



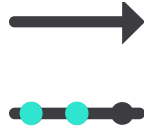
Partner opportunity

Microsoft Dynamics 365 for
Customer Service



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."*

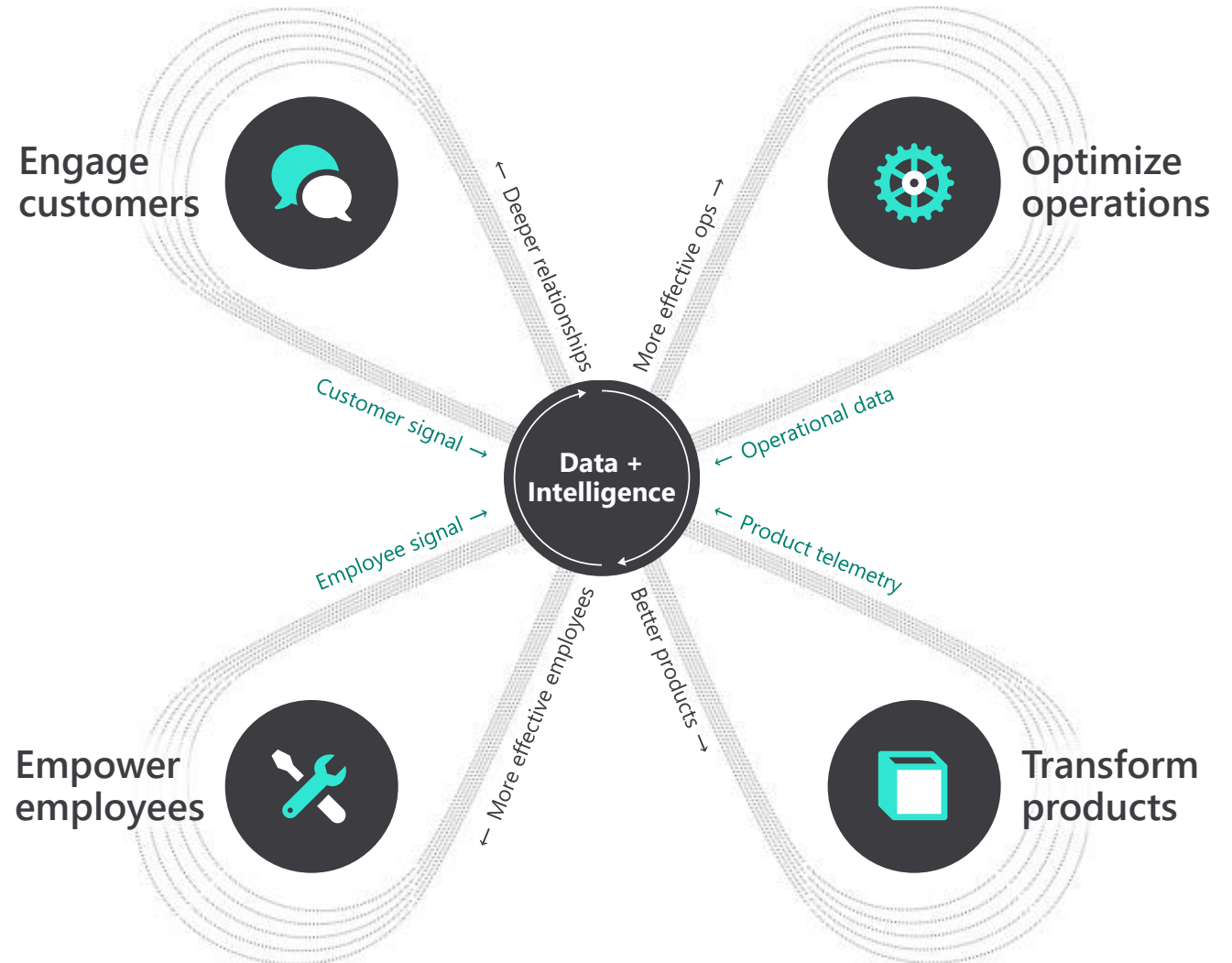
-Microsoft Research

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

Driving digital transformation

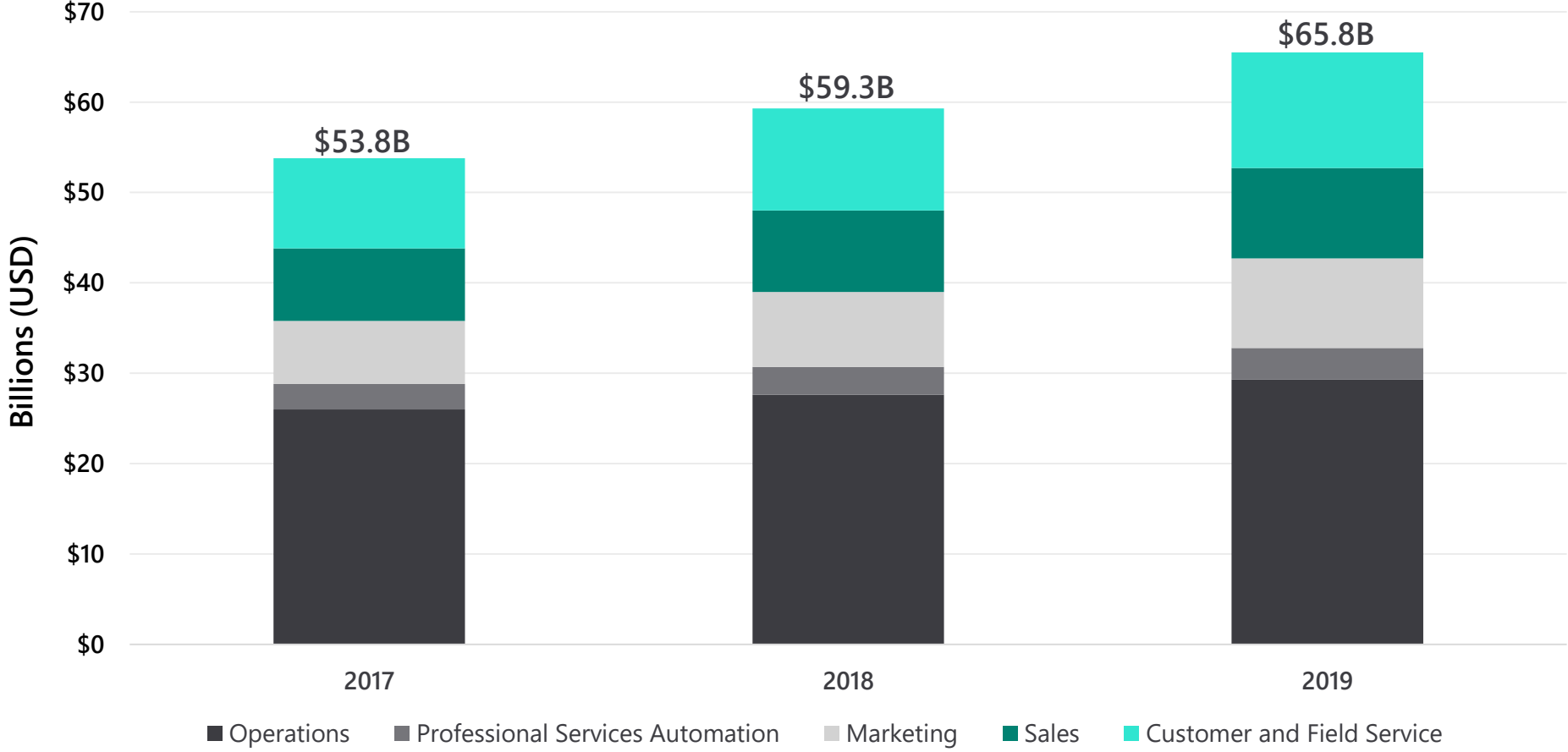
Digital feedback loops

- 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

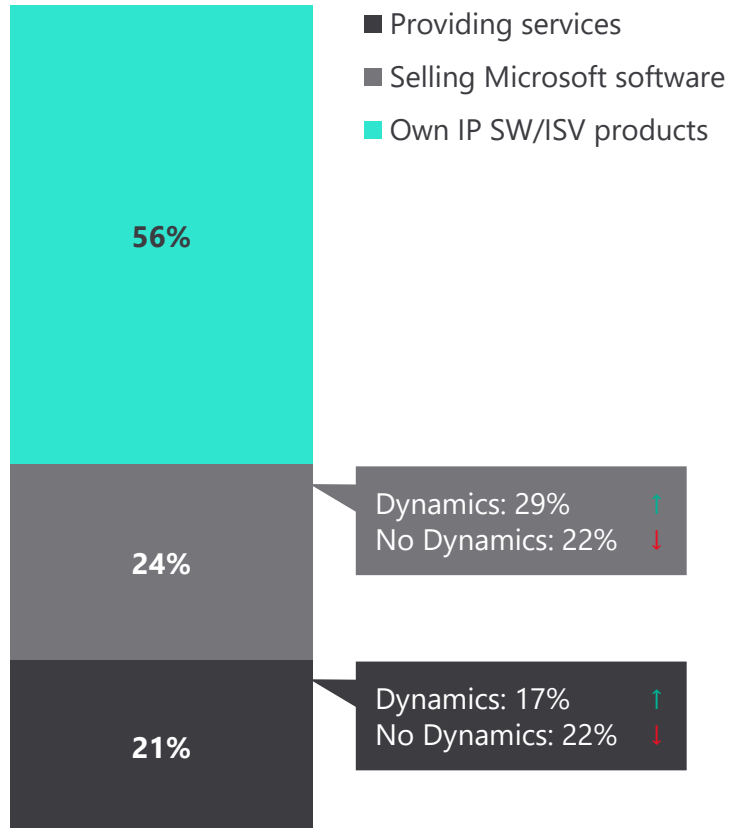


Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

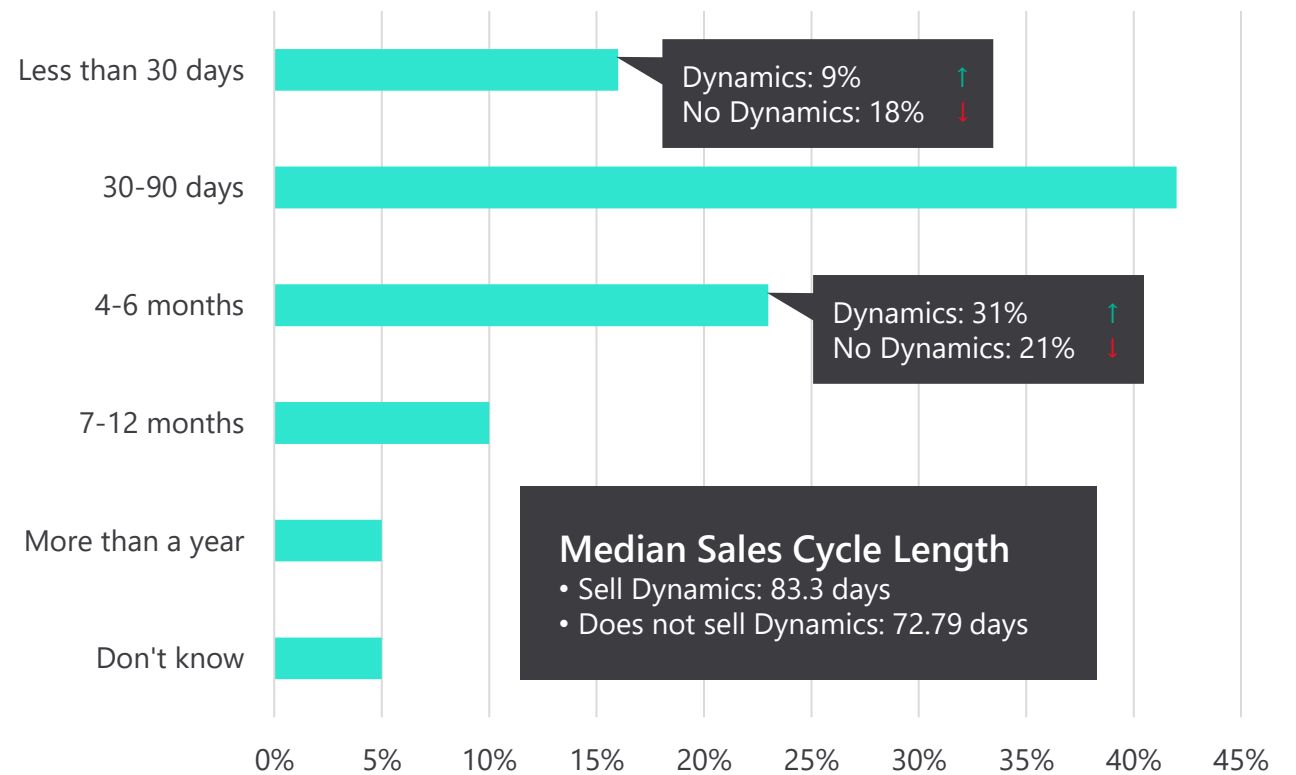
Business Application Revenue

(n=823)



Average Sales Cycle Length

(n=823)



Industry trends



Good service creates loyalty

95% of customers said that customer service was important to their choice of or loyalty to a brand.¹



Experience as a differentiator

90% of customer service providers recognize customer experience as a competitive differentiator.⁴



Channels managed in silos

58.5% of channels are managed in silos and 36.2% have no consistency in how channels are configured.²



Unable to identify blockages

76% of organizations are unable to identify blockages in process that impact customer experience.⁴



Omnichannel improves CX

79% of contact centers believe that their omnichannel technology has a positive impact on the customer experience.³



Agents lack the tools

80% of agents feel it's important to have intuitive, easy-to-use software to manage customer interactions; yet only 35% say that this is fully available to them.⁵

1. Microsoft, 2018 State of Global Customer Service Report, 2018.
2. Everest Group, "2017 Global Customer Experience Benchmarking Report, Dimension Data," 2017.
3. ContactBabel, "The US Customer Experience Decision-Makers' Guide 2018," 2018. 4. Dimension Data 2017 Global Customer Experience Benchmarking Report, 2018. 5. Aspect Software, 2018.

The analyst outlook

2018 Gartner Magic Quadrant

“By 2022, 70% of customer interactions will involve an emerging technology such as machine learning applications, chatbots or mobile messaging, up from 15% in 2018.”



Gartner, Magic Quadrant for the CRM Customer Engagement Center, Michael Maoz, Brian Manusama, 16 May 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 the Magic Quadrant for the CRM Customer Engagement Center

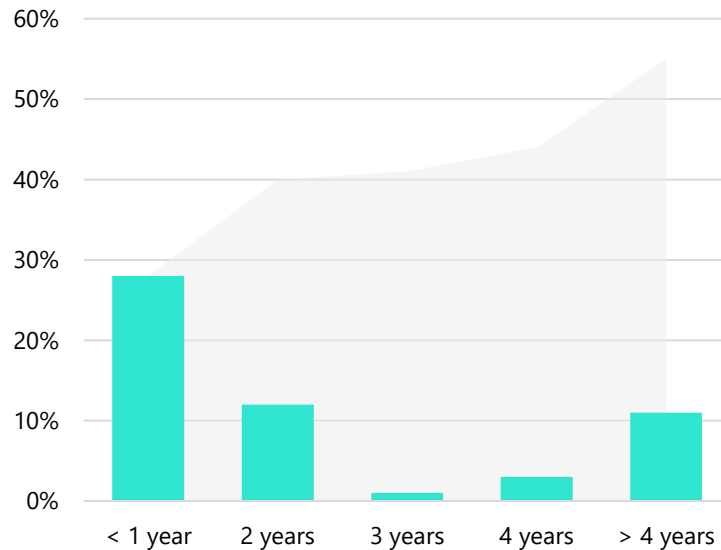
Figure 1. Magic Quadrant for the CRM Customer Engagement Center



Source: Gartner (May 2018)

Building a practice

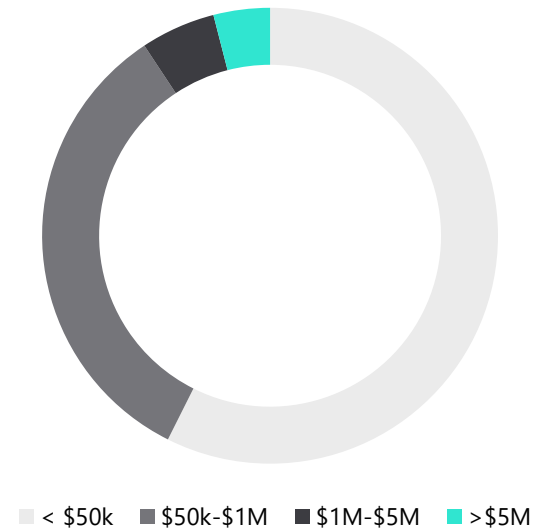
Dynamics 365 for Customer/Field Service Practice Tenure (n=162)



A good place to start and differentiate your business

Most partner Customer/Field Service practices have been up and running for a year or less.

Average Project Service Revenue from First Year of Dynamics 365 Customer/Field Service Deployment (n=91)



Quick revenue ramp

42% of partners (across all segments) see revenue of \$50,000 or greater in the first year.

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.

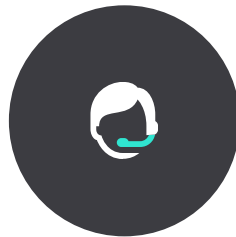
Lead with innovation

A comprehensive solution

Earn customers for life



Customer



Agent



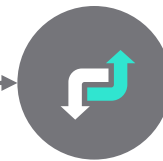
Business



Earn loyalty



Empower agents



Stay agile

Lead with innovation

Modernize customer service

Early loyalty

Increase brand loyalty and advocacy by providing personalized and contextual interactions across the customer journey, through any channel and from any device.

Empower agents

Provide your agents with everything they need to deliver a more personalized, effective standard of service – using tools that are at their fingertips, through a single interface.

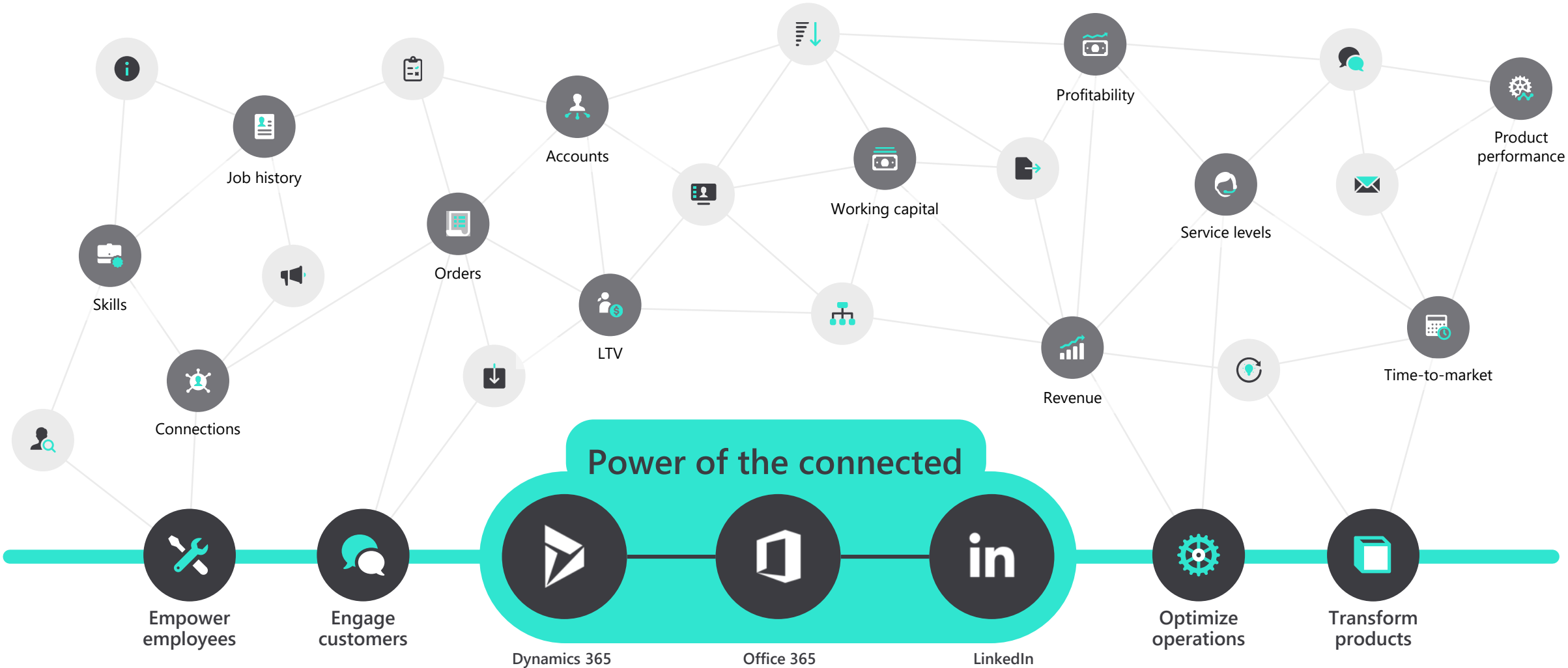
Stay agile

Adjust at the pace of innovation through actionable insights that anticipate the rapidly changing needs of customers and your brand.



Lead with innovation

Common data model



Build on existing strengths

Extend your existing Microsoft practices and skillsets

HP

HP leverages **Dynamics 365 for Customer Service, Microsoft's advanced AI, and Bot Framework** to deploy virtual agents that improve wait times and help scale support.

AccuWeather

AccuWeather utilizes the flexibility and elasticity of **Microsoft's cloud** to scale to meet changing demands and **Azure Machine Learning services** to create custom weather-impact predictions for business customers and transform its own business faster.

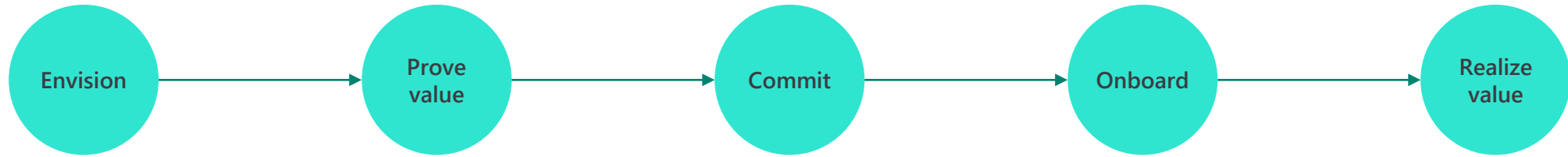
24 Hour Fitness

24 Hour Fitness is applying data analytics to member marketing by connecting **Microsoft Dynamics 365 with Adobe Experience Cloud** hosted on Microsoft Azure to personalize marketing messages to millions of members at its 400-plus US health clubs.



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

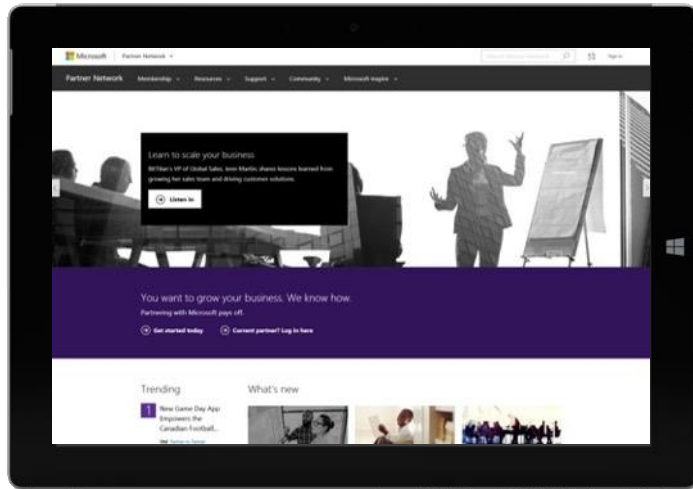
Microsoft provides enablement programs tailored to your needs

Topics

Roles

Levels
(100-400)

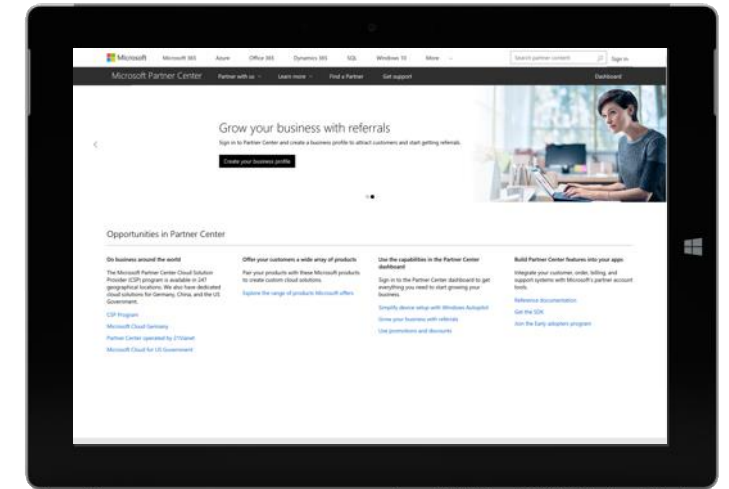
Modalities



➔ Overall Partner Info and Readiness [MPN](#)



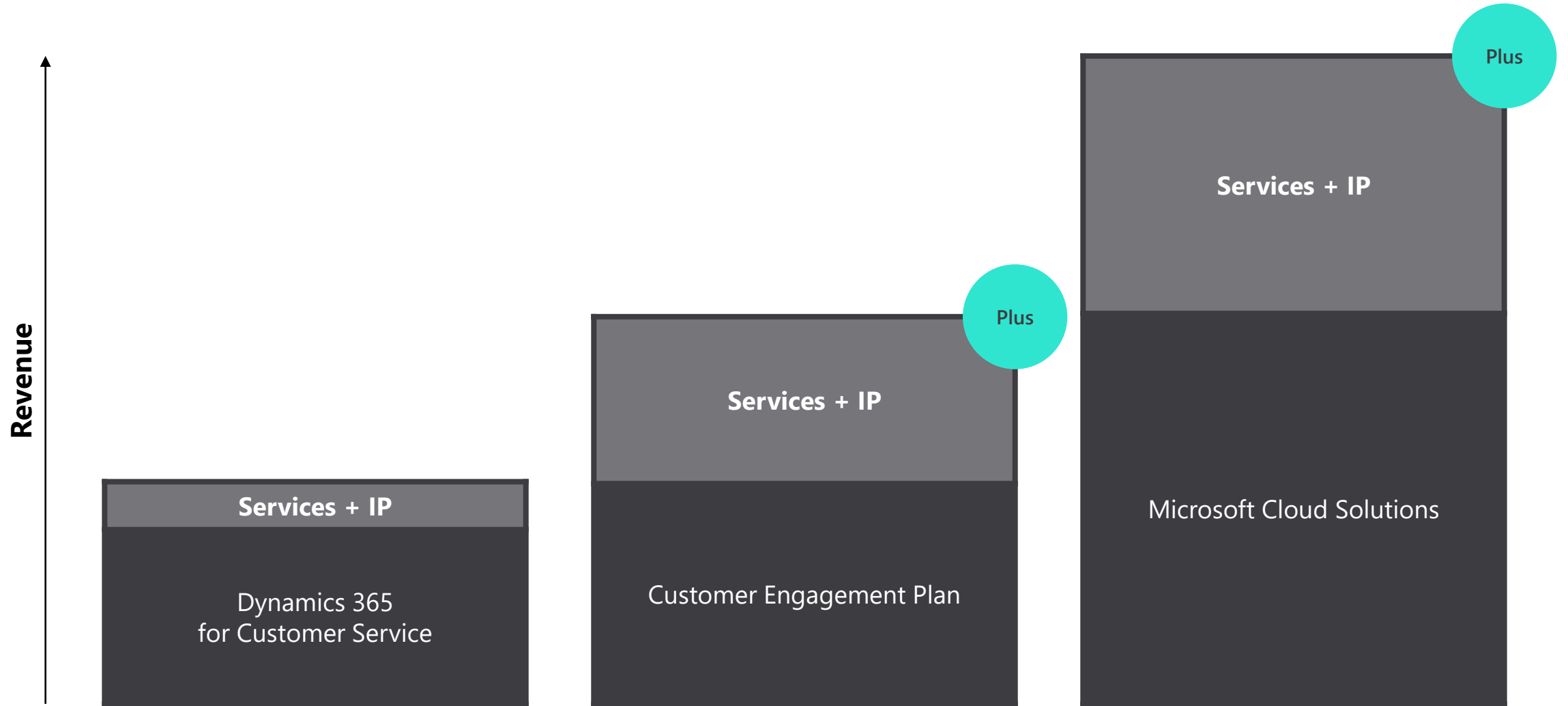
➔ Dynamics 365 Learning Portal [Link](#)



➔ Microsoft Partner Center [Link](#)

Build on existing strengths

Derive more long term value with stair step approach



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 'Microsoft' logo, 'Cloud', 'Mobility', and 'Productivity' dropdowns, and a search bar. Below this is a blue header with 'AppSource' and navigation links for 'Apps', 'Consulting services', 'List on AppSource', and 'Blog'. The main content area features a sidebar on the left with filters for 'Products' (Web Apps, Add-Ins), 'Dynamics 365' (Business Central, Customer Service, Field Service, Finance & Operations, Project Service Auto..., Sales), 'Office 365' (Power BI apps, Power BI visuals, Dynamics NAV), and 'Categories' (Analytics, Artificial intelligence, Collaboration, Customer service, Finance, Human resources, IT + administration, Marketing, Operations + supply ..., Productivity, Sales). The main content area highlights 'Dynamics 365 for Customer Service' with a description: 'Effortless customer service: Empower your customers and your agents with the tools they need to ensure quick and accurate resolution, every time.' Below this is a 'Get Dynamics 365 for Customer Service >' link. A breadcrumb trail shows 'Customer Service > Dynamics 365 > Add-Ins >'. Below the breadcrumb, there are 'App results (428)' and 'View consulting services (101)'. Four app cards are visible: 'Microsoft Dynamics 365 - Organization Insights' (Free, Get it now), 'Insights, powered by InsideView' (Free, Get it now), 'Live Assist for Dynamics 365 Powered by CaféX' (Free trial), and 'Microsoft Dynamics 365 - Data Export Serv' (Free, Get it now).

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

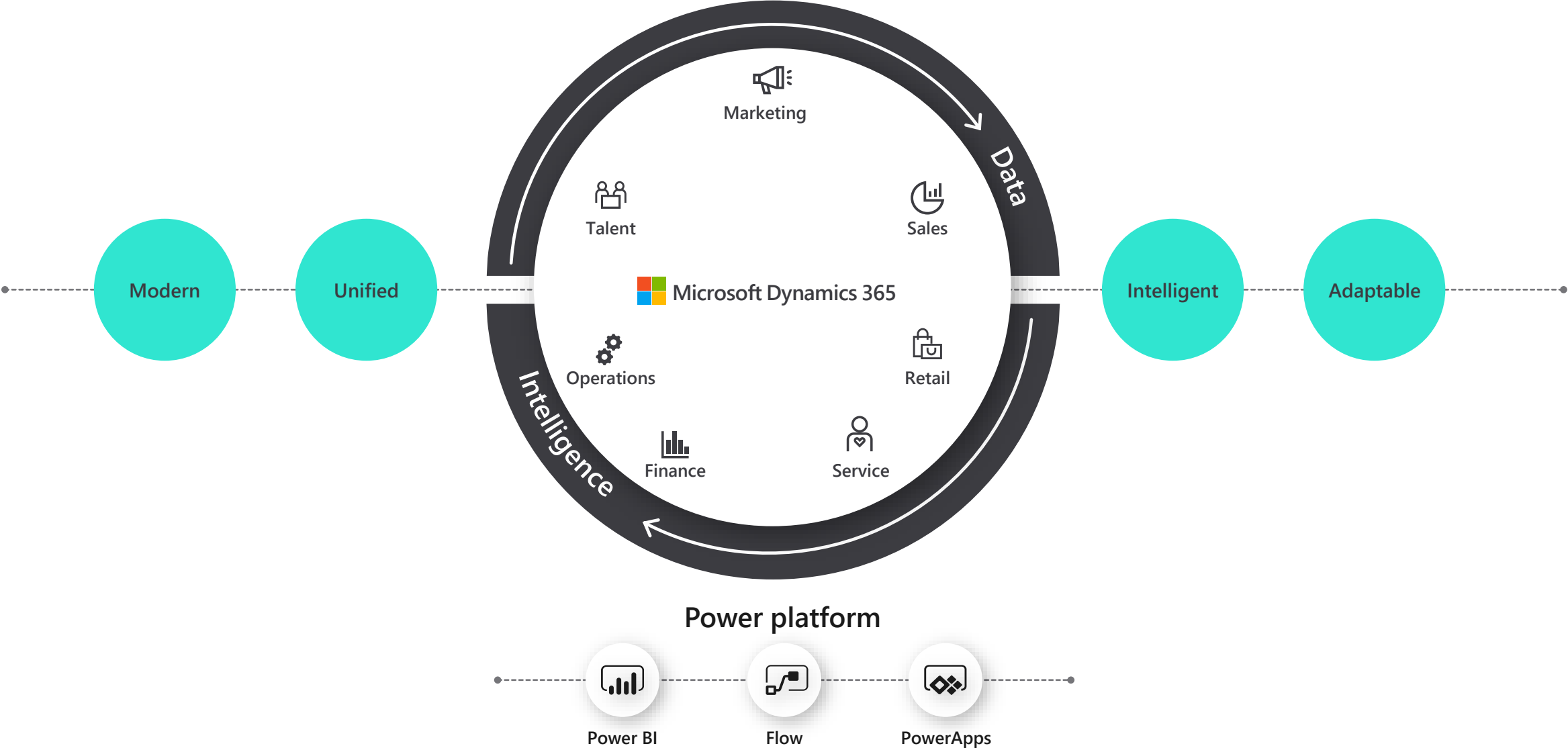
Dynamics Co-Sell creates a programmatic way for Partners to engage MS Sellers.



Microsoft seller incentives

Dynamics Co-Sell puts in place multiple incentives to prioritize Dynamics Co-Sell in sales planning and execution.

Microsoft Business Applications ecosystem



Next steps

Engage

Engage with Partner Development Managers and/or ISV Development Centers

Learn

Learn about opportunities and technologies to target the Customer Service market

Build

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

Sell

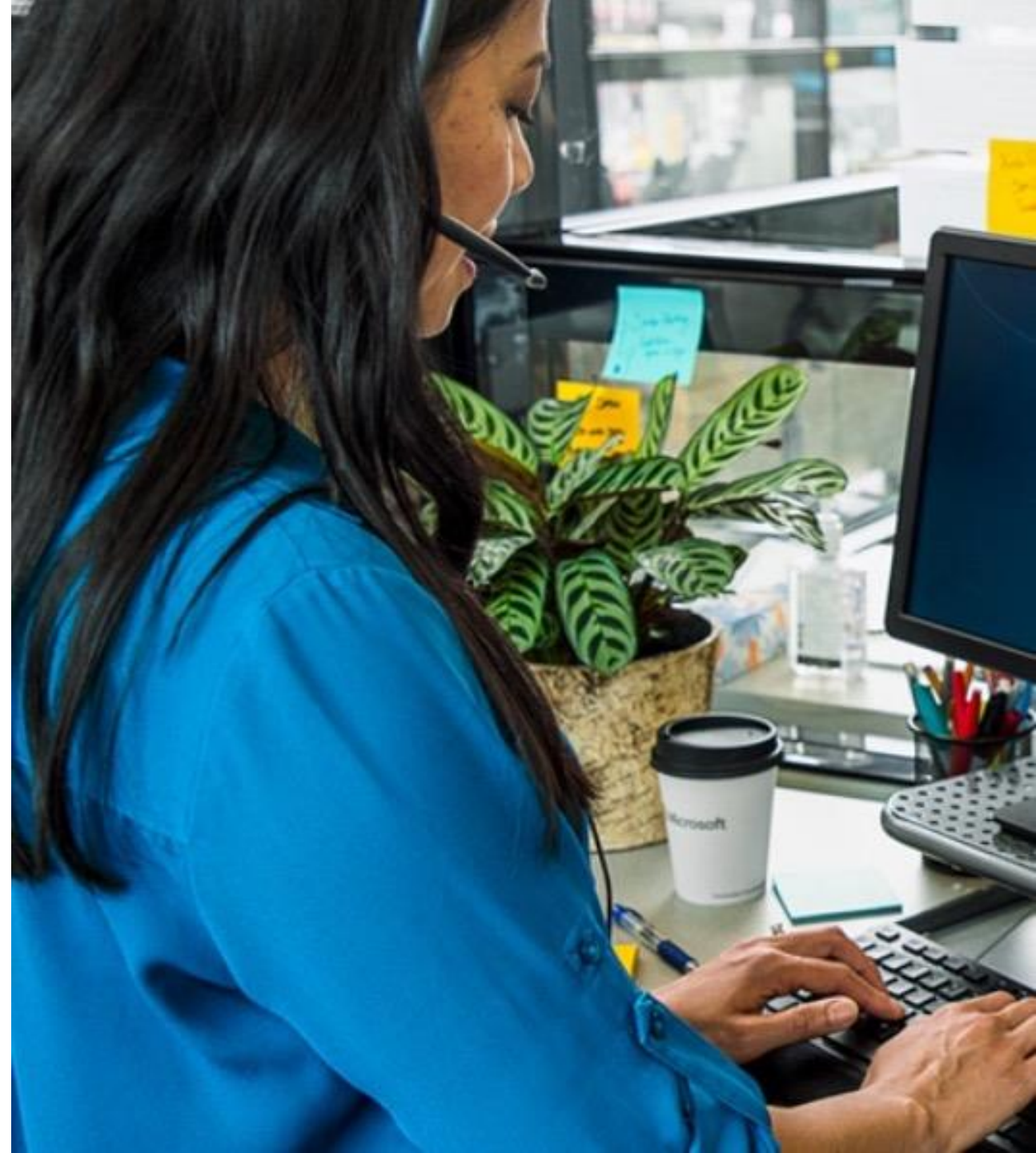
Sell your solutions, expand your opportunities (e.g. via AppSource), fully leverage Microsoft

Help

Help our joint customers to realize their full potential

Realize

Realize sustainable hyper growth



Thank you

There is no better time to be a
Dynamics 365 for Customer Service partner.