 365 to drive a digital transformation that is changing the way it does business—from predictive analytics to a peerless point-of-sale customer experience.

Hickory Farms
Hickory Farms is modernizing its relation operations using Dynamics 365 for Retail and Power BI to help provide visibility into business operations.
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.
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
Derive more long term value with stair step approach

Build on existing strengths

Dynamics 365 for Retail

Unified Operations Plan

Microsoft Cloud Solutions

Services + IP

Plus
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.
Microsoft Business Applications ecosystem

Power platform

Power BI
Flow
PowerApps

Microsoft Dynamics 365

Modern
Unified
Intelligent
Adaptable

Marketing
Talent
Operations
Finance
Retail
Sales
Service
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 Retail 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 Retail partner.