

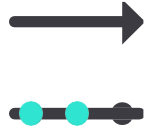


Microsoft Dynamics 365 Business Central



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



Buyers are going digital

Sixty-seven percent of the buyer's journey is now done digitally.³



Experience as differentiator

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



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."*

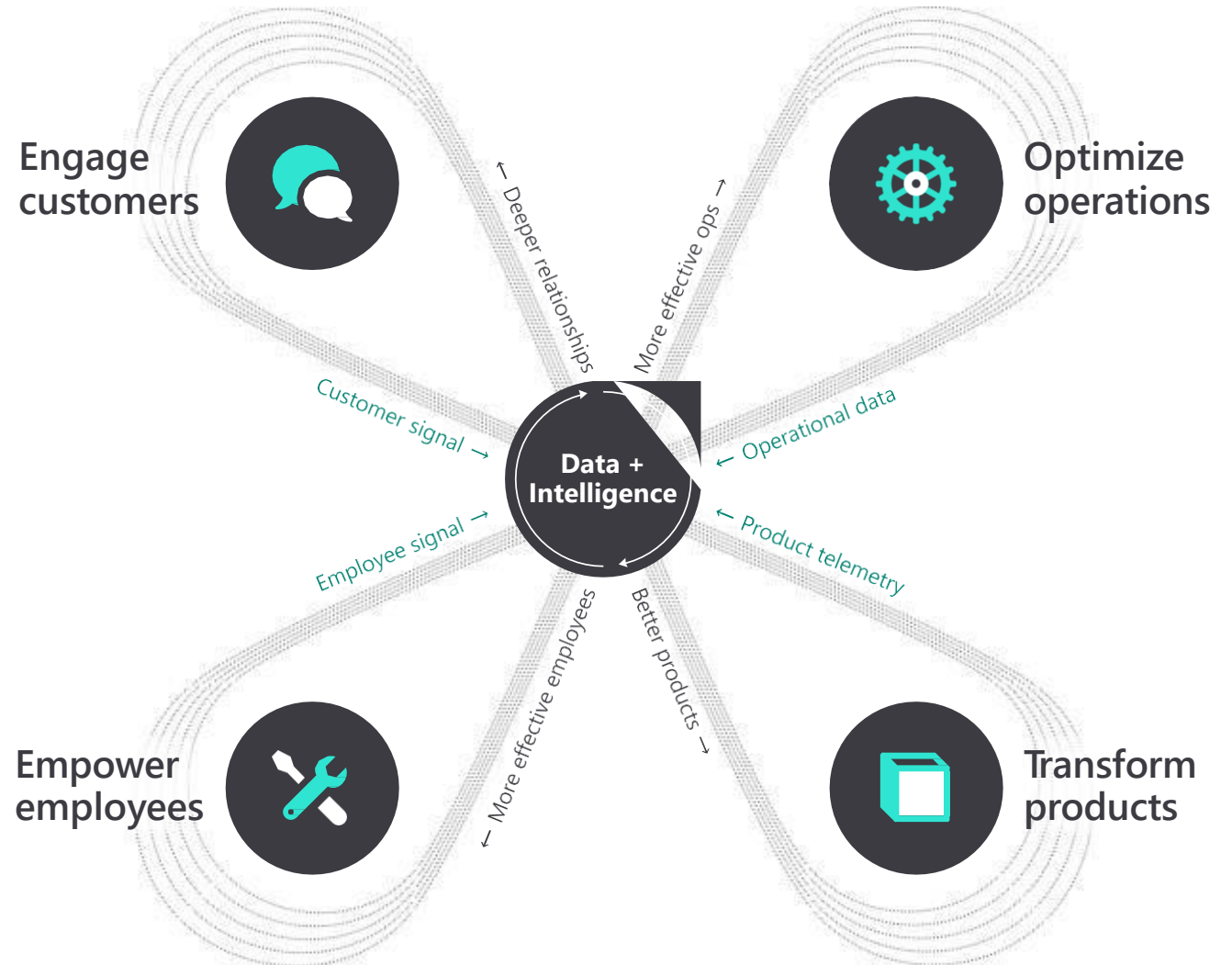
-Microsoft Research

1. [CEB](#)
2. [Walker Information](#)
3. [SiriusDecisions](#)
4. [IHS](#)

Driving digital transformation

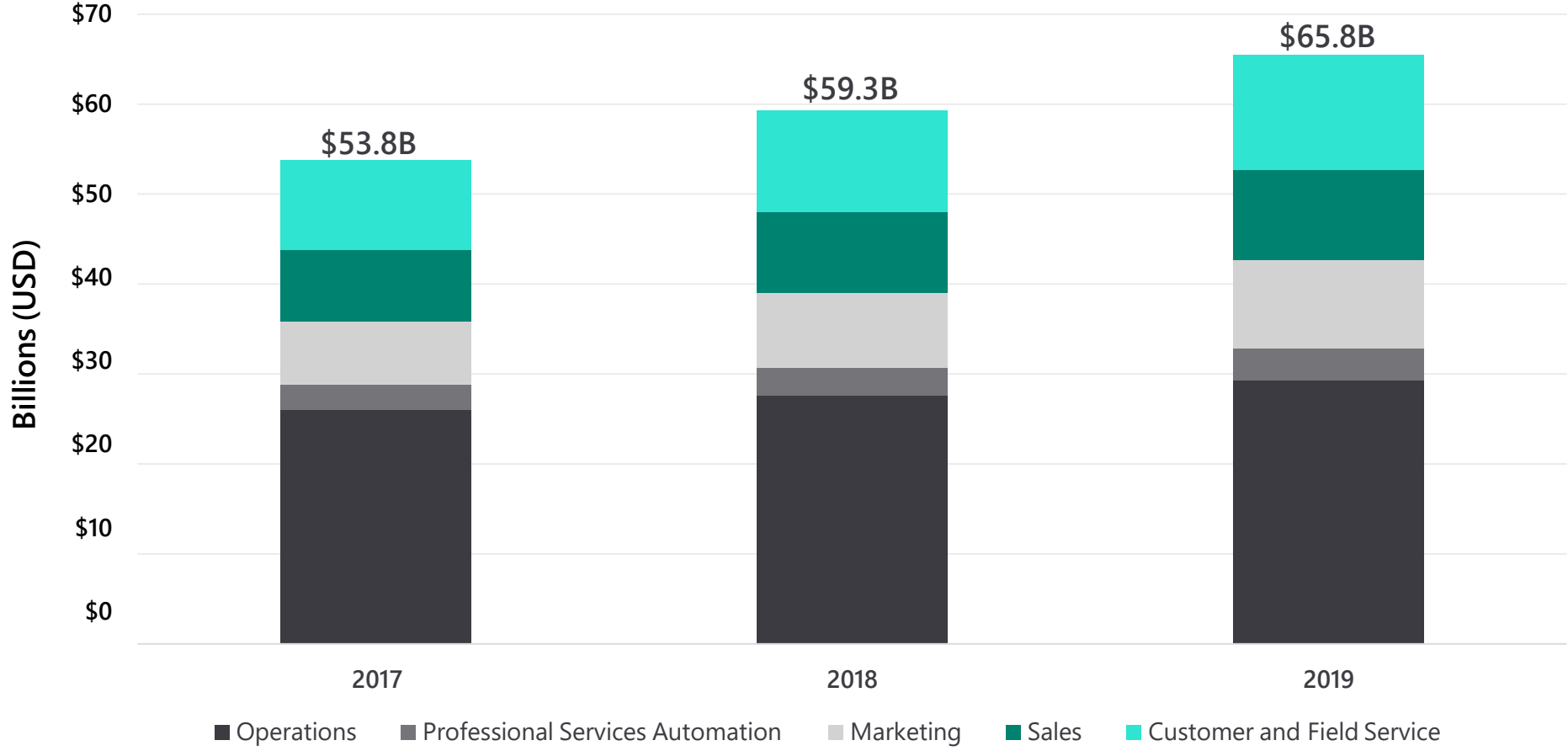
Digital feedback loops

- 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

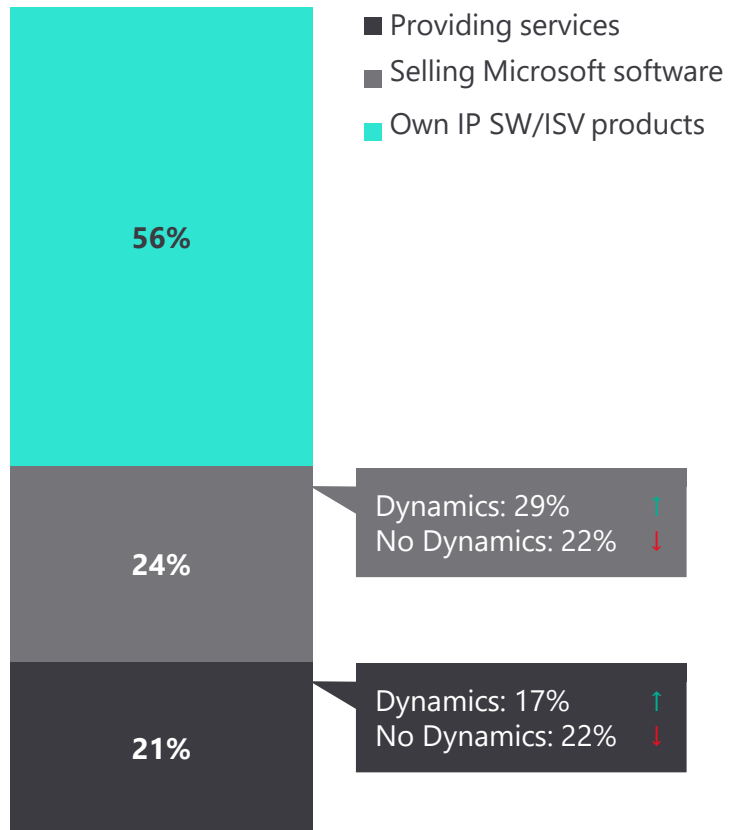


Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

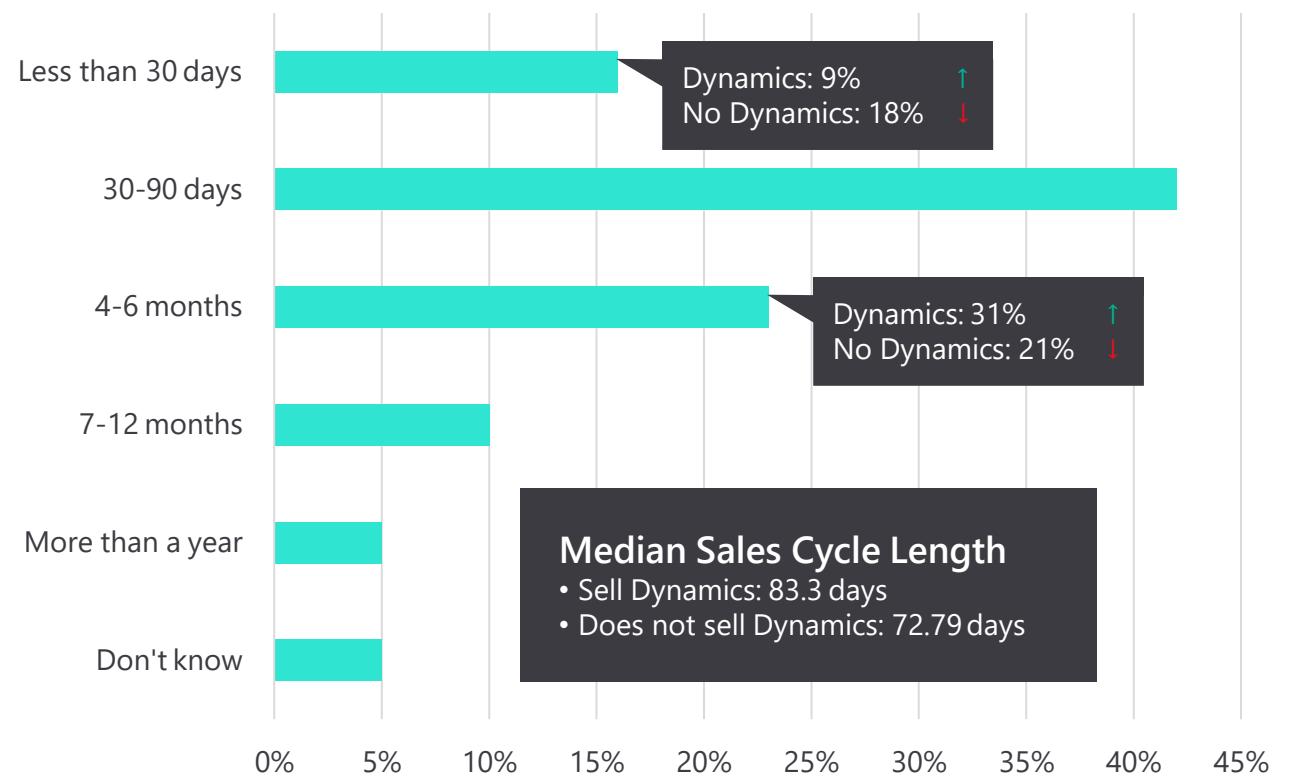
Business Application Revenue

(n=823)



Average Sales Cycle Length

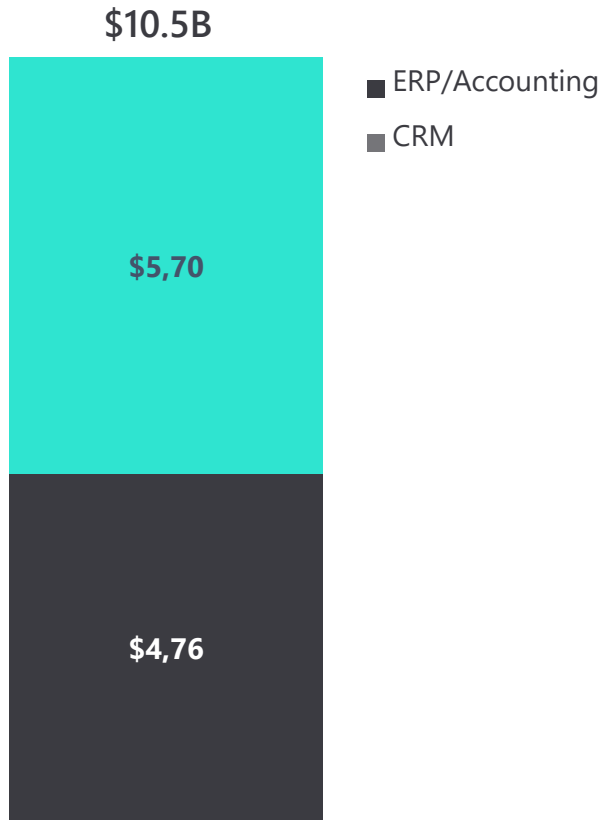
(n=823)



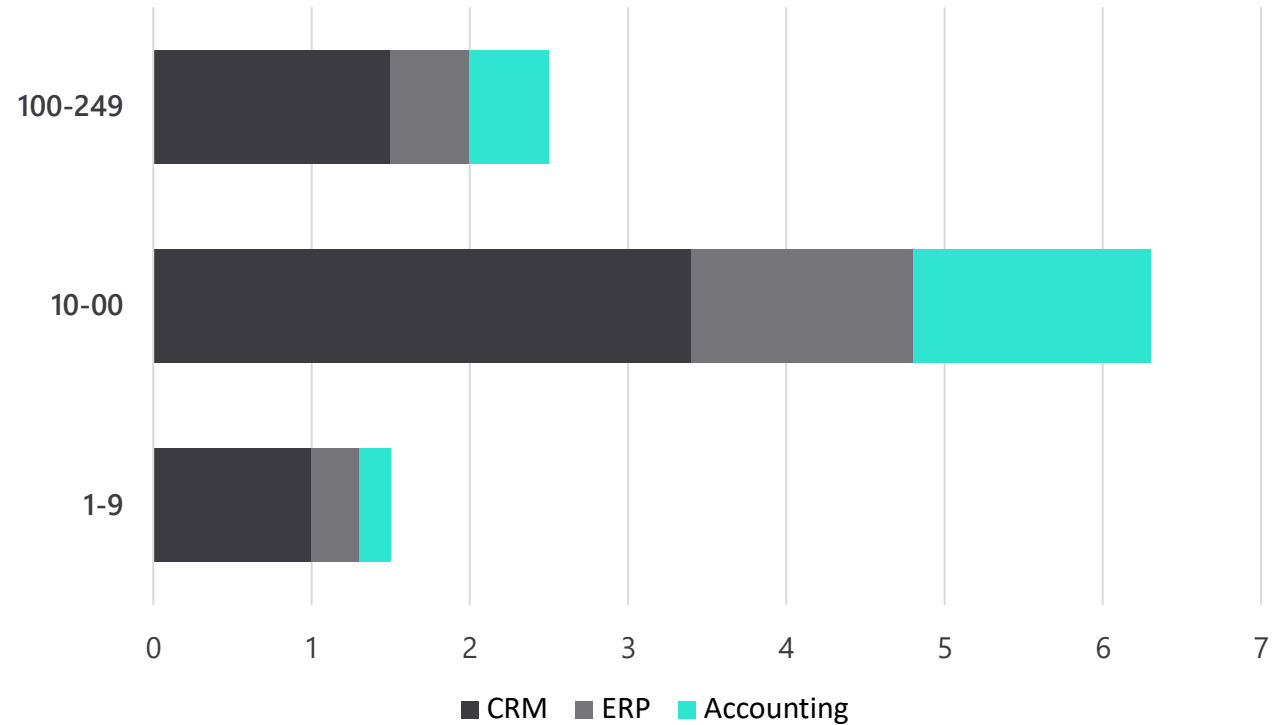
Building a practice

SMB/Dynamics 365 Business Central addressable market

SMB Market Opportunity



FY19 SMB SaaS Opportunity



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.

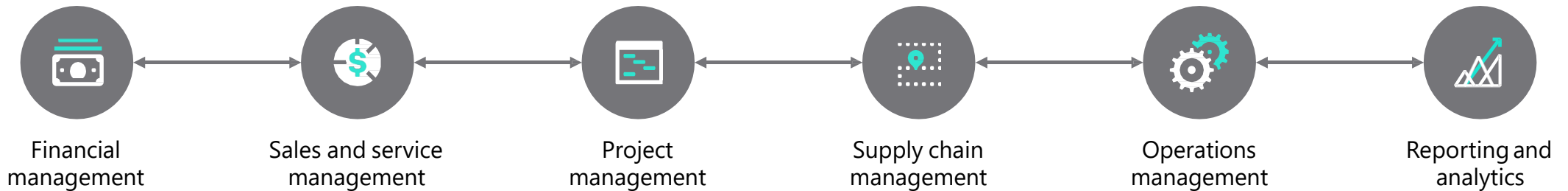
Lead with innovation

A comprehensive solution

All-in-one Business Management for SMB



Business Central



Lead with innovation

Core capabilities



Financial management

Accounts receivables/payables

Bank reconciliation

Fixed asset management

Month/Year and closing



Sales and service management

Quote generation

Contact management

Sales invoicing

Payment processing



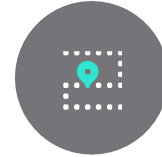
Project management

Capacity planning

Budgets and estimates

Job and process costing

Resource management



Supply chain management

Inventory and Purchasing control

Shipment and distribution

Returns and cancellations

Procurement and vendor management



Operations management

Forecasting

Production planning

Manufacturing capacity

Warehouse management



Reporting and analytics

Customer insights

Self-serve reports

Interactive dashboards

Built-in intelligence

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.

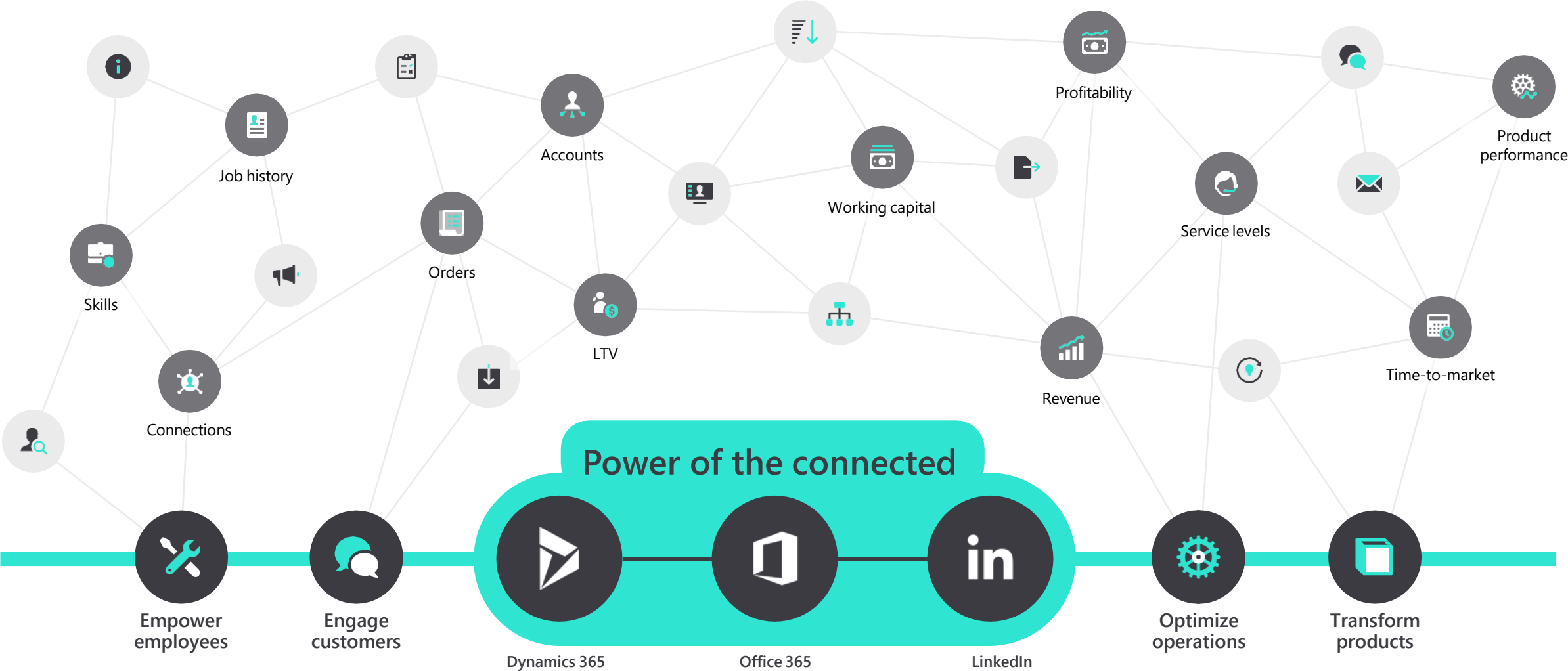
Grow your business

Get access to new cloud services, capabilities, and markets.



Lead with innovation

Common data model



Build on existing strengths

Extend your existing Microsoft practices and skillsets

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.

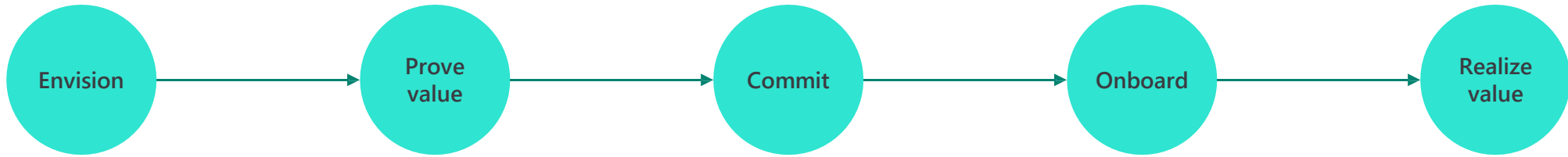
Extend from Microsoft 365 and Dynamics 365

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.



Build on existing strengths

Partner incentives reduce risk for new service development



Business Application Investments

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.

Build on existing strengths

Count on continued Microsoft investment in training and GTM resources

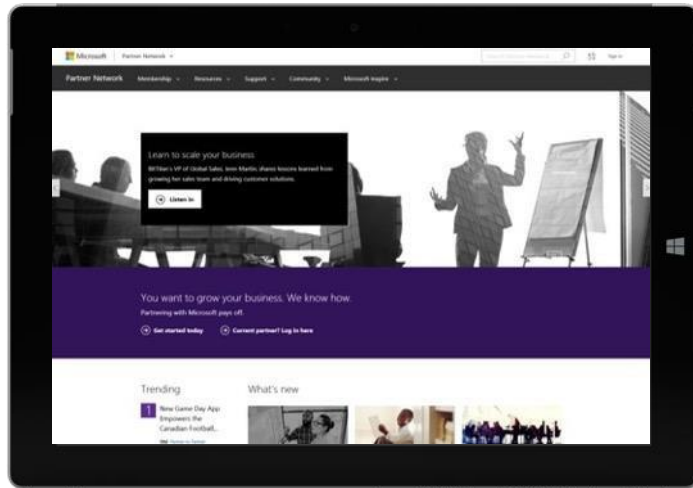
Microsoft provides enablement programs tailored to your needs

Topics

Roles

Levels
(100-400)

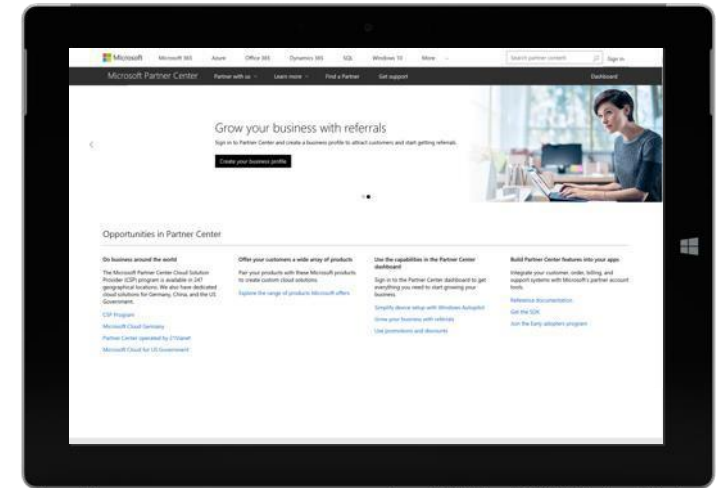
Modalities



➔ Overall Partner Info and Readiness MPN



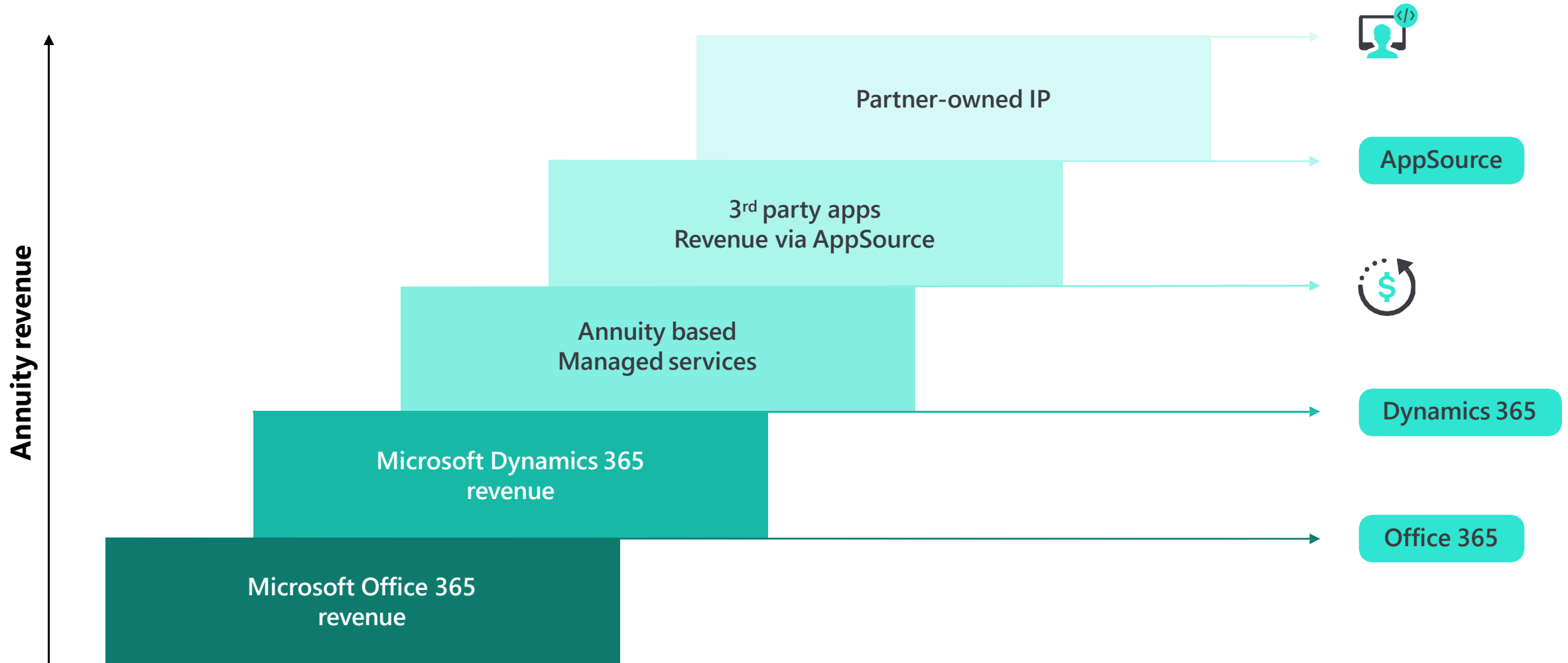
➔ Dynamics 365 Learning Portal Link



➔ Microsoft Partner Center Link

Build on existing strengths

Partner annuity revenue opportunity



Build on existing strengths

The expanding and evolving channel



Financial services



Government



Healthcare and life sciences



Manufacturing



Professional services



Retail and consumer goods



Education



Agriculture



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

Broaden your reach

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

The screenshot displays the Microsoft AppSource interface. At the top, there's a navigation bar with the Microsoft logo and dropdown menus for 'Cloud', 'Mobility', and 'Productivity'. Below this is a blue header with 'AppSource' and navigation links for 'Apps', 'Consulting services', 'List on AppSource', and 'Blog'. A search bar is located in the top right corner. The main content area features a sidebar on the left with filters for 'Products', 'Web Apps', 'Add-Ins', 'Dynamics 365', 'Office 365', 'Power BI apps', 'Power BI visuals', and 'Dynamics NAV'. Under 'Dynamics 365', 'Business Central' is selected. Below the sidebar, there are 'Categories' and 'Industries' sections with checkboxes. The main content area highlights 'Dynamics 365 Business Central' with a description: 'Connect your financials, sales, service, and operations with an all-in-one business management solution. Easily tailor and extend the application to meet your business or industry-specific needs.' Below this, there are tabs for 'Business Central', 'Dynamics 365', and 'Add-Ins'. The 'App results (108)' section shows a grid of app cards, including 'Microsoft Dynamics 365 Business Central (trial)', 'Shopify Connector', 'Canadian Payroll', and 'Sana Commerce (N)'. Each card includes an icon, title, developer information, a brief description, and a 'Free trial' or 'Get it now' button.

Broaden your reach

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

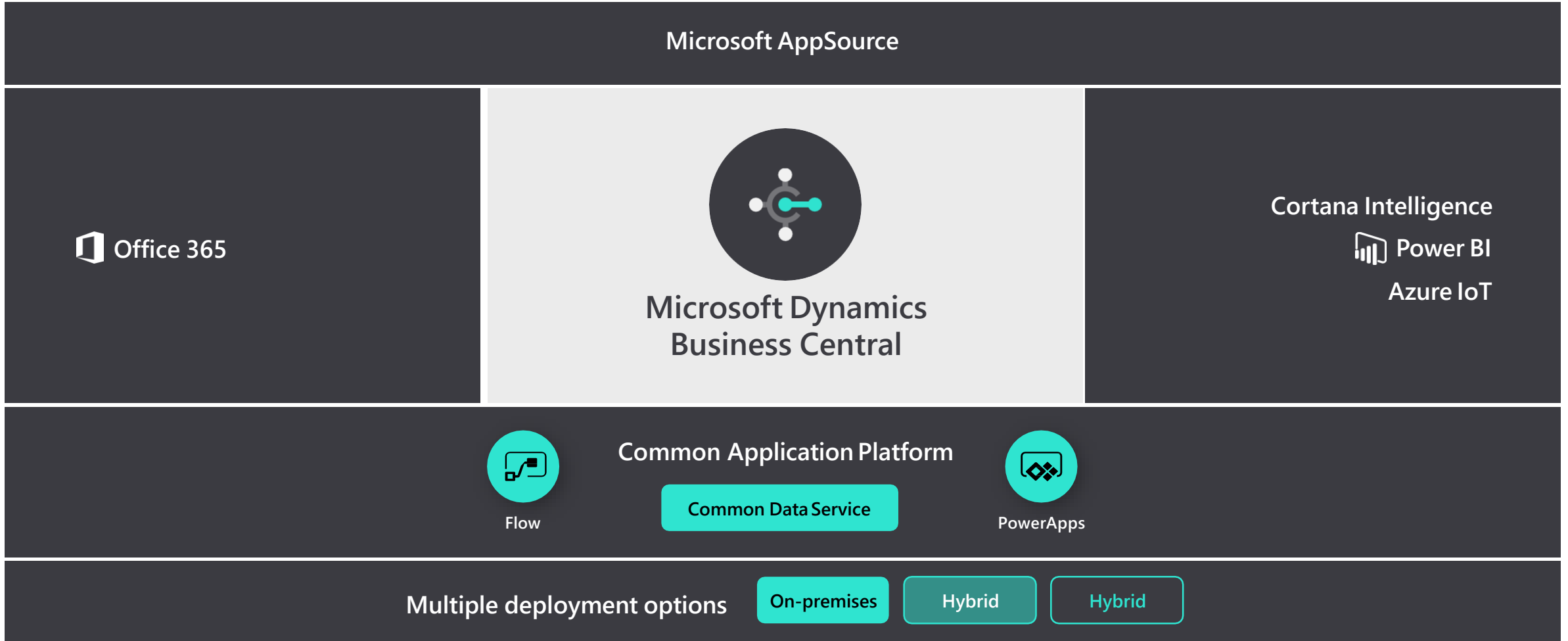
Dynamics Co-Sell creates a programmatic way for Partners to engage MS Sellers.



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



Next steps

Engage

Engage with Partner Development Managers and/or ISV Development Centers

Learn

Learn about opportunities and technologies to target the Business Central market

Build

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

Sell

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

Help

Help our joint customers to realize their full potential

Realize

Realize sustainable hyper growth



Thank you