


# Agility without limits

## Move to Dynamics 365 with Confidence

Stay competitive by intelligently connecting your data and processes so that every member of your workforce can use it in their required field. Choosing a CRM solution that matches your goals and has the intelligence, ease of use, and data connectivity you need benefits your entire organization.

Dynamics 365 CRM integrates with Office 365 and a range of other Dynamics 365 systems, including Marketing, Customer Service, Field Service, and Business Central. This means you have the power to pick and choose which systems your business will use.

## Top reasons customers choose / switch to Dynamics 365

	 <b>Microsoft</b>	Status Quo
Rationalized Platform	Complete platform with broad best-in-class workload capability.	Overlapping capabilities disconnected platforms.
Superior Cloud	IaaS/PaaS/SaaS, Analytics, Encryption, Identity, Intelligence, IoT.	No IaaS, limited DC investment, multiple technology platforms.
Focus on Complete Productivity	Designed for office, social/insights included, Business process UI.	Lower-fidelity integrations, less immersive, mixed commitments.
Balanced Partnership	Yearly true-down, combined support/accountability, multiple workloads.	Pre-committed multi-year contracts, application level support only.
Built for intelligence	Already uses intelligence suite, rich roadmap with heavy AI investment.	Hard-coded models, lacks stand alone assets, many roadmap only.
Unmatched Value	Lowest total TCO, transparent pricing/discounts, no metering.	Higher license price, hidden costs, high metering/configuration costs.

## Customers who migrate gain competitive edges

Delight your customers with the agility and unbridled functionality of Microsoft Dynamics 365. It offers a portfolio of intelligent business applications that empower everyone to achieve operational excellence and create more engaging customer experiences.



Improved tracking & qualifying leads



Automate with AI assistance for email replies, meeting preparation, and instant insights



Customer service experience augmented by AI



A cloud-based platform reduces the need for on-premises infrastructure



Dynamics 365 can grow with your business, accommodating expansion and evolving needs



Built-in collaboration tools facilitate teamwork and increase productivity



Easy to use & deploy



Combined, these points demonstrate why enterprises trust Dynamics 365 as their go-to CRM system over the competition.

## Testimonials “

“The benefit of Dynamics 365 lies in its ability to be quickly configured to align forms to unique business processes. Sellers are adding more information about their activities, customers, and projects, and that is now visible across the organization.”

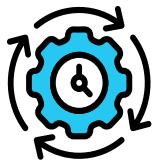
**Tom Faillace, Senior IT Generalist, Luck Stone**  
definityfirst.com

“Since we deployed Dynamics 365, we’ve seen a 70% increase in charter sales. Now we’re getting other departments involved to create a central hub for all our marketing, sales, and customer-relationship activities.”

**Daniel Ziriakus, Chief Operating Officer,**  
Northrup & Johnson

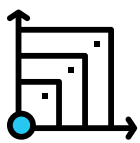
## Discover the value of a modern digital sales platform

Reduce busy work and spend more time closing deals. Increase business agility, boost seller productivity, and build better customer relationships with a modern solution that's easy to deploy and works well with familiar tools like Microsoft 365.



### Amplify opportunity

Gain agility and work smarter with sales capabilities and intelligent insights delivered in familiar productivity tools.



### Optimize productivity

Respond quicker to customers and work securely on the go from almost anywhere with contextual news, data, and task flows at your fingertips.



### Create a winning experience

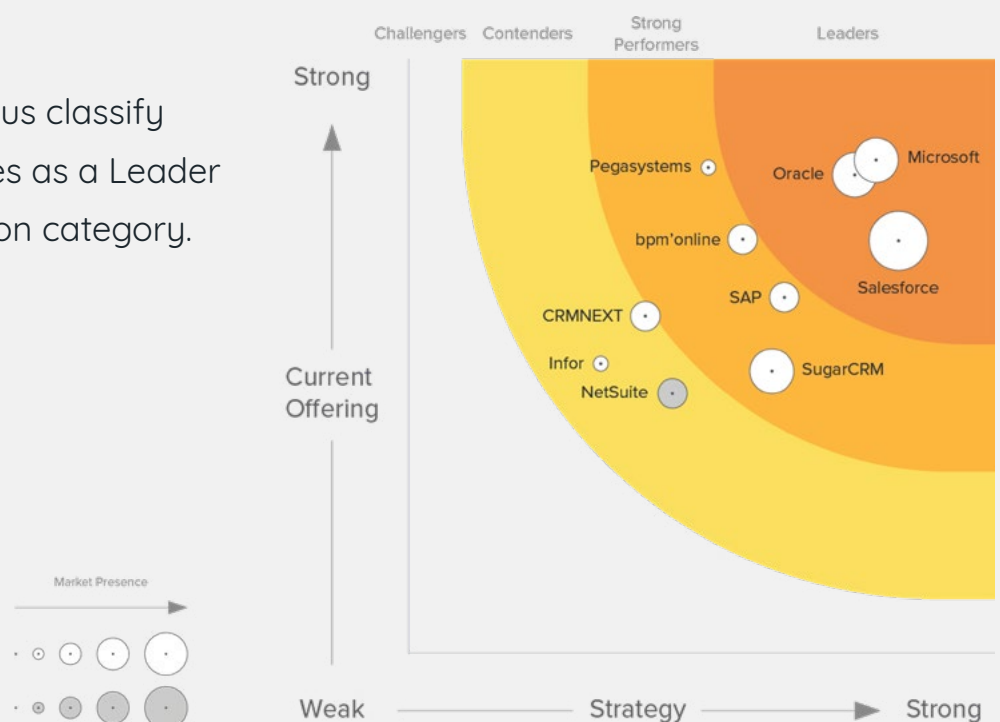
Increase customer engagement and loyalty with tailored interactions that help close deals faster and boost sales revenue.

## Microsoft Dynamics 365 is a leader in sales force automation


Gartner, Forrester and Nexxus classify Microsoft Dynamics for Sales as a Leader in the Sales Force Automation category.

### Key Differentiators

1. Seller Focused
2. Artificial Intelligence
3. Ecosystem





A woman in a white blazer is seen from behind, looking towards a modern glass skyscraper. The building has a distinctive curved facade and is set against a clear blue sky. A large blue semi-transparent box is overlaid on the right side of the image, containing white text.

**Our migration services are designed to facilitate a smooth and uninterrupted transition from your current CRM to Dynamics 365. This transition allows you to access advanced features such as automation, analytics, and collaboration, ultimately enhancing your business processes and efficiency.**

With more than 20 years of experience as a premier Microsoft Partner, we bring a profound understanding of leveraging Microsoft's comprehensive business solutions to revolutionize your business operations. Our specialized proficiency in Dynamics 365 uniquely equips us to enhance and elevate your business functions.

**Daniel Adam**  
**Vice President**

Daniel.Adam@definityfirst.com  
Office. 832.271.5900  
Mobile. 425.301.9525

**Microsoft**  
**Partner**