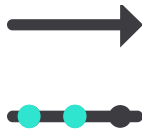
Microsoft

Partner opportunity

Microsoft Dynamics 365 for Field 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]

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

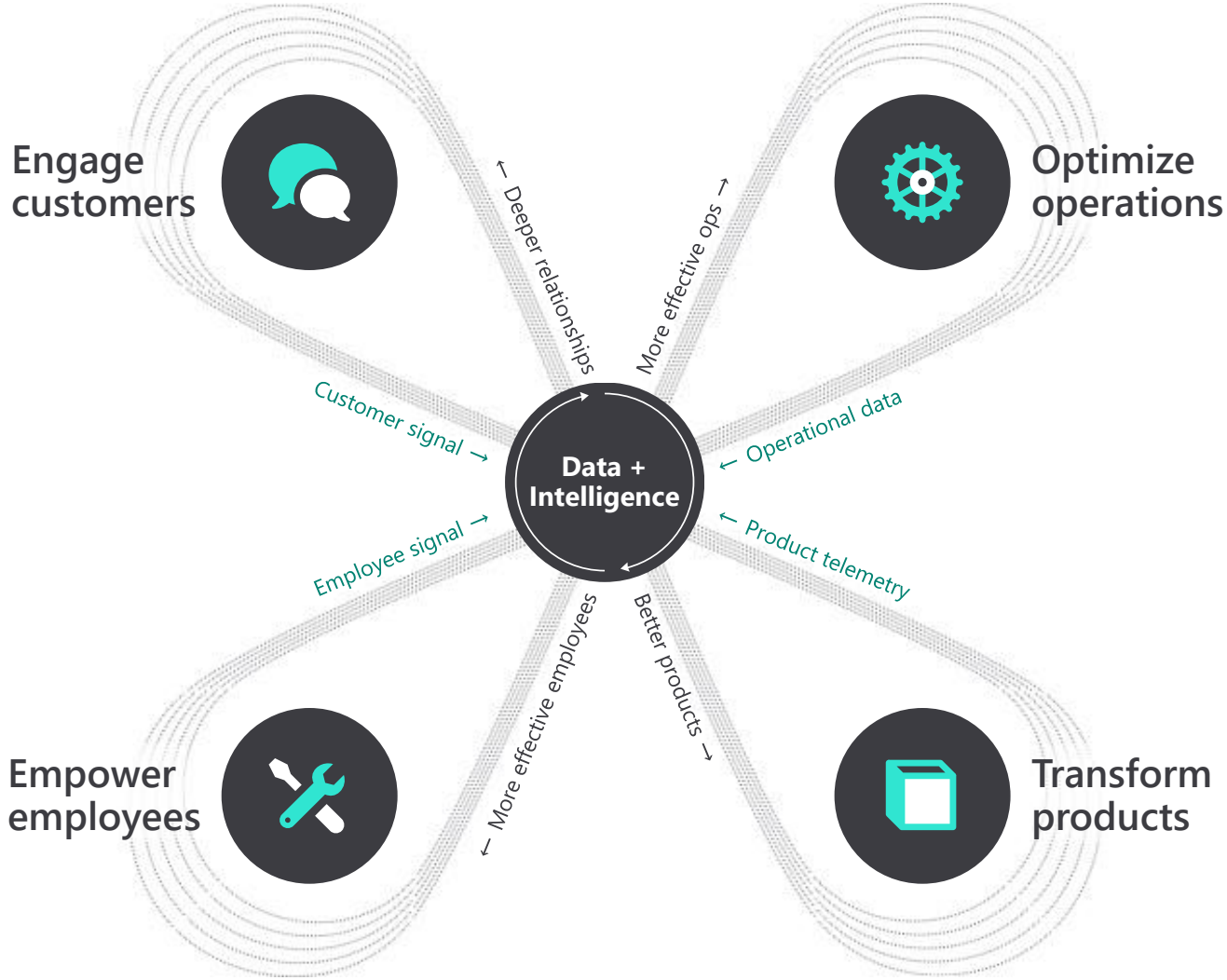
Driving digital transformation

Digital feedback loops

1. **Data**
   Data is captured as a digital signal across the business.

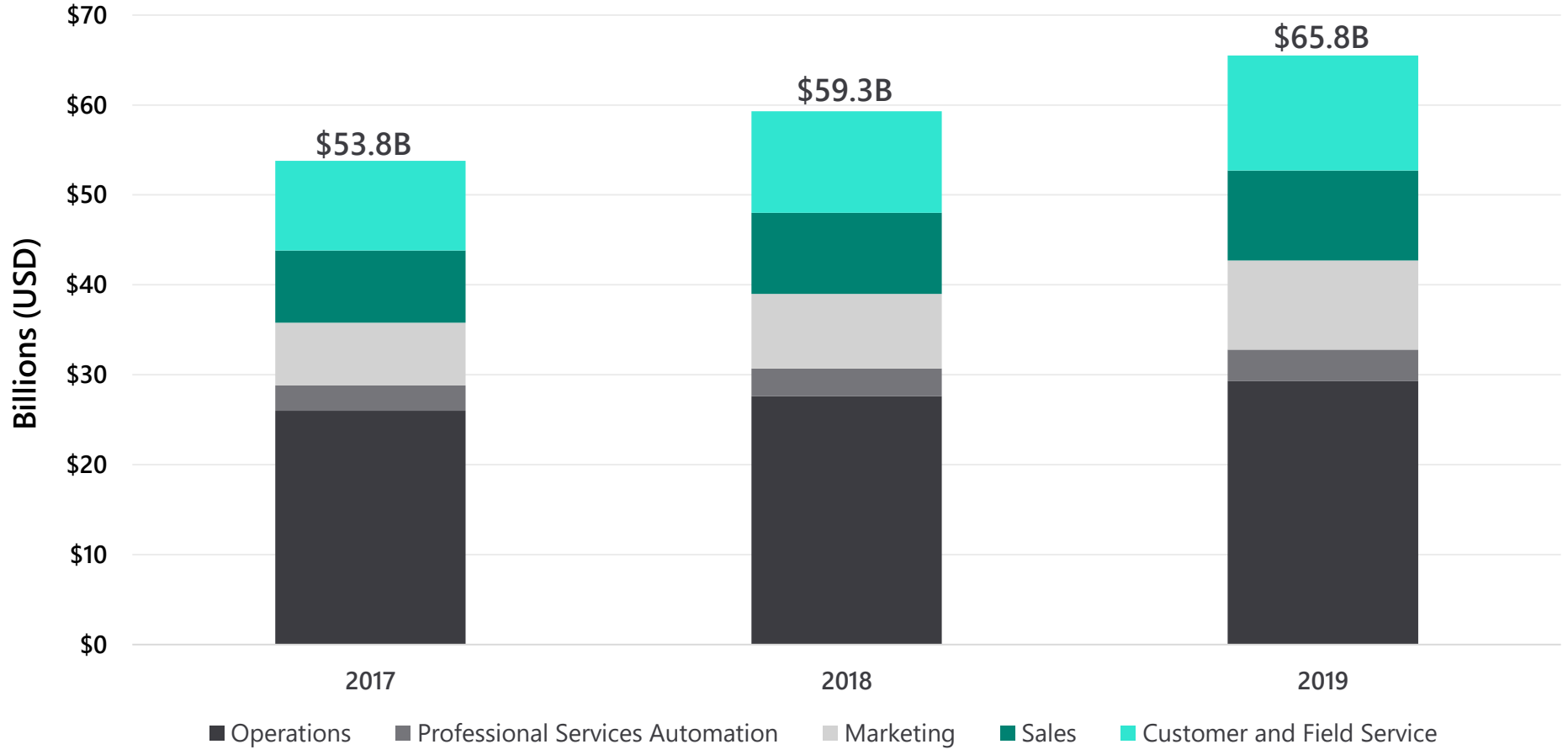
2. **Insight**
   Intelligence is applied to connect and synthesize the data.

3. **Action**
   Action is recommended and taken to improve business outcomes.



Business Applications market size

By workload



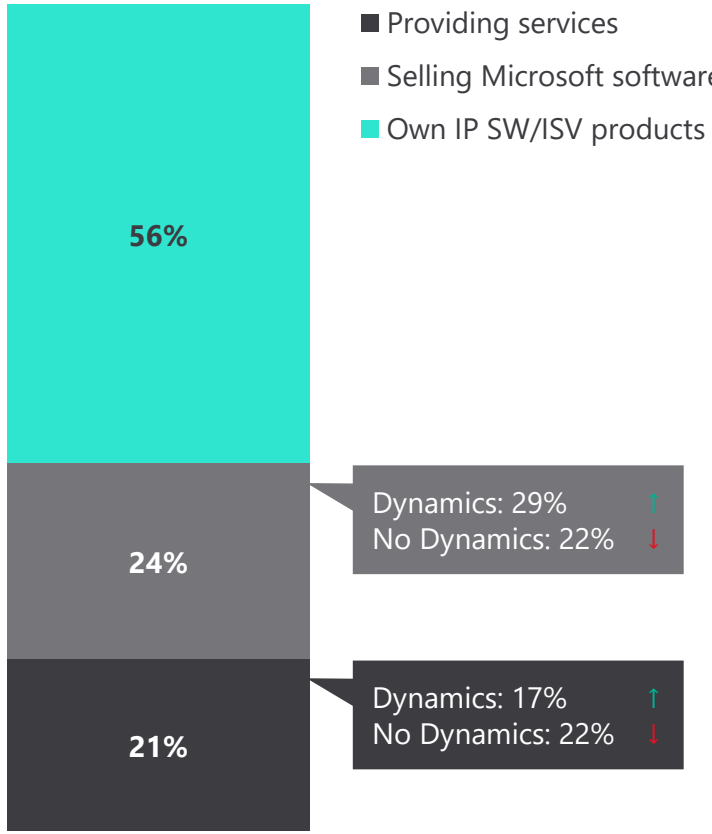
MarketsandMarkets, February 2016

Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

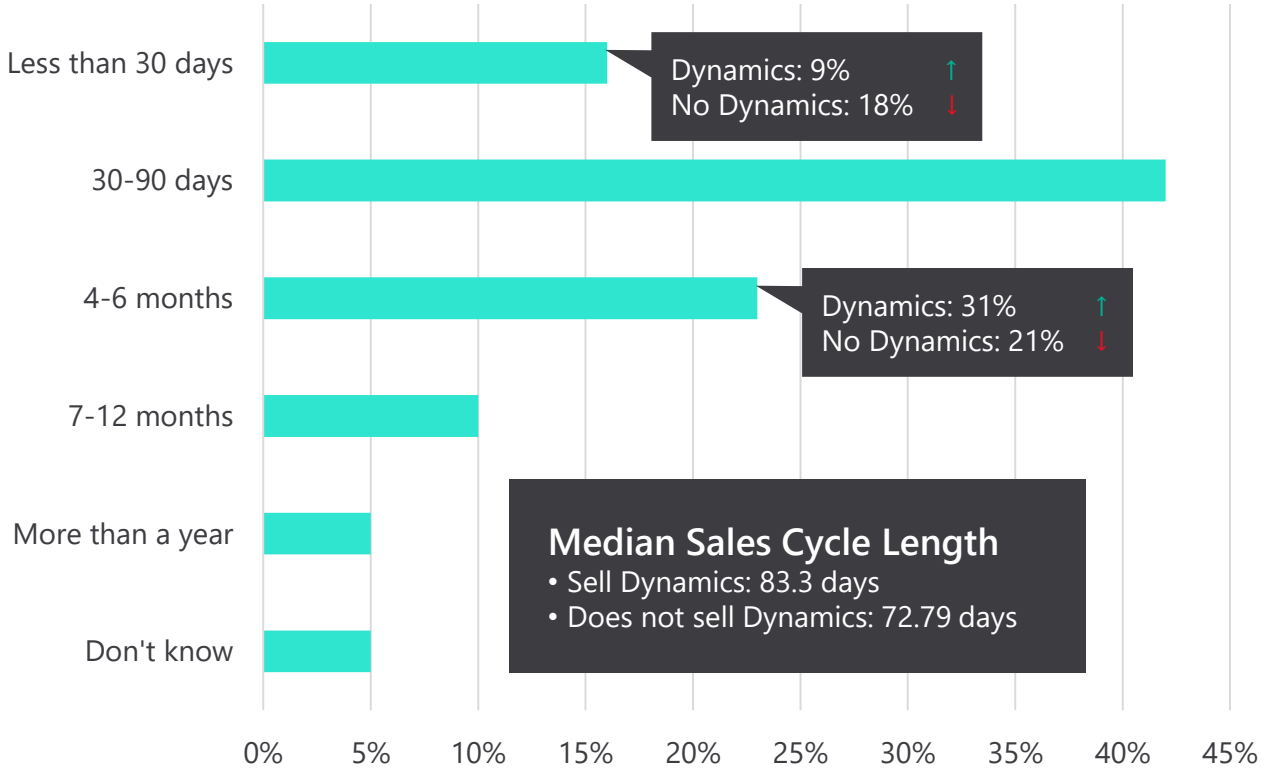
Business Application Revenue

(n=823)



Average Sales Cycle Length

(n=823)



MDC Research, February 2018, 823 worldwide Microsoft Partners

Field Service market opportunity

Industry trends

Value your customers' time

73% of consumers say valuing their time is the most important thing a company can do to provide good service.[1]

Meet demand for field visits

65% of incoming service requests require field visits and of those service visits.[2]

...and for follow-up visits

26% require secondary or follow-up visits.[2]

Poor service causes losses

62% of global consumers have stopped doing business with a brand this year due to a single poor customer service.[3]

Get it right the first time

50% of organizations with a first-time fix rate of less than 50% struggle to drive customer satisfaction results.[4]

Customer expect self-service

90% of global consumers expect a brand or organization to have an online self-service offering.[3]

1. Forrester Research's Trends 2016: The Future Of Customer Service
2. Source: Field service automation trends: Best-in-Class - Aberdeen Group, Dec,2015
3. The State of Customer Service Report, Microsoft, 2016
4. 2014 Service Transformation: The Business Case, SAP, 2014

Field Service market opportunity

The analyst outlook

Using AI to trigger service

"By 2020, 10% of emergency field service work will be both triaged and scheduled **by artificial intelligence**."[1]

Outsourcing technicians

"By 2020, 40% of field service work will be performed by technicians who are **not employees of the organizations** that has direct contact with the customer." [1]

Going beyond data collection

"By 2020, more than 75% of field service organizations with over 50 users will deploy mobile apps that **go beyond simplified data collection** and add capabilities that help technicians succeed."[1]

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

Gartner recognized Microsoft as a Visionary in the Magic Quadrant for Field Service Management

Figure 1. Magic Quadrant for Field Service Management

Source: Gartner (June 2017)

[1] *Gartner, Magic Quadrant for Field Service Management, Jim Robinson, Michael Maoz, Jason Wong, 27 September 2017. 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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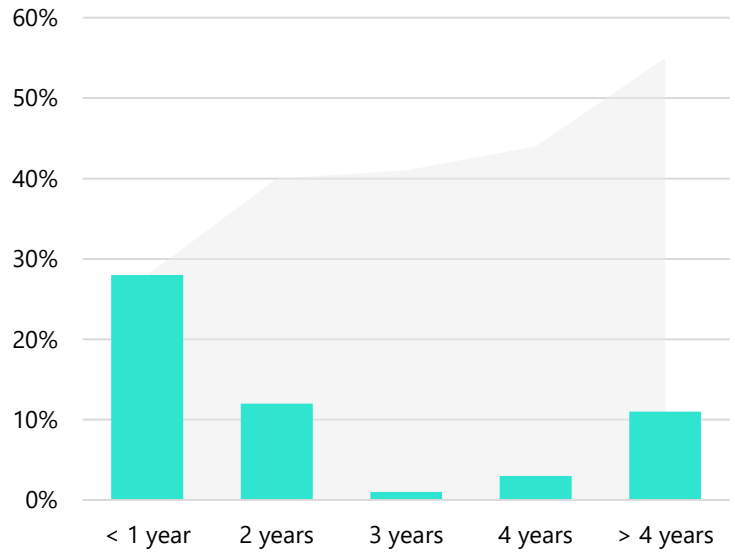
Field Service market opportunity

Building a practice

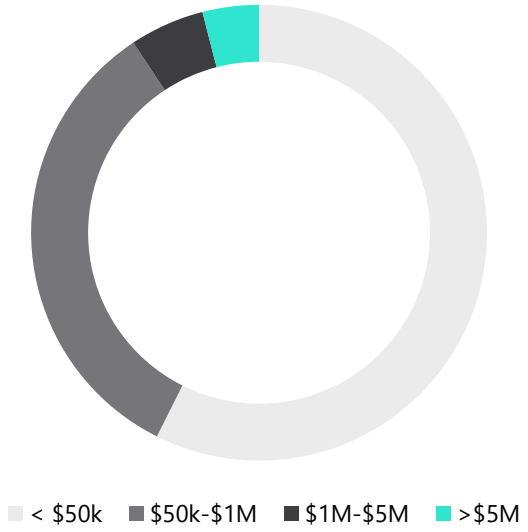
Dynamics 365 for Field/Customer Service Practice Tenure *(n=162)*



A good place to start and differentiate your business

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

Average Project Service Revenue from First Year of Dynamics 365 Field/Customer 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

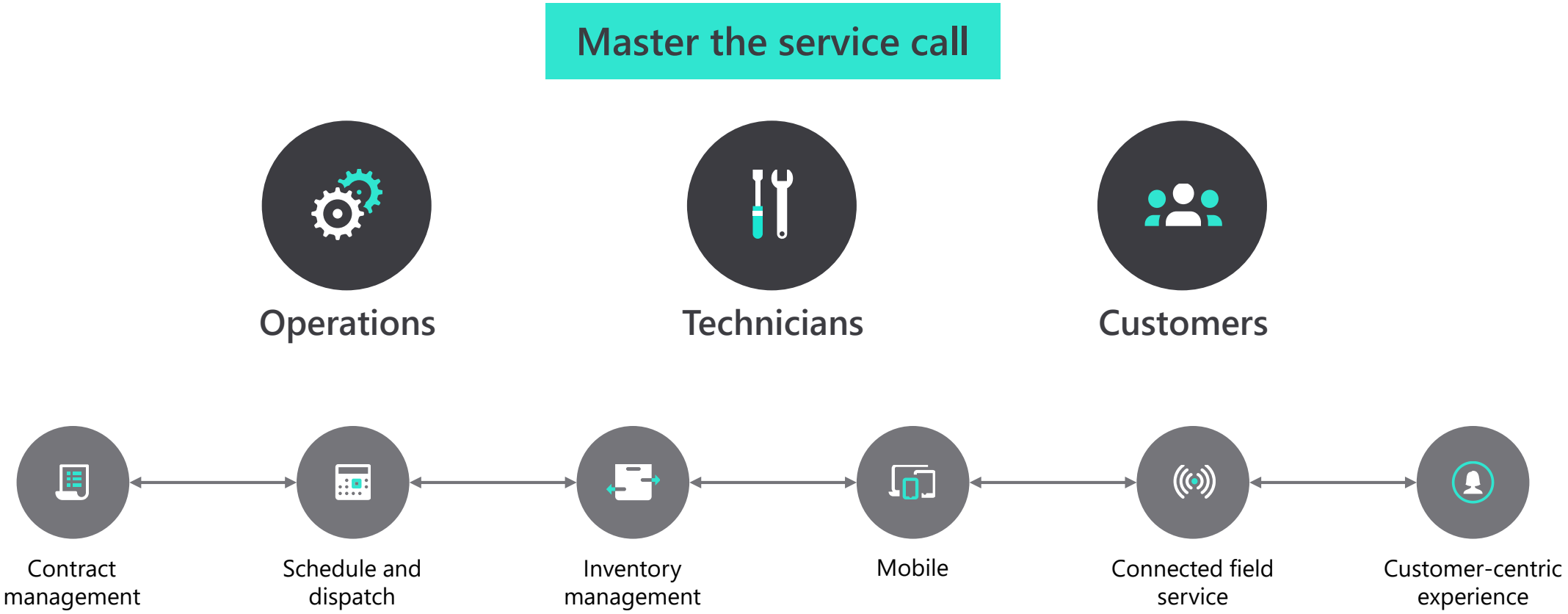
Microsoft makes it easier to enter new markets using the Microsoft development and management tools you already know.

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



Lead with innovation

Targeting the IoT opportunity

Detect and diagnose problems

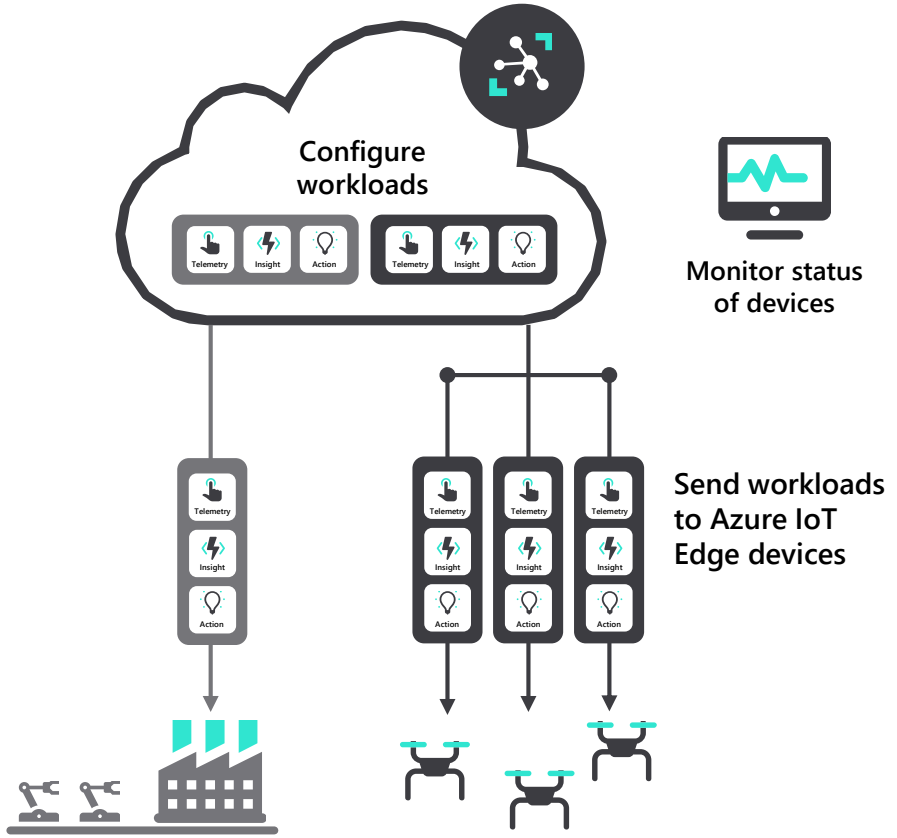
Detect and diagnose problems before customers become aware of an issue.

Automatically create work orders

Automatically create work orders, and schedule and dispatch technicians with relevant customer information on their devices.

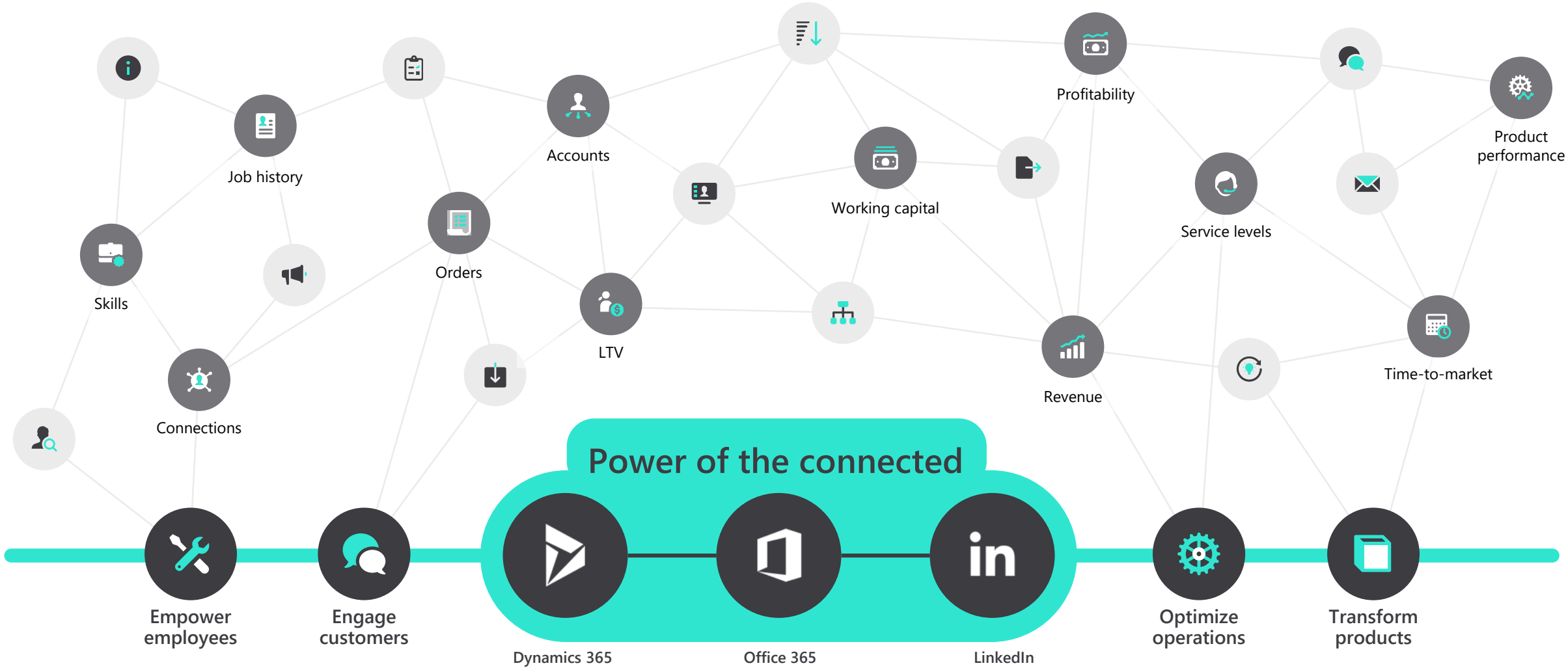
Move to predictive maintenance

Move to just-in-time predictive maintenance from costly scheduled maintenance plans – repair, clean, or replace parts only when needed.



Lead with innovation

Common data model



Build on existing strengths

Extend your existing Microsoft practices and skillsets

Sodexo

Sodexo personnel are now only deployed when an anomaly is identified or forecasted. **Power BI visualizes data pulled from Dynamics 365 and IoT sensors.**

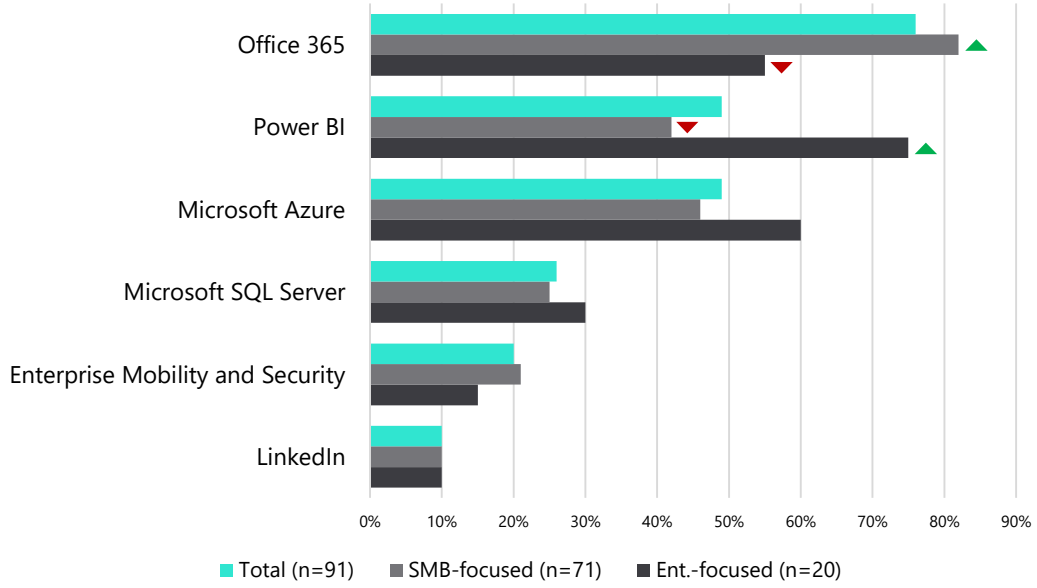
Michelin

Michelin **centralized data sources** and is now able to ensure technicians arrive to customers when promised and with the correct tools to get the job done on-site.

Siemens

Siemens technicians are now able to remotely service long haul trucks using a **mixed reality solution that combines capabilities of Dynamics365 for Field Service and HoloLens.**

Microsoft products included in Dynamics 365 Customer/Field Service practice delivery *(n=91)*



Field Service sales incorporate products from across Microsoft practices

Whether Azure for IoT, Power BI for visualization, or Office 365 for telephony or scheduling, Field Service helps you extend revenue stream for your existing skillsets.

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

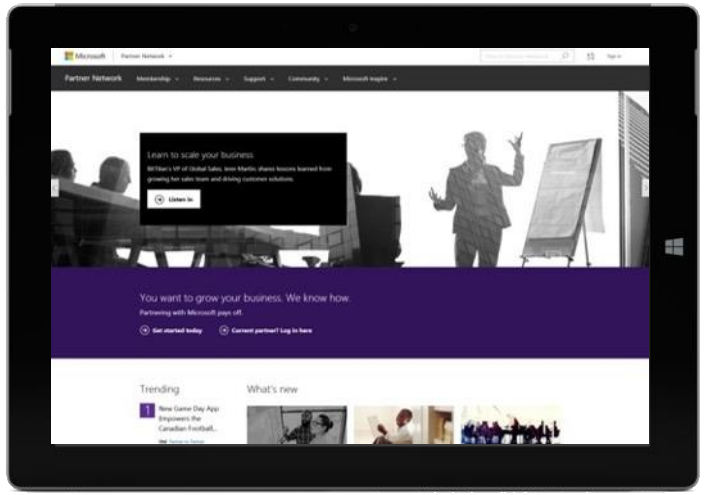
Microsoft provides enablement programs tailored to your needs

Topics

Roles

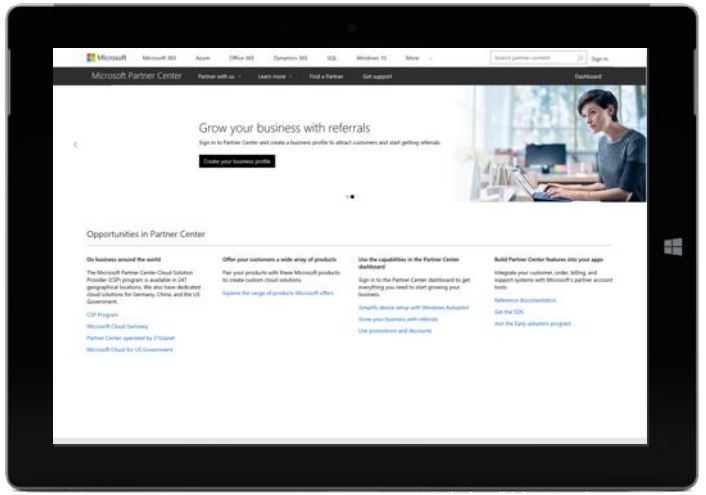
Levels (100-400)

Modalities



Overall Partner Info and Readiness MPN

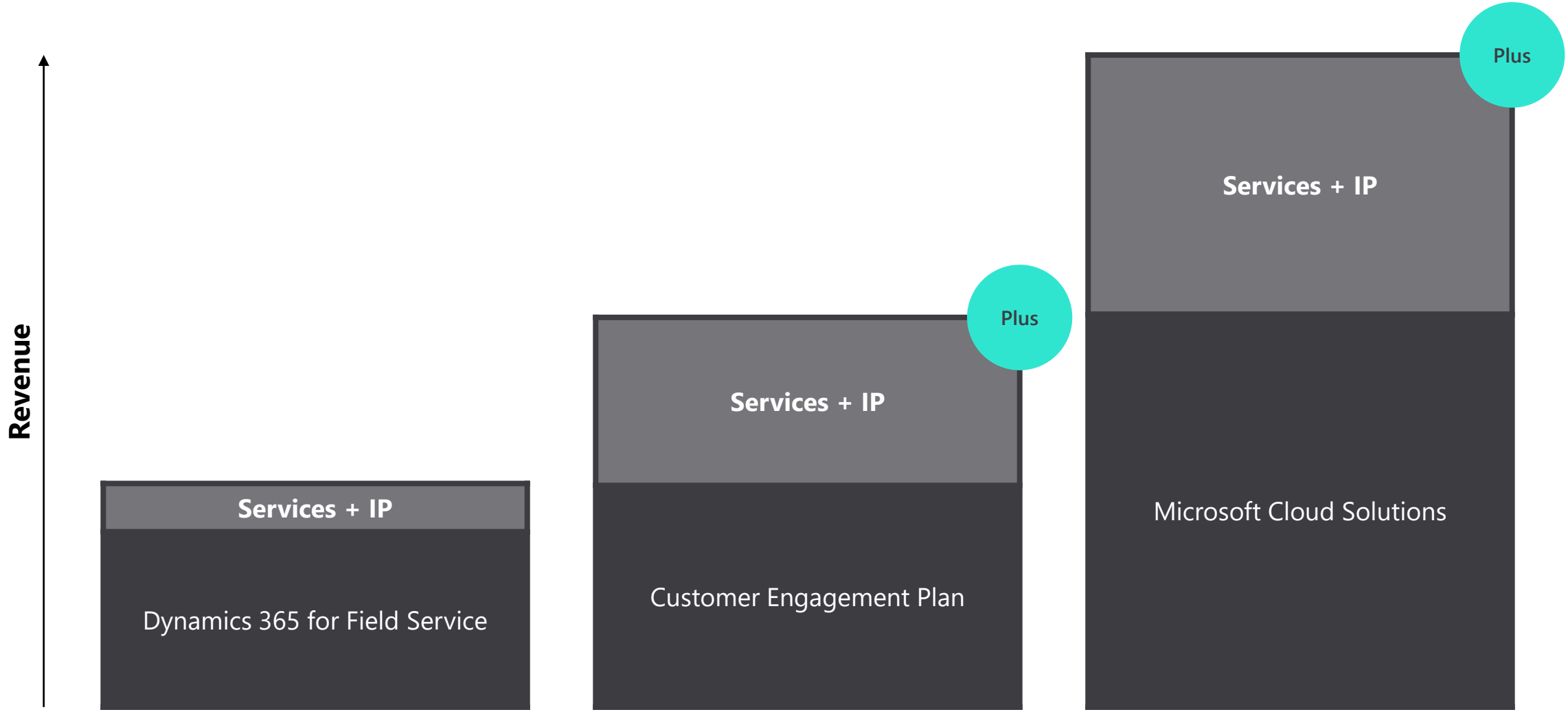
Dynamics 365 Learning Portal Link



Microsoft Partner Center Link

Build on existing strengths

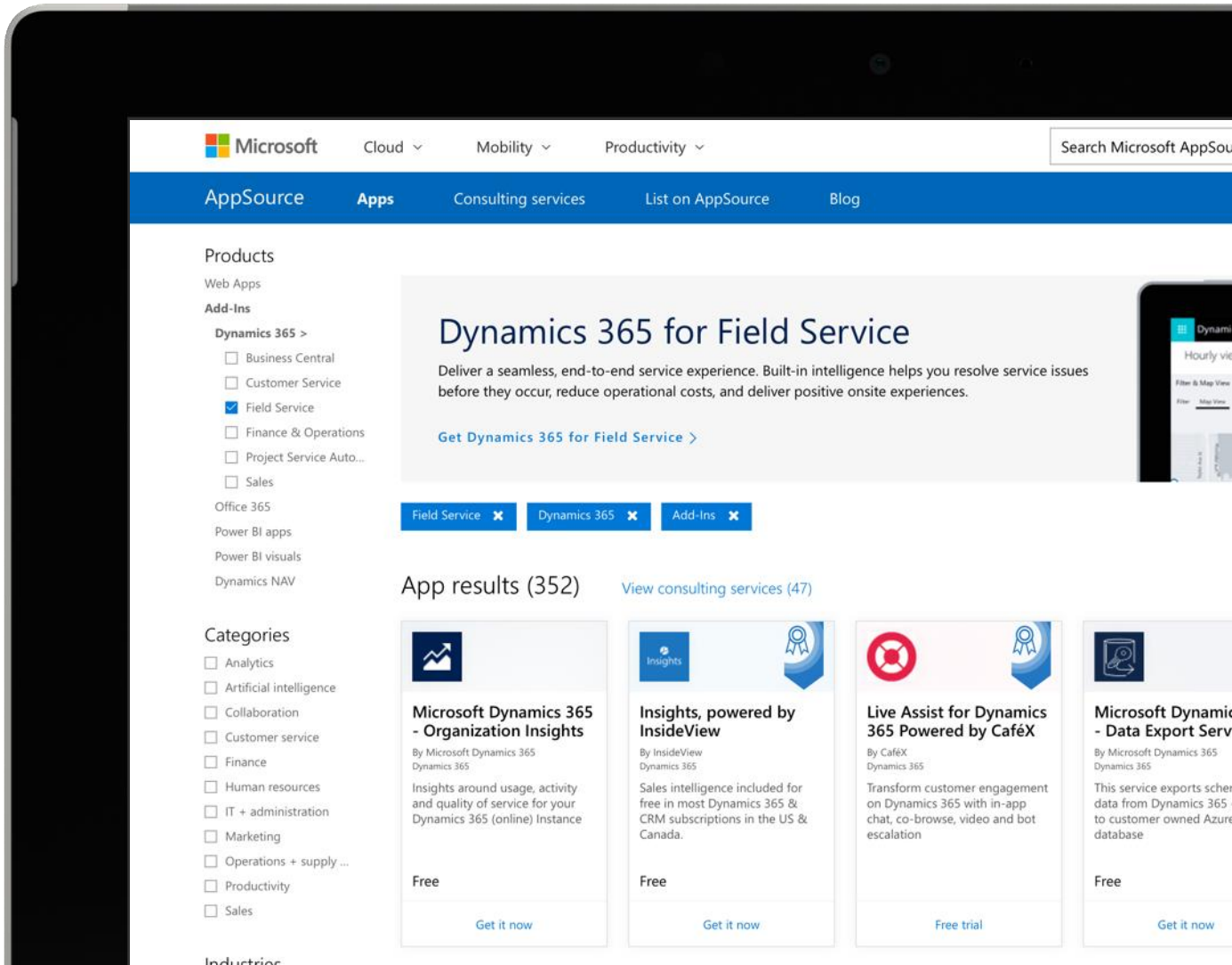
Derive more long term value with stair step approach



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



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.

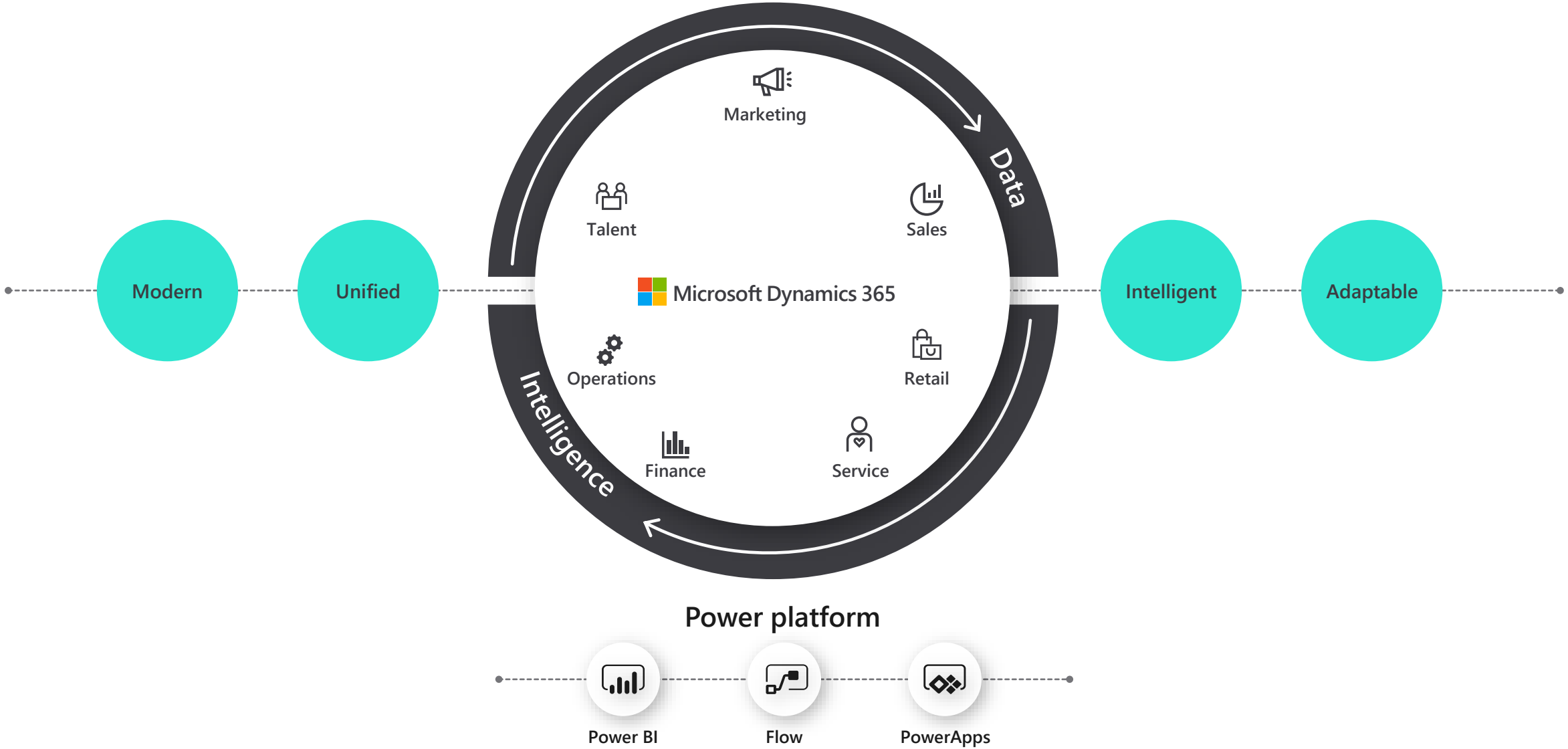
Collaboration

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

Sell

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

Learn

Learn about opportunities and technologies to target the Field Service market

Help

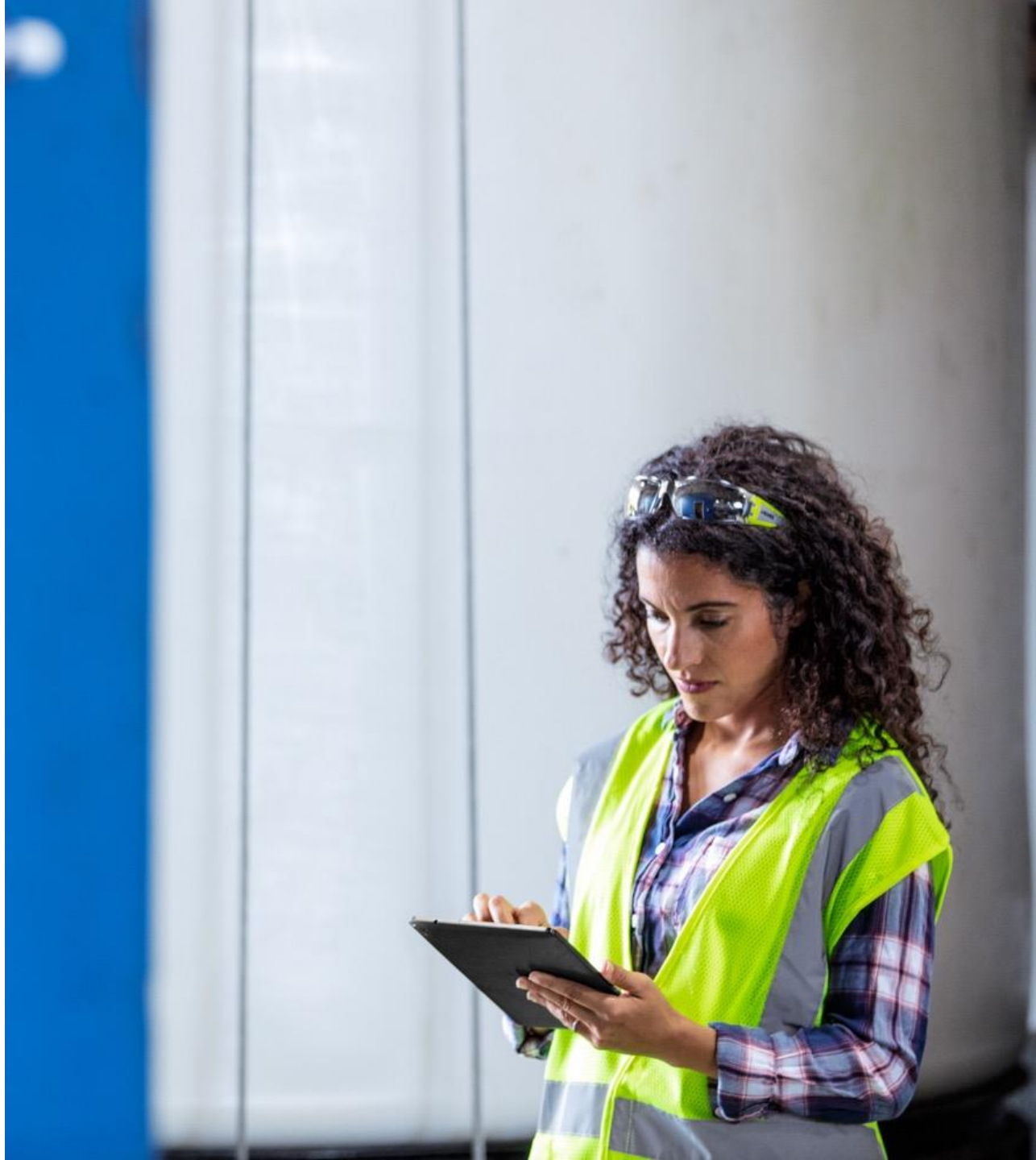
Help our joint customers to realize their full potential

Build

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

Realize

Realize sustainable hyper growth



Microsoft

Thank you

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