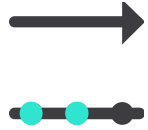Microsoft

Partner opportunity

Microsoft Power platform

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]

*"Leaders across multiple industries ranked customer engagement **the #1 driving force behind sales** versus tactical drivers like automation and productivity."*
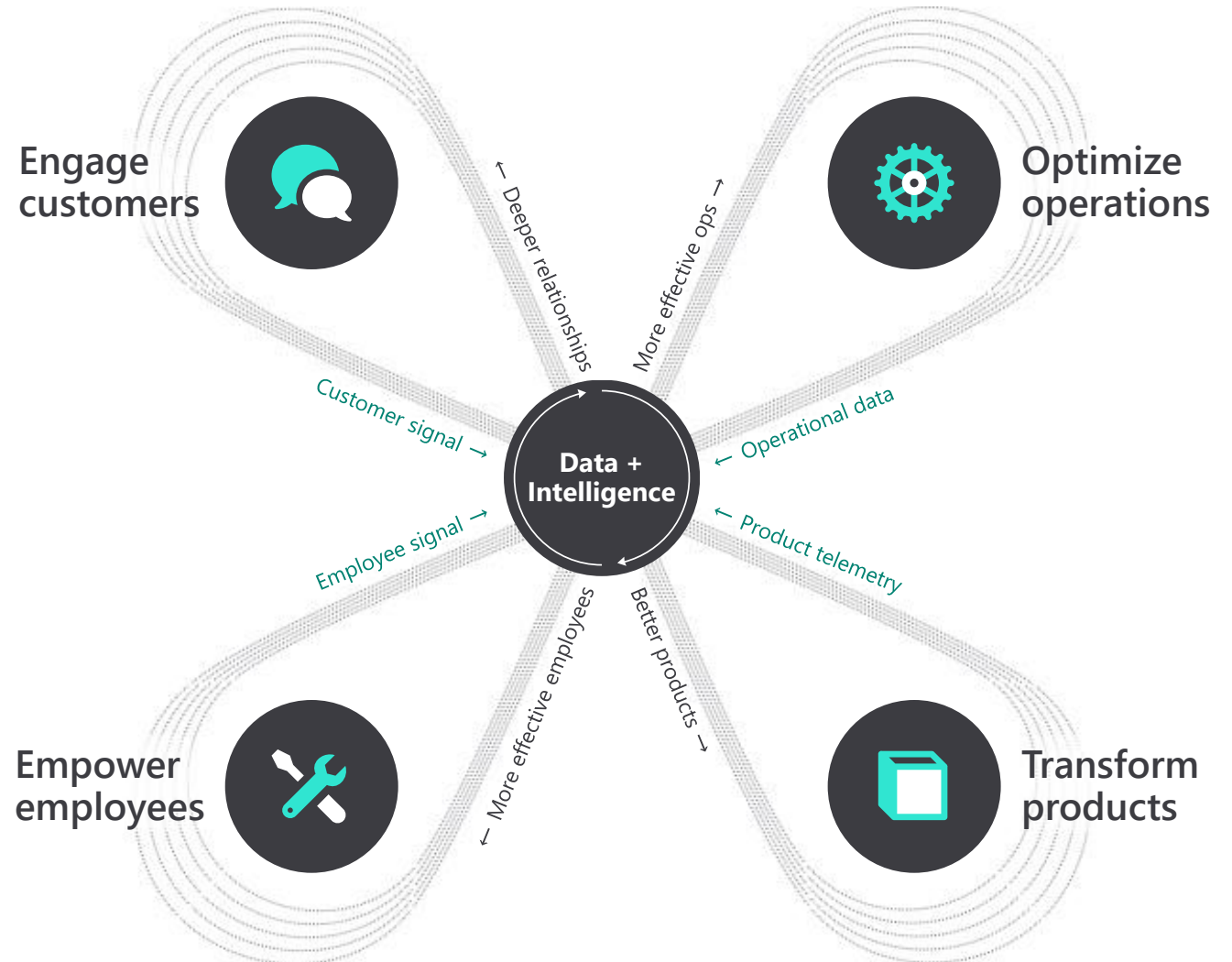
-Microsoft Research

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]

1. CEB
2. Walker Information
3. Sirius Decisions
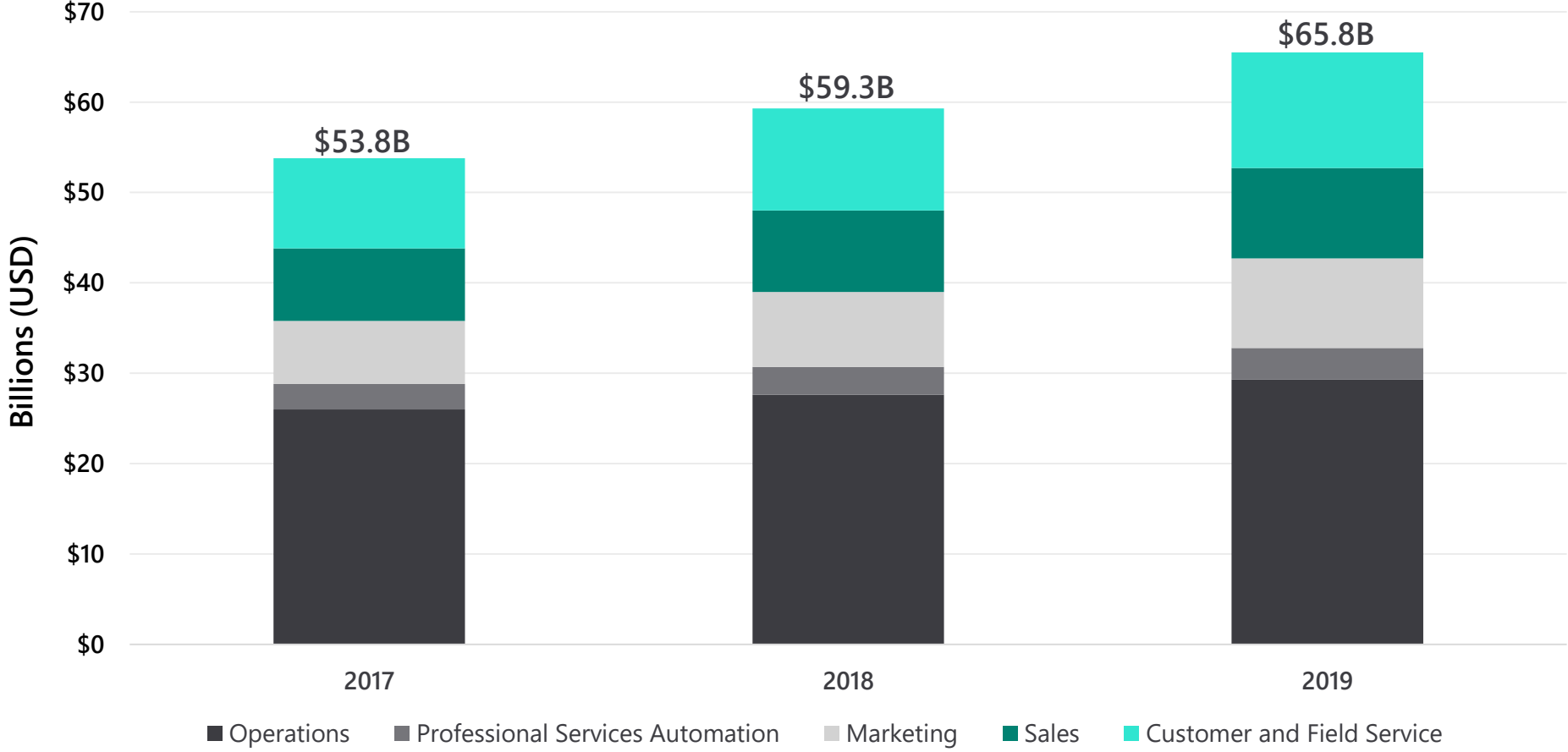4. IHS

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.

Engage customers

Optimize operations

← Deeper relationships

More effective ops →

Customer signal →

← Operational data

Data + Intelligence

Employee signal →

← Product telemetry

← More effective employees

Better products →

Empower employees

Transform products

Business Applications market size

By workload

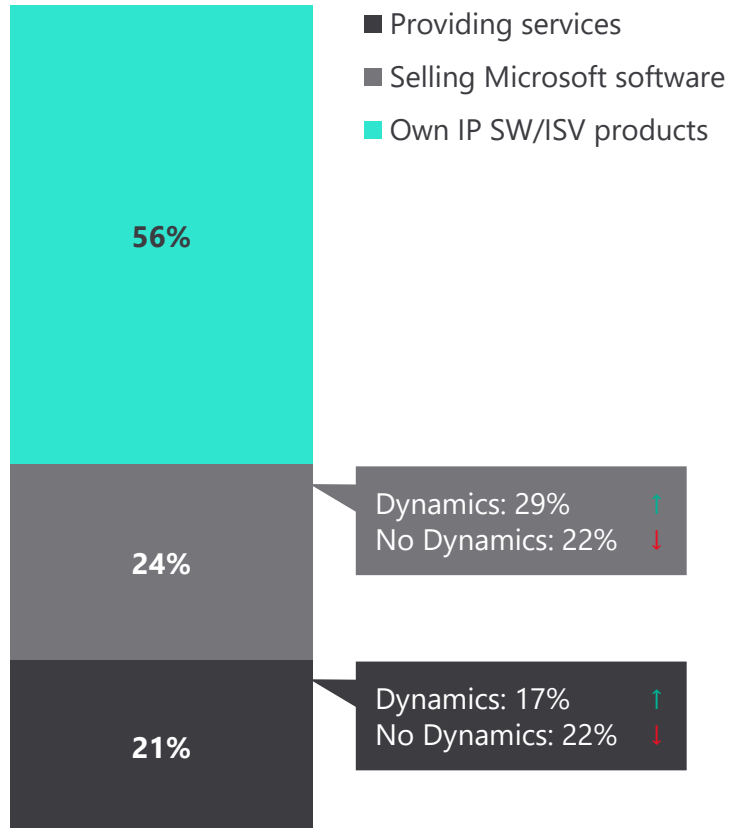# Revenue opportunity

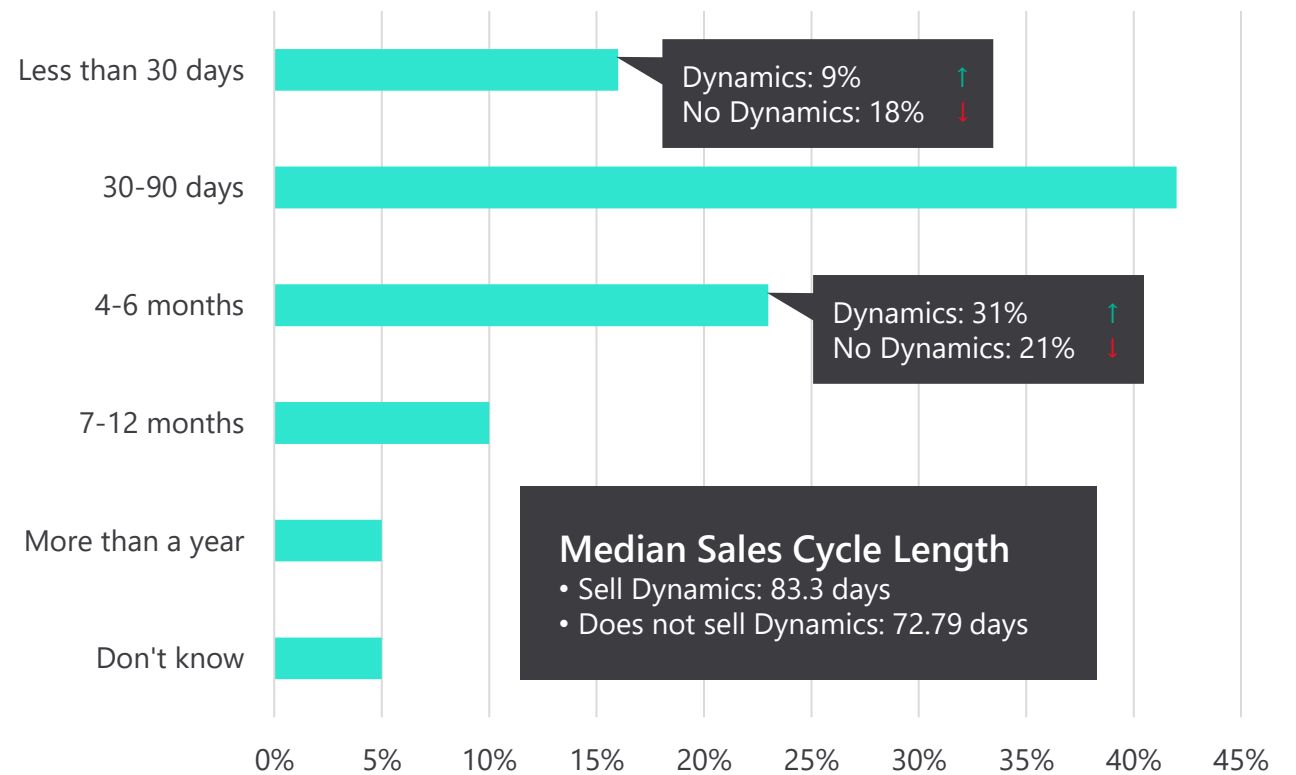Dynamics 365 offers big services opportunity and efficient sales cycle

Business Application Revenue
(n=823)

- ■ Providing services
- ■ Selling Microsoft software
- ■ Own IP SW/ISV products

56%	
24%	Dynamics: 29% ↑ No Dynamics: 22% ↓
21%	Dynamics: 17% ↑ No Dynamics: 22% ↓

Average Sales Cycle Length
(n=823)

- Less than 30 days — Dynamics: 9% ↑ / No Dynamics: 18% ↓
- 30-90 days
- 4-6 months — Dynamics: 31% ↑ / No Dynamics: 21% ↓
- 7-12 months
- More than a year
- Don't know

Median Sales Cycle Length
- Sell Dynamics: 83.3 days
- Does not sell Dynamics: 72.79 days

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%
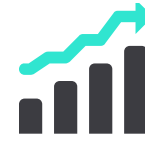
Industry trends

There is a lot of data.

Nearly 2.3 trillion gigabytes of data is created every day.[1]

Businesses gather data

The number of enterprises with more than 100 terabytes of unstructured data has doubled since 2016.[2]

...but few make it actionable.

Only 32% of those companies have succeeded in analyzing that data in any actionable way.[2]

Workforce going mobile

Over 72% of U.S. workforce will be mobile workers by 2020.[3]

Mobile > PC

Time spent on mobile is now significantly higher than time spent on PCs.[4]

Apps can be expensive

The average cost to produce an app is $171,450, but can quickly increase beyond $350,000.[5]

1. Domo, *"Data Never Sleeps 5.0."* 2017.
2. Forrester Research, Inc., *"Predictions 2018: The Honeymoon For AI Is Over."* November 2017.
3. IDC, *"U.S. Mobile Worker Forecast, 2015-2020."* June 2015
4. KPMG, *"Internet Trends 2017."* 2017.
5. Clutch survey, 2017.

The analyst outlook

"Through 2020, the number of citizen data scientists will grow five times faster than the number of expert data scientists."

Gartner®

Gartner, Magic Quadrant for Analytics and Business Intelligence Platforms, Cindi Howson, Rita Sallam, et al., 26 February 2018. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Microsoft.

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Gartner recognized Microsoft as a Leader in Analytics & BI Platforms*

Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms

www.dynamics.Microsoft.com/en-us/analyst-awards

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

Connected app platform

PowerApps

Build apps in hours—not months—that easily connect to data, use Excel-like expressions to add logic, and run on the web, iOS, and Android devices

Power BI

Make sense of your data through interactive, real-time dashboards and unlock the insights needed to drive your business forward.
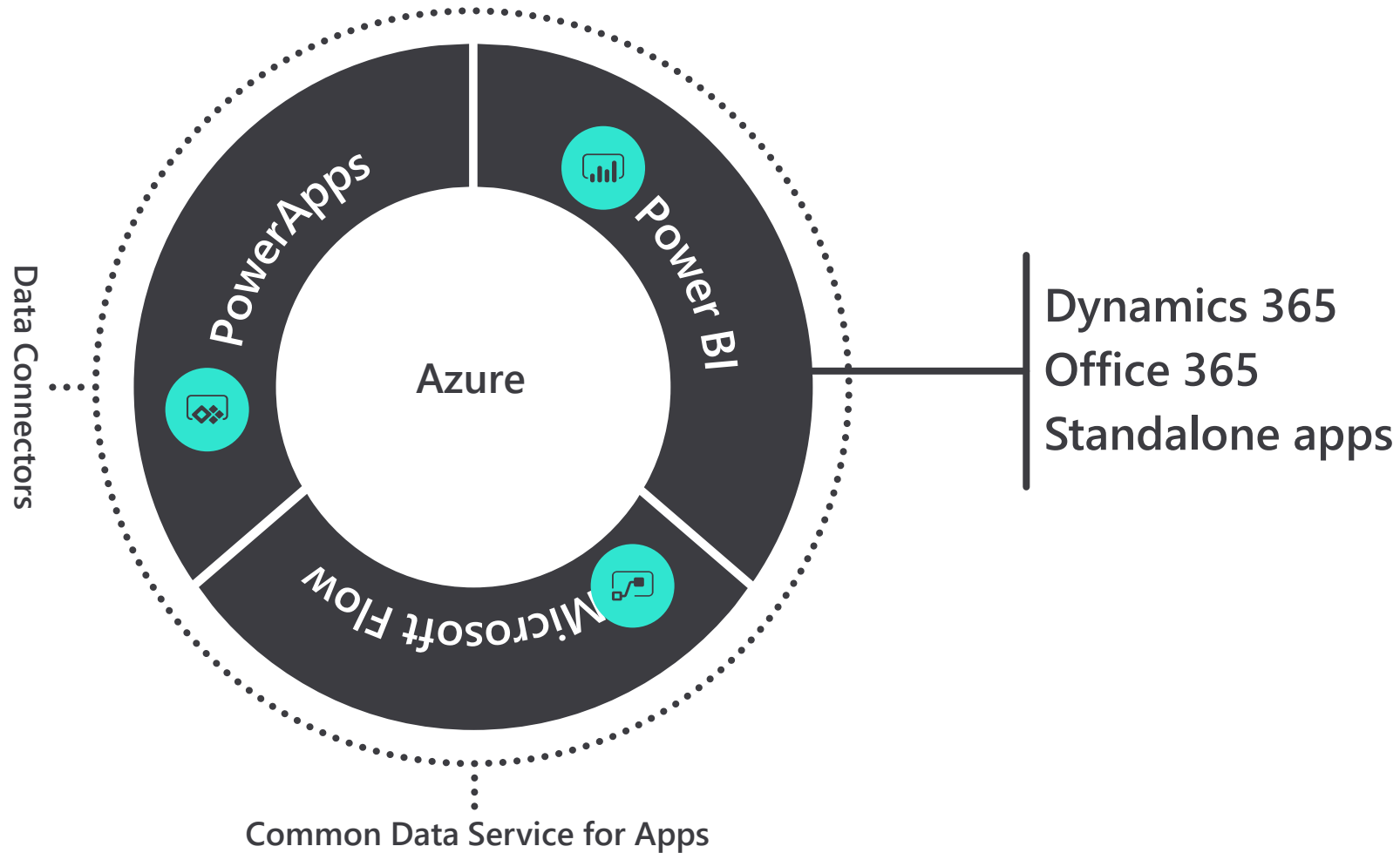
Microsoft Flow

Include powerful workflow automation directly in your apps with a no-code approach that connects to hundreds of popular apps and services.

Microsoft Power platform

Data Connectors

PowerApps

Power BI

Azure

Microsoft Flow

Common Data Service for Apps

Dynamics 365
Office 365
Standalone apps

PowerApps

Easy build apps
Easily build apps with a full-featured low-code/no-code platform.

Connect to any data
Connect to all of your data with pre-built and customer connectors.

Enterprise governance and security
A unified admin center provides comprehensive data management across first-party, third-party, and custom apps.

Pro-dev extensibility
Visual Studio plugin, robust Azure integrations, and in-line serverless code amplify pro developer productivity at every step.

Integrations
Leverage integrations with Office 365, Azure, Dynamics 365, Power BI, and Microsoft Flow.
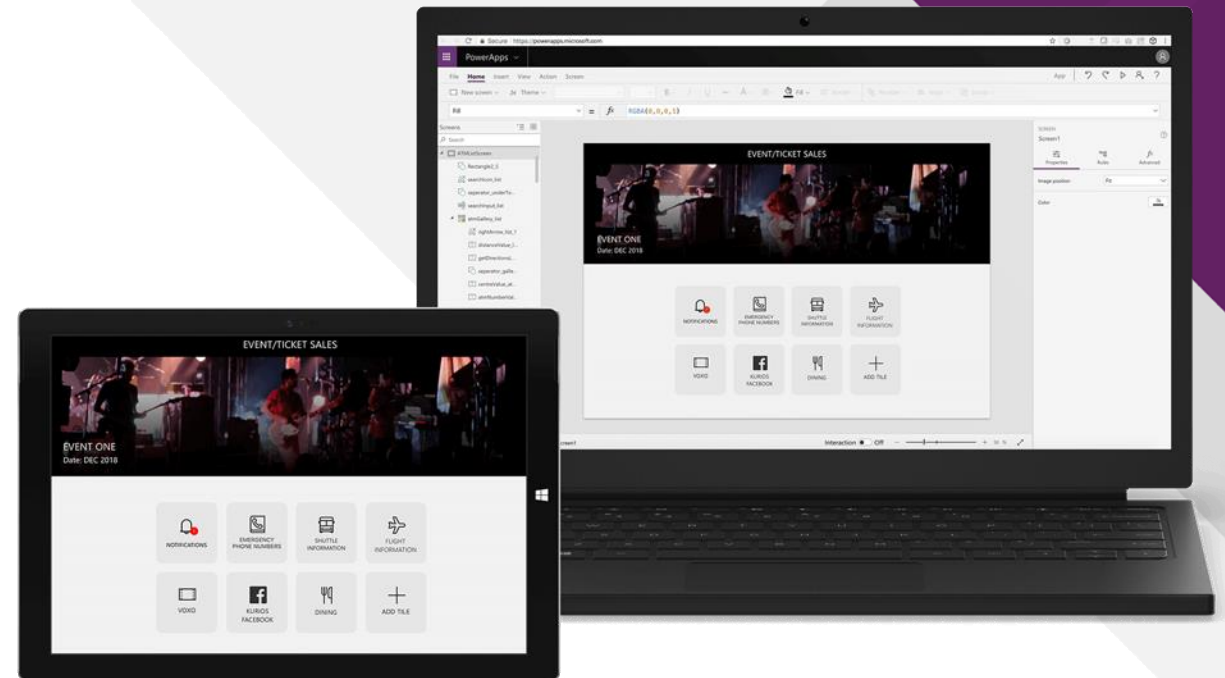
Power BI

Real-time dashboards
Live dashboards that maintain a real-time pulse on the business and provide critical insights.

Natural Language query
Natural language query that enables users to simply and intuitively ask questions of their data, including through Cortana.

Custom visualizations
Bring data to life with the Power BI visualization stack to create new ways to visualize data in a way that makes more sense

Integration of Power BI with the Microsoft stack
Power BI is part of larger ecosystem that integrates with services like Microsoft Teams, Office 365, and Dynamics 365.

Anywhere access to insights
Whether in the office or on-the-go, Power BI provides anywhere access to insights with dashboards accessible via the desktop, on the web, or across mobile devices.

Microsoft Flow

Automate workflows
Create automated workflows between your favorite apps and services to get notifications, synchronize files, collect data, and more.

Multistep flows
Turn repetitive tasks into multistep workflows

Approve requests
Create, use, and share automated approval workflows
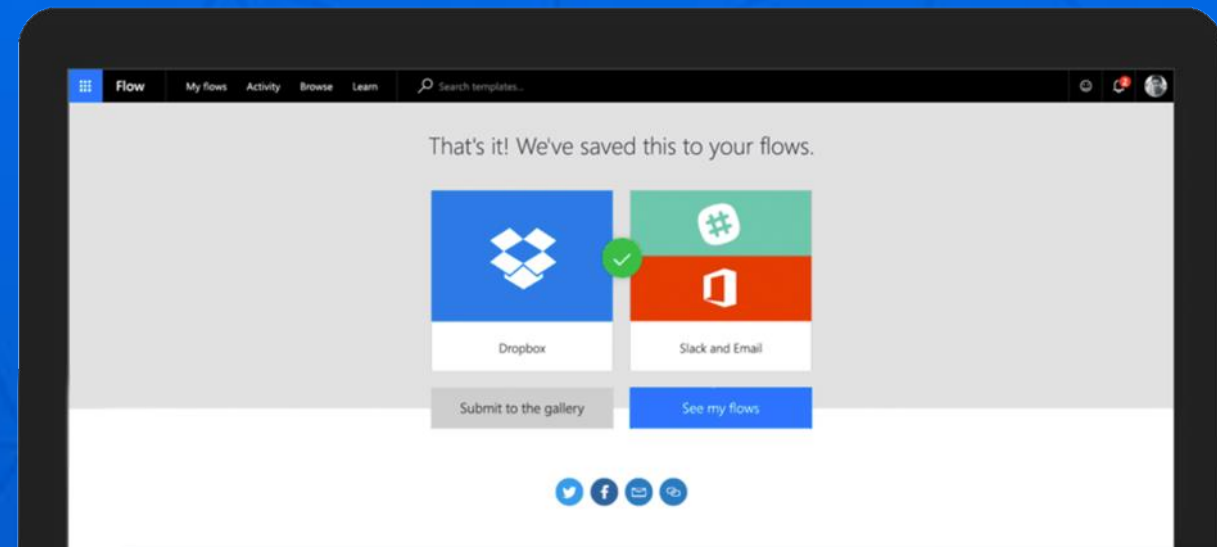
Adding conditions
Make decisions in your workflow, like running an action only when certain conditions are met
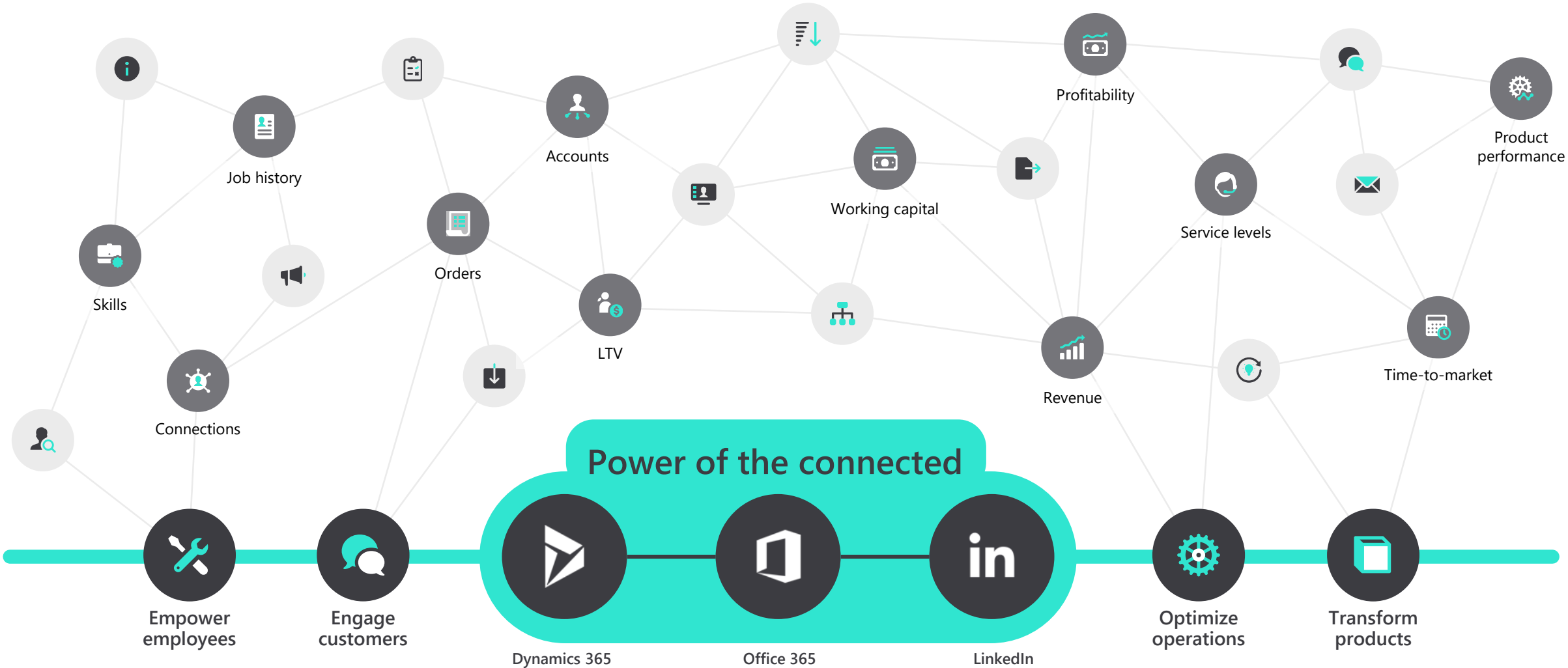
Using on-premises data
Securely connect to on-premises data and cloud based services

Working securely
Prevent sensitive data from leaving your company using built-in or customized data loss prevention policies

Lead with innovation

Common data model

Extend your existing Microsoft practices and skillsets

G&J Pepsi-Cola Bottlers, Inc.
Using PowerApps, Power BI, and Microsoft Flow, G&J Pepsi were able **to build, deploy, and manage customer applications to audit the company's store merchandising process** without previous app development experience.
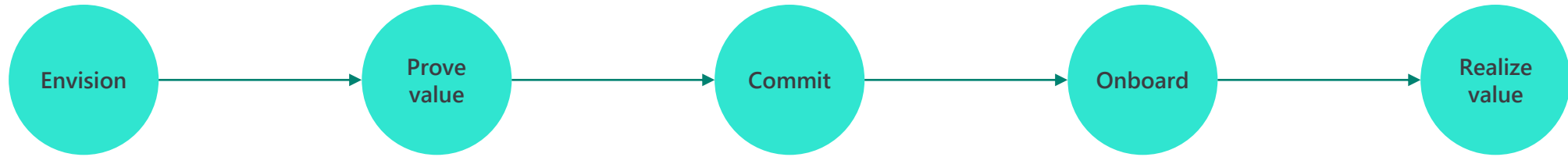
Meijer
Meijer leveraged **SQL Server Analysis Services, Excel, and Power BI to get the insight and real-time, self-service capabilities** they needed to empower employees.

Partner incentives reduce risk for new service development

Envision → **Prove value** → **Commit** → **Onboard** → **Realize value**

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.

Count on continued Microsoft investment in training and GTM resources

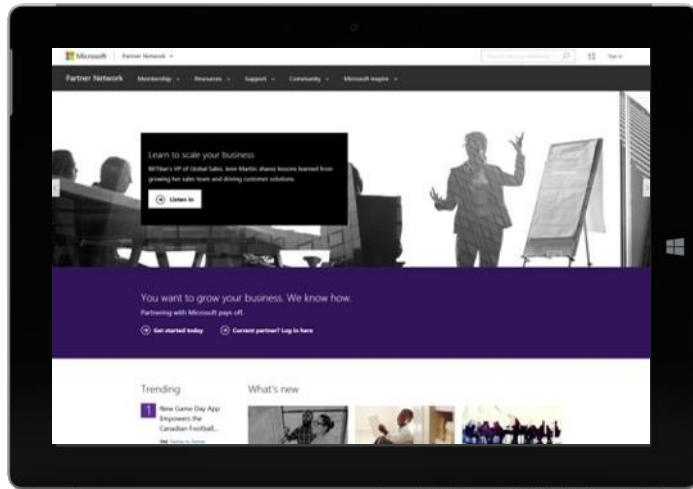## Microsoft provides enablement programs tailored to your needs
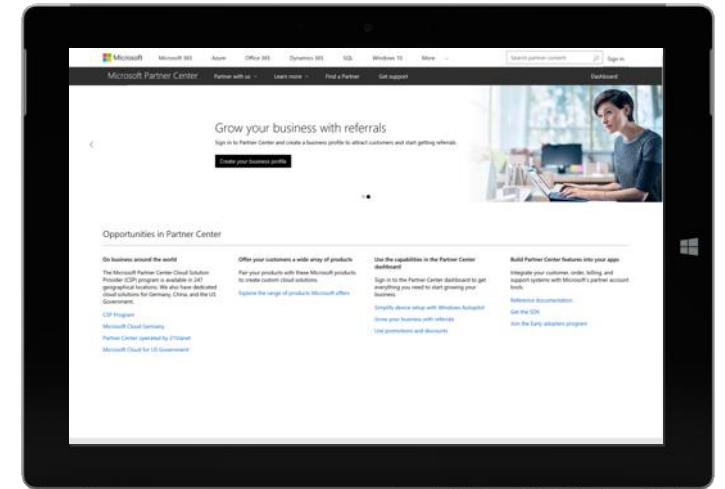
Topics

Roles

Levels (100-400)

Modalities

→ **Overall Partner Info and Readiness MPN**

→ **Dynamics 365 Learning Portal Link**

→ **Microsoft Partner Center Link**

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.
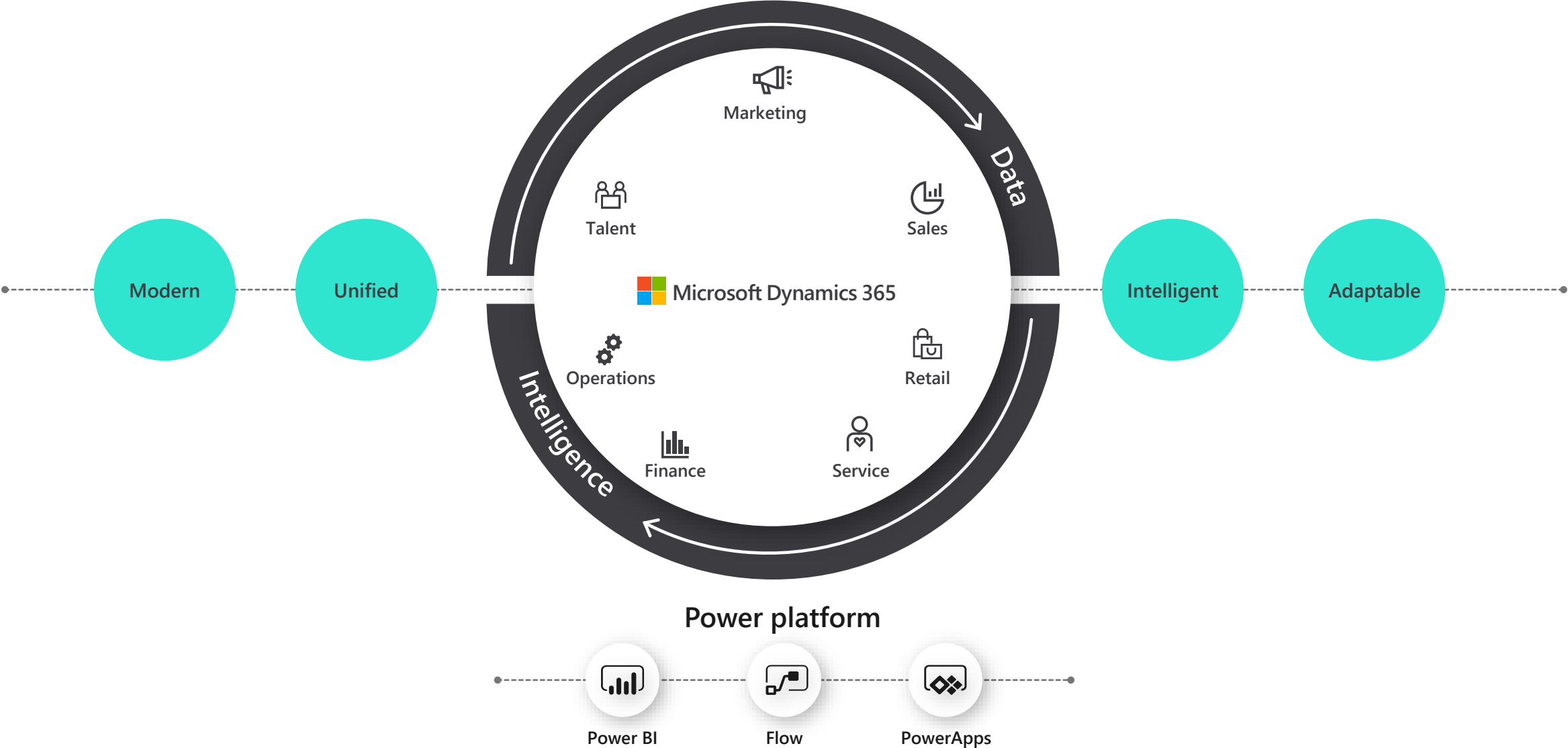
Collaboration

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

Modern

Unified

Intelligent

Adaptable

Data

Intelligence

Marketing

Talent

Sales

Operations

Retail

Finance

Service

Microsoft Dynamics 365

Power platform

Power BI

Flow

PowerApps

Next steps

Engage

Engage with Partner Development Managers and/or ISV Development Centers

Learn

Learn about opportunities and technologies to target the Power platform market

Build

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

Sell

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

Help

Help our joint customers to realize their full potential

Realize

Realize sustainable hyper growth

Microsoft

Thank you

There is no better time to be a
Microsoft Power platform partner.