



Business Applications  
Data & AI (Azure)  
Digital & App Innovation (Azure)  
Infrastructure (Azure)  
Modern Work  
Security

# Dynamics 365 Customer Insights: 4-Week Assessment

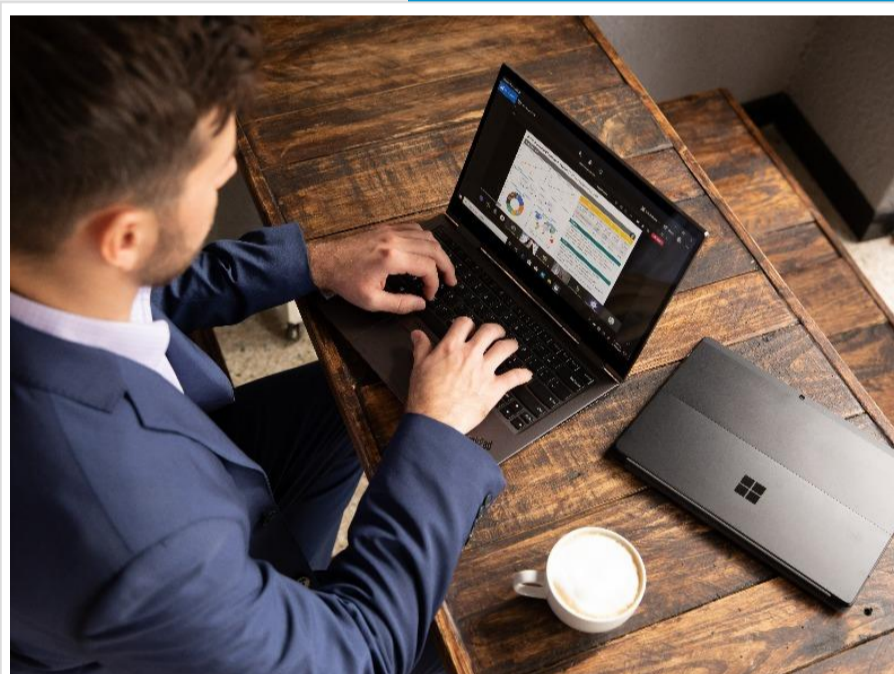
## — About RSM:

RSM, with over 51,000 people in 123 countries, delivers the power of being understood to our clients, colleagues and communities through world-class audit, tax and consulting services tailored to meet the unique needs of middle market businesses.

## — What we offer

RSM's Dynamics 365 Customer Insights Assessment service can help you analyze your customer data using generative AI to discover new insights and personalize customer experiences. Through a series of discussions and discovery sessions, we develop a complete understanding of where you are today and what steps you can take to realize your vision.

RSM has extensive experience with Customer Insights. This allows us to help you understand your customers like never before with a real-time customer data platform from Microsoft. Go from reactive to proactive with AI-powered insights.



As a trusted advisor to more than 2,000 clients across the country, RSM has the experience to guide you to technology solutions that will keep pace with your business as it evolves and grows.

# Why Dynamics 365?

## — Modern applications

Modern applications that deliver new experiences and connect with a businesses' existing systems to allow organizations to digitally transform their way. Applications that use mixed reality, the ability to take an application that overlays on the reality in front of the user, that guides them through a business process like never before. Connect to information from social networks, mobile devices, and micro-applications to drive intelligence and inform a more effective business process.

## — Unified data and processes

Unified data and processes that enables business without silos. Centralized data enables disparate groups to work together effectively with a single, trusted view of processes, relationships, and data. Data connectors allow thousands of systems to bring their data to a single network.

## — Intelligence that delivers

Intelligence that delivers actionable insight. Data in the new world includes social, relationship and productivity information in addition to insights generated by business systems. The right solution requires a unified approach that allows companies to automatically leverage their data to decide and act in real-time with expanded analytics, predictive algorithms, and automated AI.

## — An extensible environment

An extensible environment that enables change. The right solution establishes a data, communication, and application environment that makes it easy to evolve and extend existing business operations, while introducing technologies that enable users to create solutions where no solution exists and to expand data analysis.

## Key use cases



### Sales

Respond to changing business requirements with a flexible platform to rapidly create new solutions and ensure old solutions are never truly finished.



### Services

Understand your customers better and respond more quickly by accessing internal and external relationship data.



### Finance and operations

Increase your return on investment with Microsoft's agile and efficient cloud solution.



### Talent

Extend your virtual team and coordinate faster with a consolidated view of team members, activities, and responsibilities.



### Marketing

Gain end-to-end visibility by connecting data from external markets, social, and legacy sources.



Transform on your terms with Microsoft Business Applications. Enable people to do their best work. Gain actionable insights. Thrive with solutions expressly built for change. Unlock next.

Learn more at

[www.dynamics365.com](http://www.dynamics365.com)