

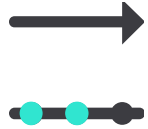
Partner opportunity

Microsoft Dynamics 365
for Sales



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

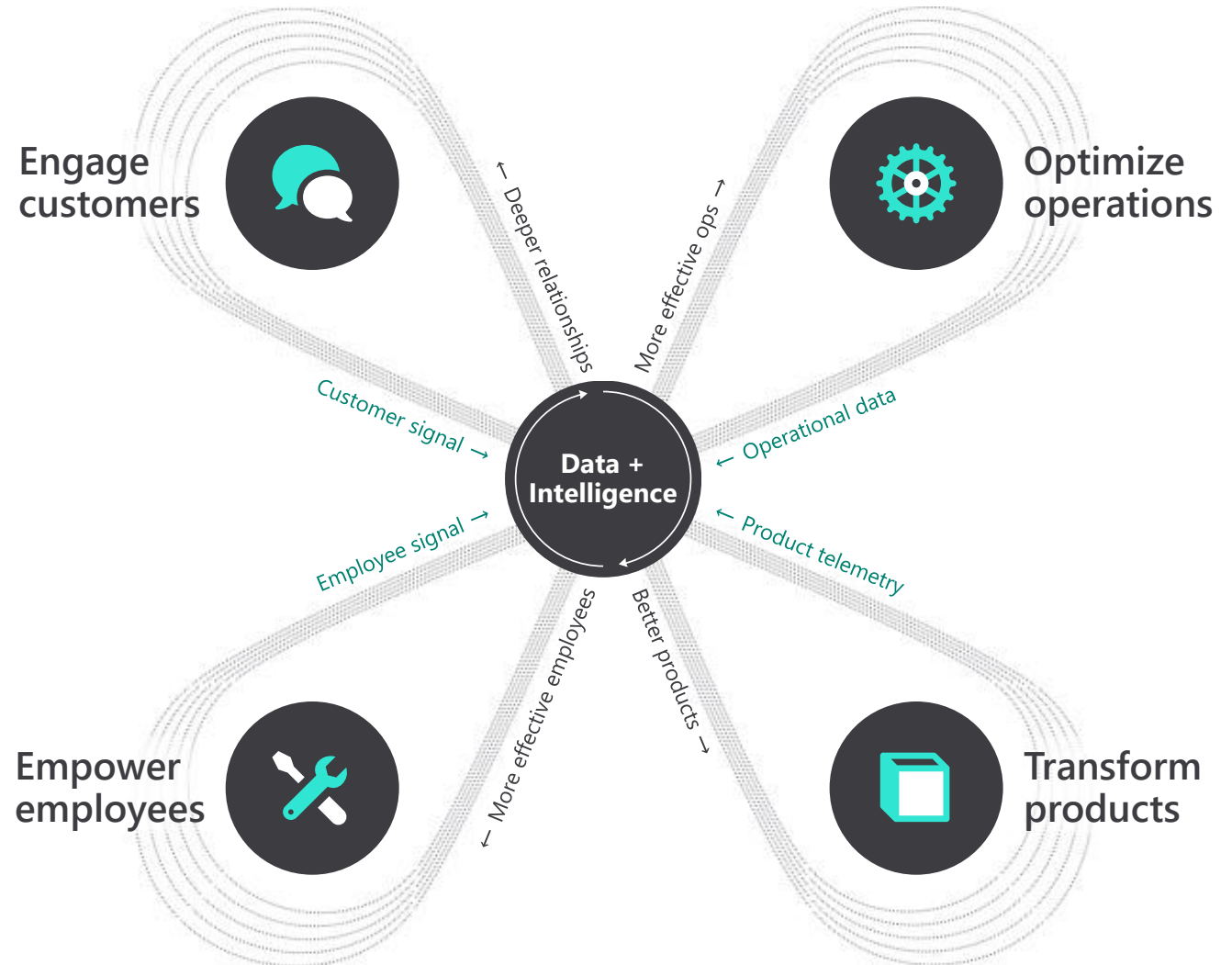
There will be 80 billion connected IoT devices in operation by 2025.⁴

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

Driving digital transformation

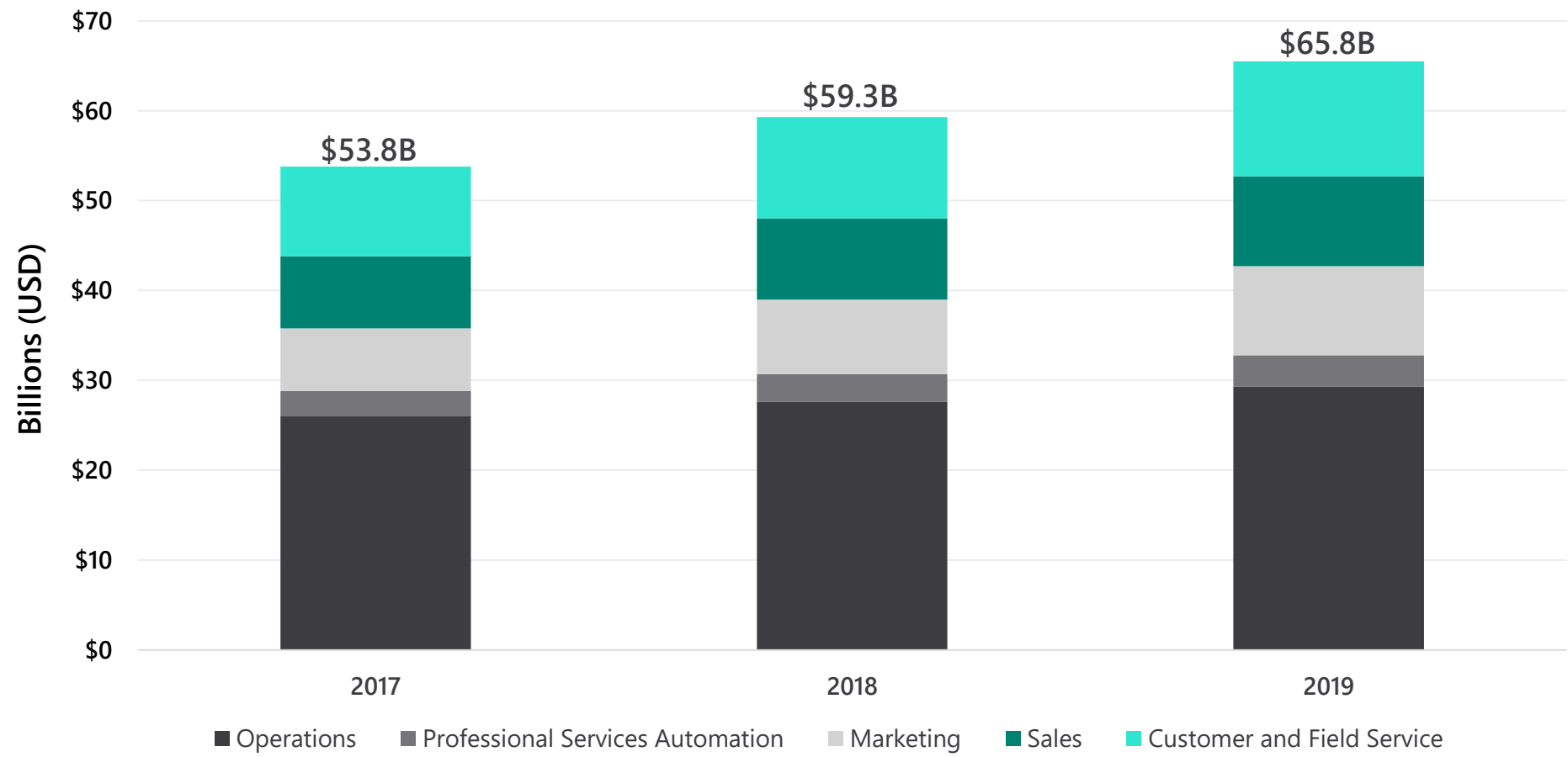
Digital feedback loops

- 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

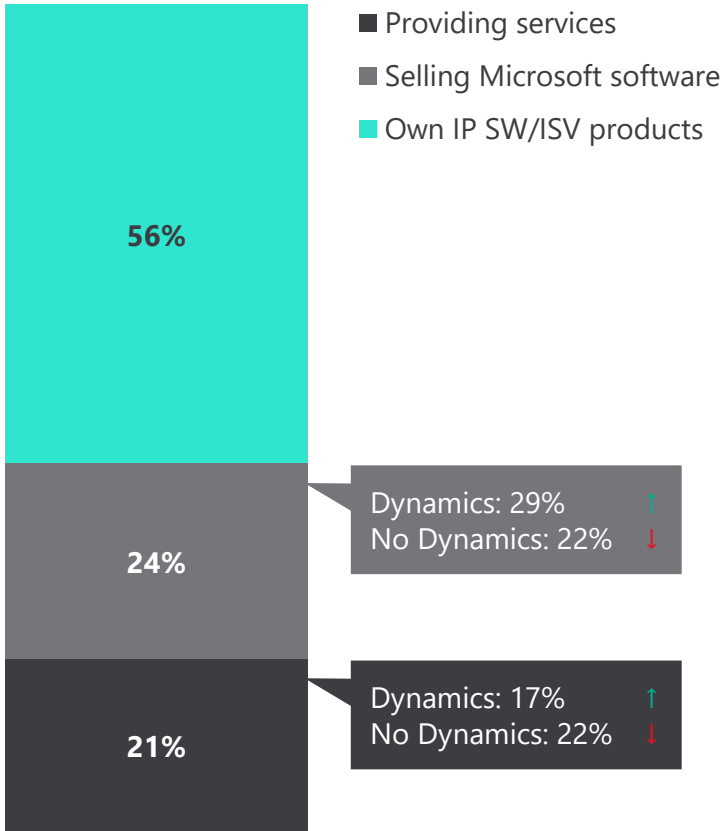


Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle

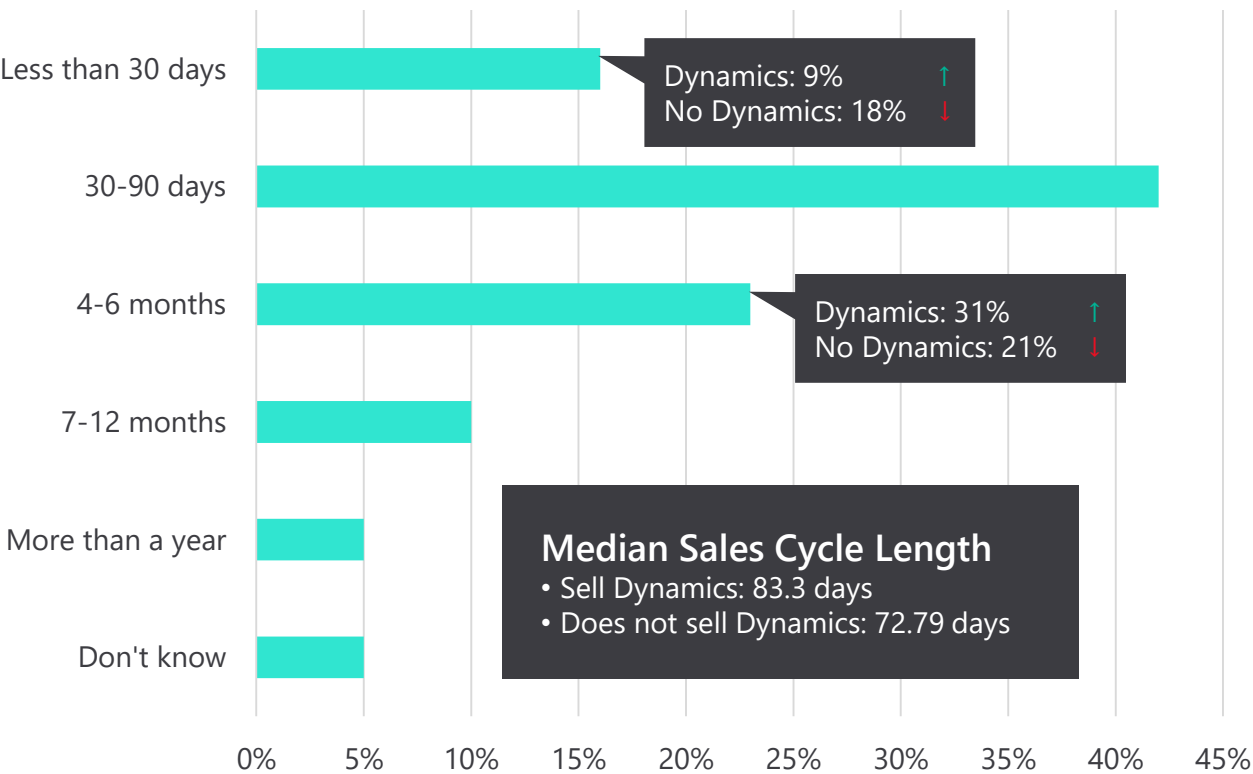
Business Application Revenue

(n=823)



Average Sales Cycle Length

(n=823)



Industry trends



Know the customer

75% of buyers prefer sellers who show how their products/services impact the buyers business.¹



Buyers want personalization

77% of buyers want sellers provide personalized content.¹



Sellers lacking insights

77% of buyers don't believe that the salespeople they deal with understand their business.²



Too much lost time

67% of a sales rep's time is spent on non-selling activities.³



Too many sales tools

59% of sellers say they have too many sales tools.⁴



Ineffective sales tools

55% of sales reps think their company's sales tools are an obstacle instead of a facilitator.⁴

1. Forrester Research, Inc., August 2016.

2. Forrester Research, Inc., 2013.

3. Hubspot, June 2017.

4. Accenture, 2016.

The analyst outlook

“By 2021, 15% of all sales technology spending will be applied to sales enablement technology, up from 8.7% in 2016.”



Gartner, “Magic Quadrant for Sales Force Automation,” Tad Travis, Ilona Hansen, Julian Poulter, Melissa Hilbert. July 9, 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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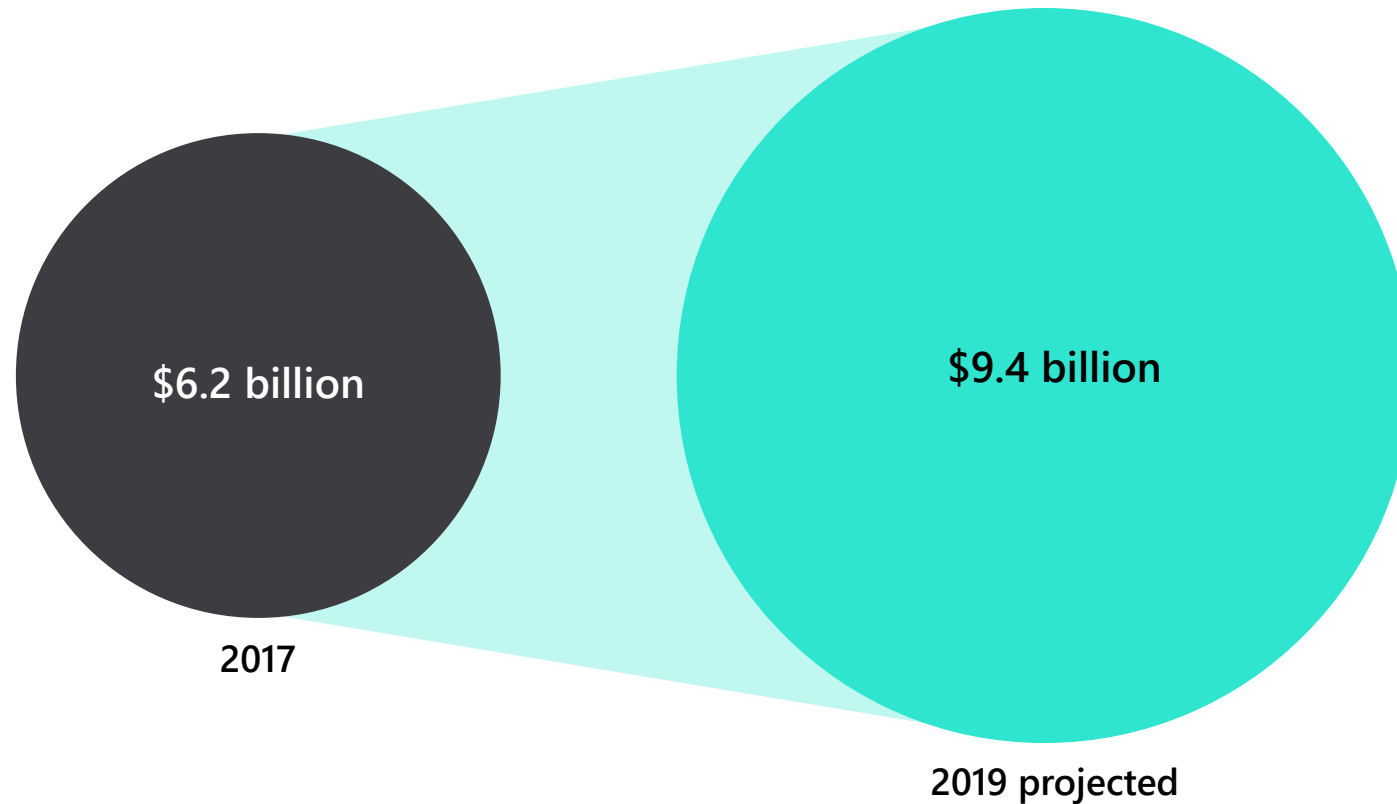
Gartner recognized Microsoft as a Leader in the Magic Quadrant for Sales Force Automation

Figure 1. Magic Quadrant for Sales Force Automation



Source: Gartner (July 2018)

Building a practice



Market size

In 2017, the sales force automation (SFA) market grew by an estimated 15.7% to \$6.2 billion, with almost all the growth relating to cloud-based offerings. Gartner forecasts that the SFA market will grow to more than \$9.4 billion by 2019, with SaaS-based solutions continuing to take a larger share.

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

Turn relationships into revenue



Lead with innovation

Turn relationships into revenue

Build relationships with the right people

Leverage Dynamics 365 and LinkedIn to find the right people to build relationships with from the beginning.

Offer insights and recommendations

Equip sellers with contextual, timely insights based on actual customer needs and engage buyers with personalized content.

Focus on what's most important

Provide sellers with the specific steps needed to move a deal forward and with the context and knowledge to personalize every interaction with buyers.

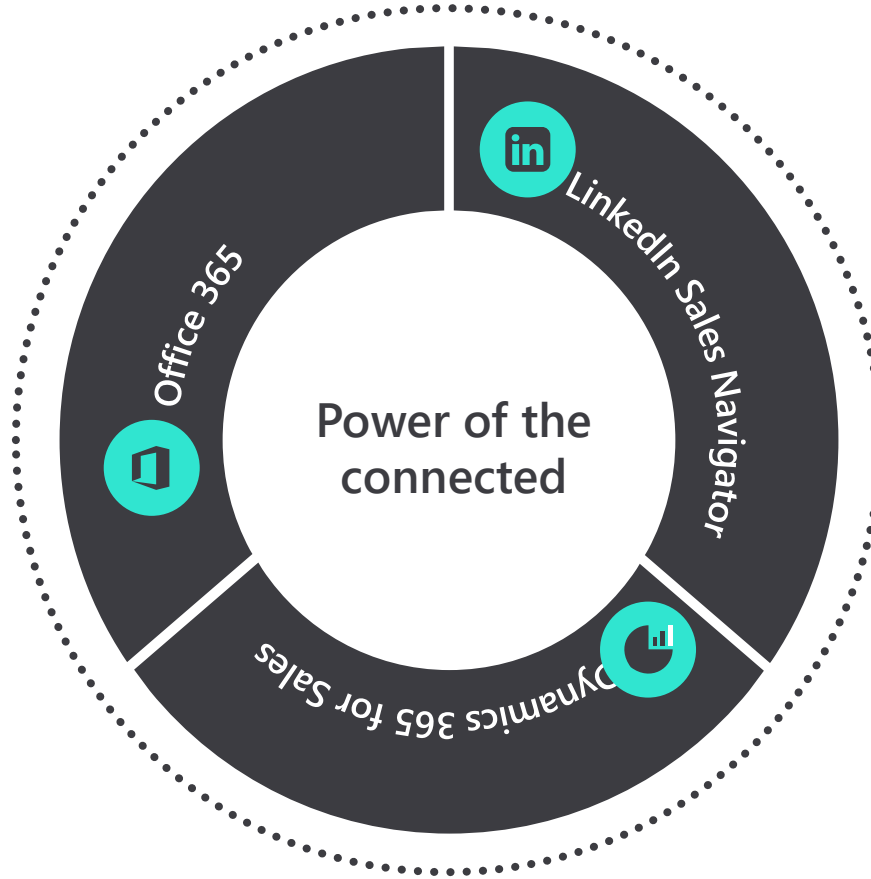
Streamline seller workflows

Empower sellers with powerful sales tools that are intuitive to use and integrated into their existing workflow.



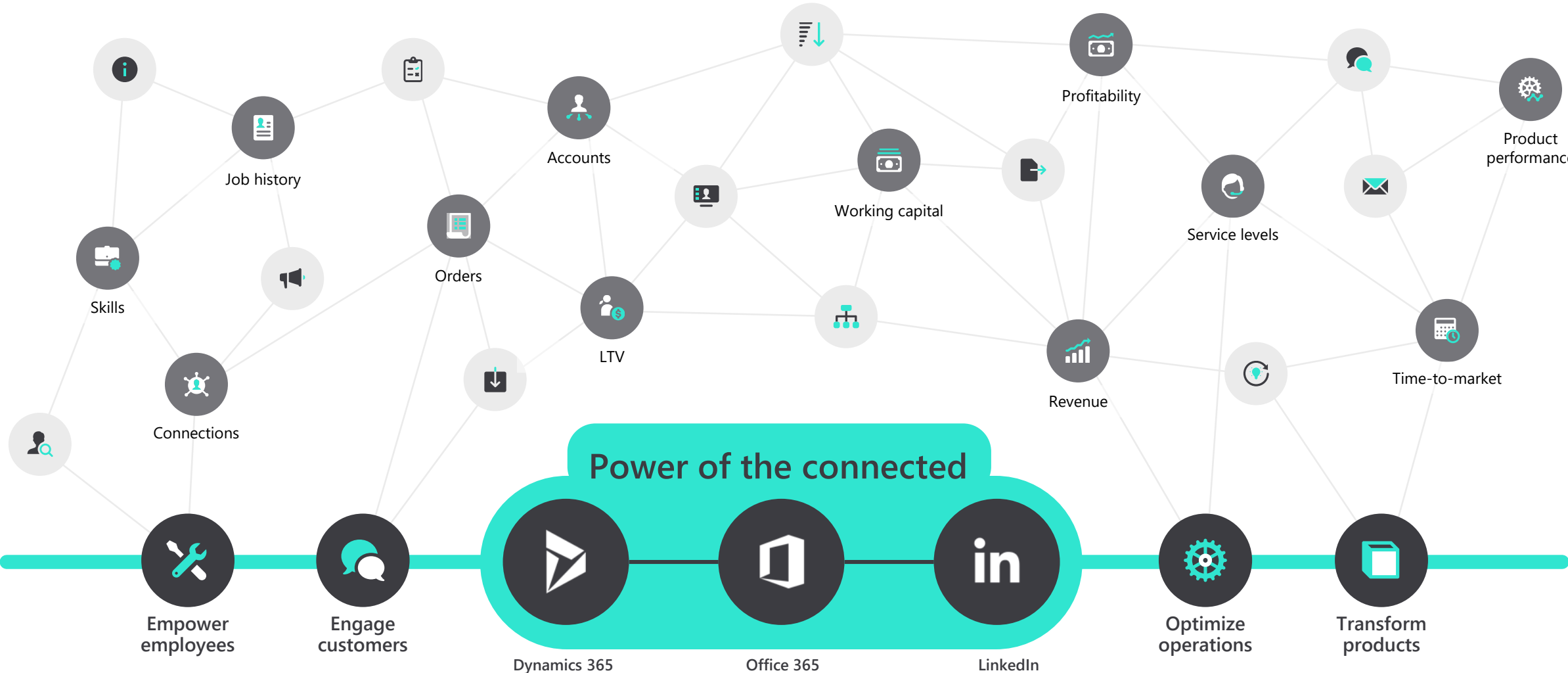
Lead with innovation

Unify the seller experience



Lead with innovation

Common data model



Build on existing strengths

Extend your existing Microsoft practices and skillsets

Infosys

Infosys leveraged Microsoft **Dynamics 365 for Sales and LinkedIn Sales Navigator** to help surface social and business connections across a global sales network.

Park Place Technologies

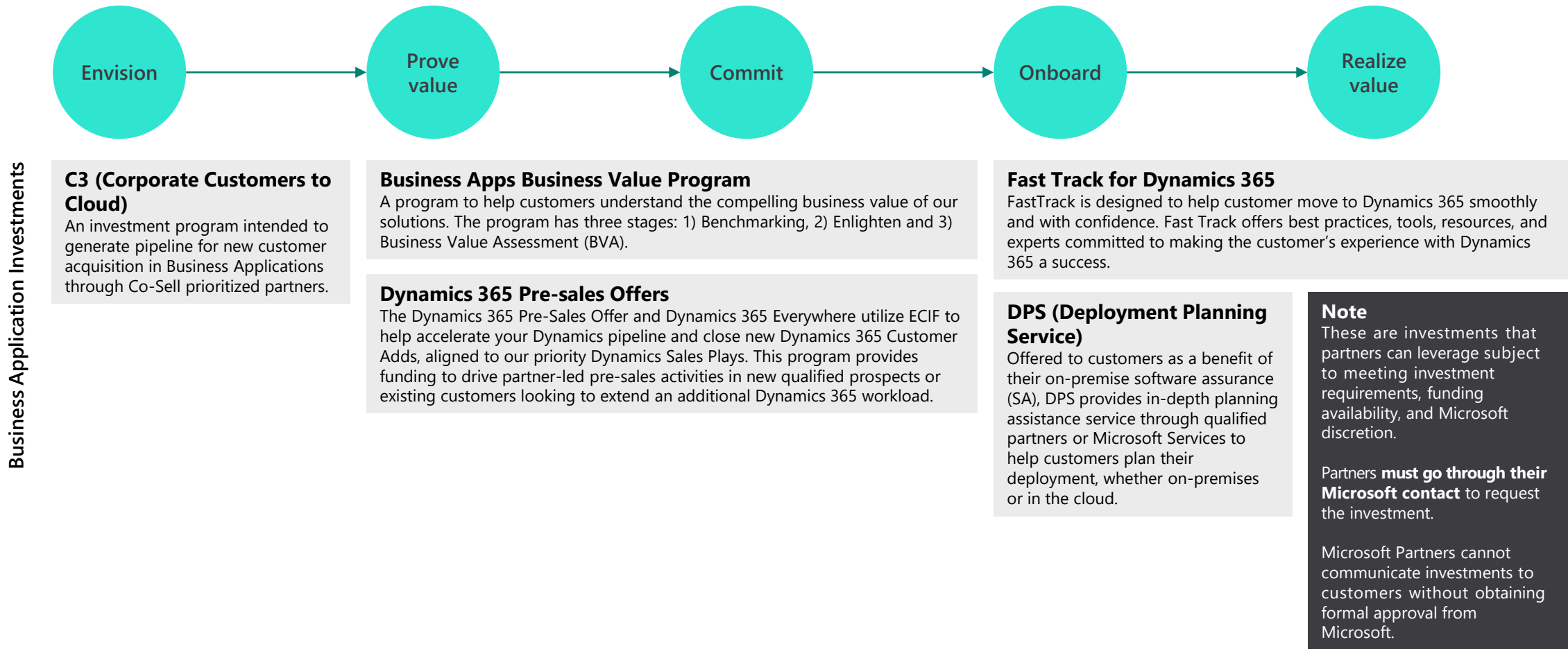
Using **Dynamics 365 for Sales, LinkedIn Sales Navigator, and Office 365**, Park Place Technologies' salespeople can shortcut their sales efforts with relationship selling and high-touch, personalized engagement at scale.

Kennametal

Kennametal **chose Dynamics 365 for Sales and Office 365** to help free up their sales team to spend more time in front of customers and get ahead of client needs.



Partner incentives reduce risk for new service development



Build on existing strengths

Count on continued Microsoft investment in training and GTM resources

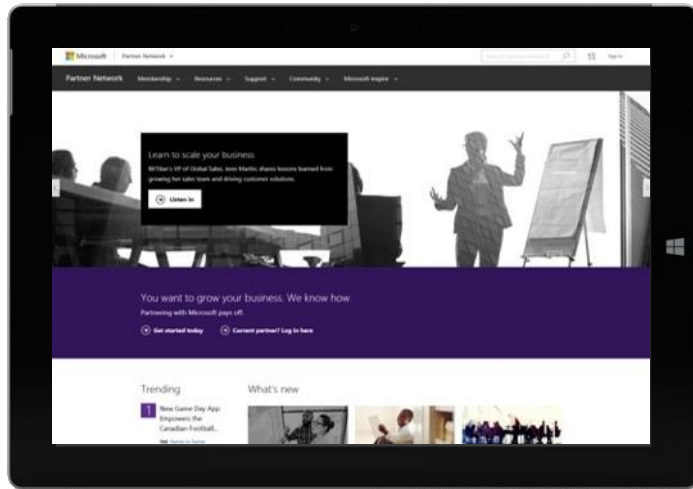
Microsoft provides enablement programs tailored to your needs

Topics

Roles

Levels
(100-400)

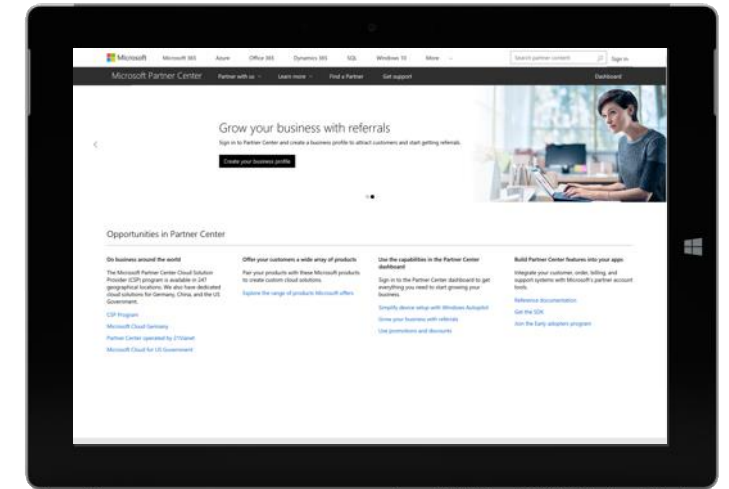
Modalities



➔ Overall Partner Info and Readiness MPN



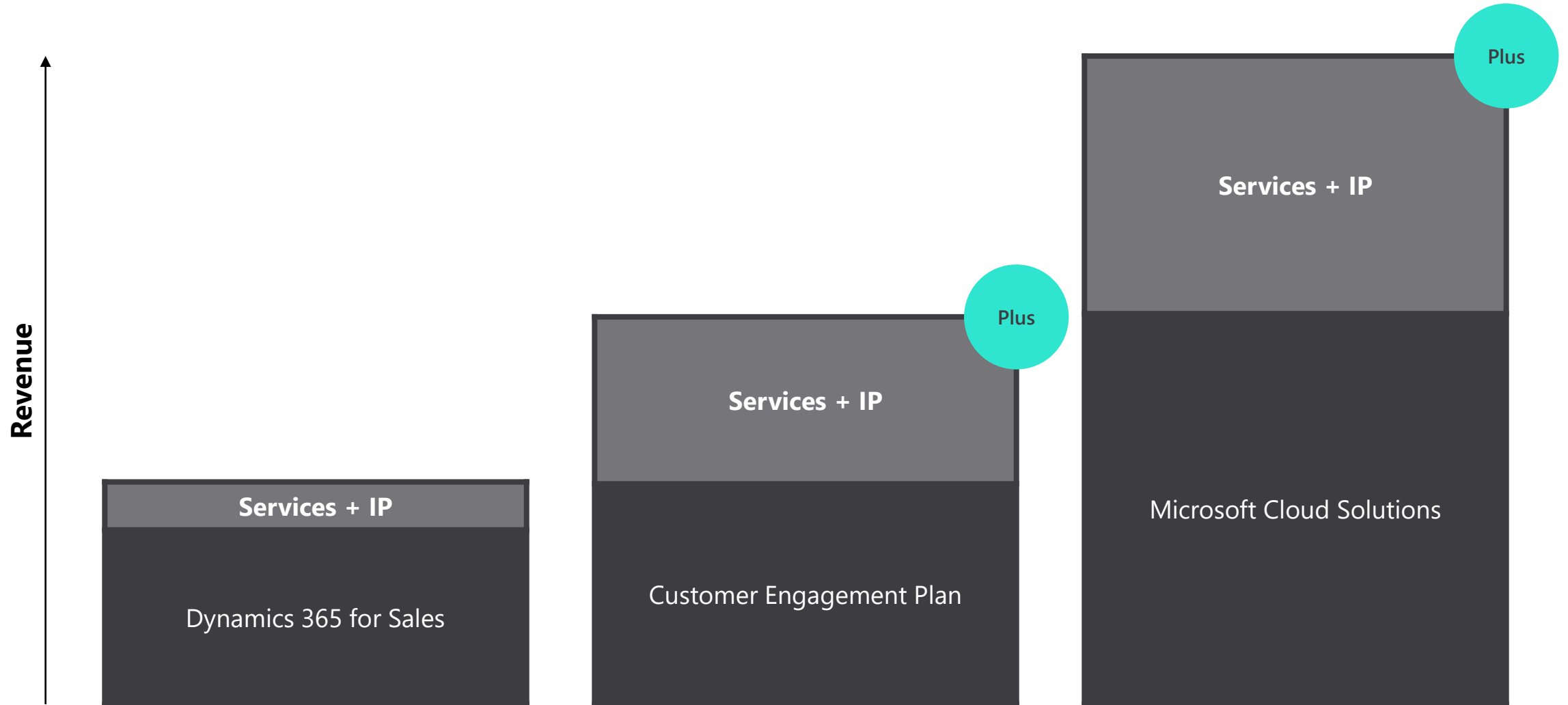
➔ Dynamics 365 Learning Portal Link



➔ 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



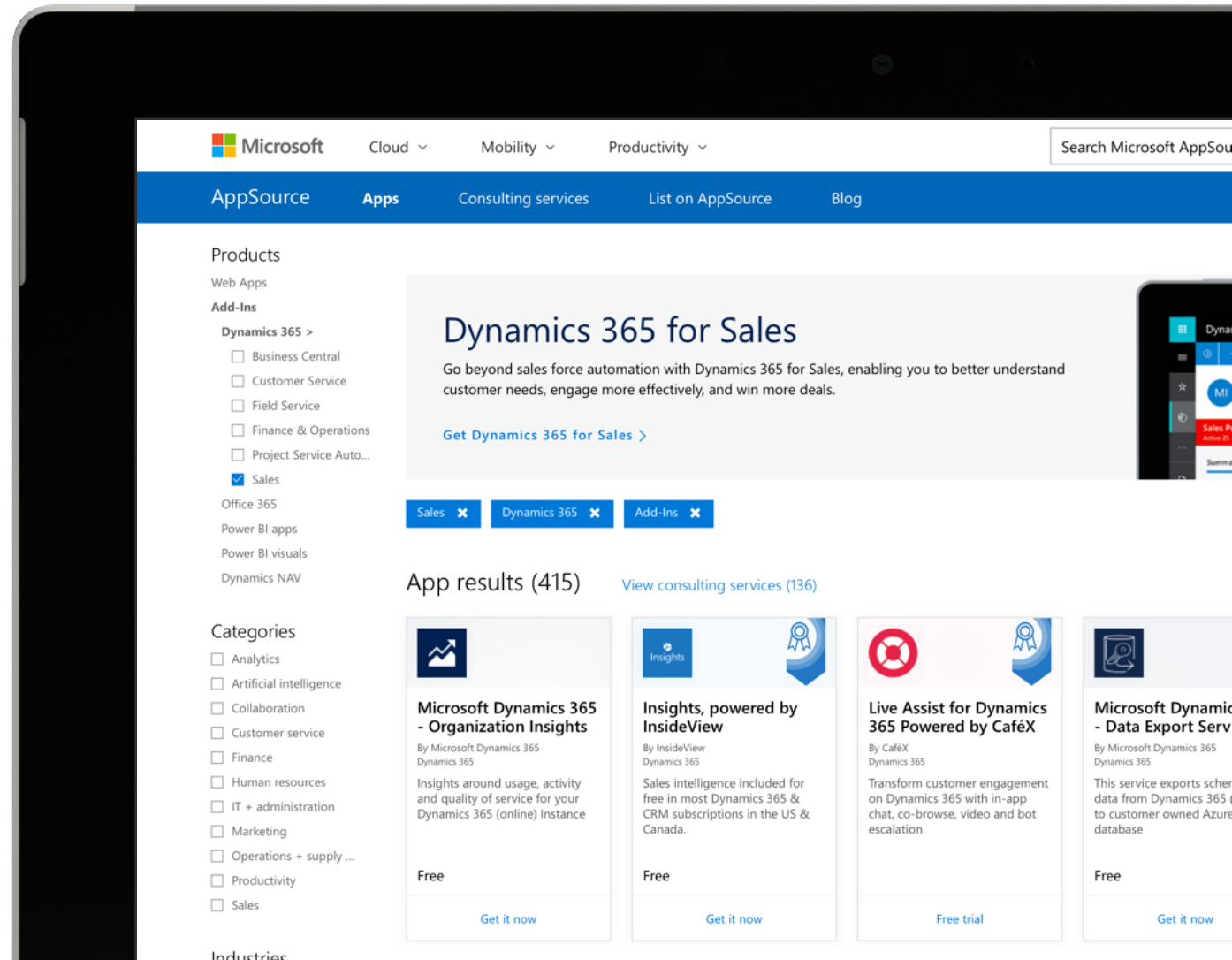
An ecosystem to help business users get started using apps faster



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

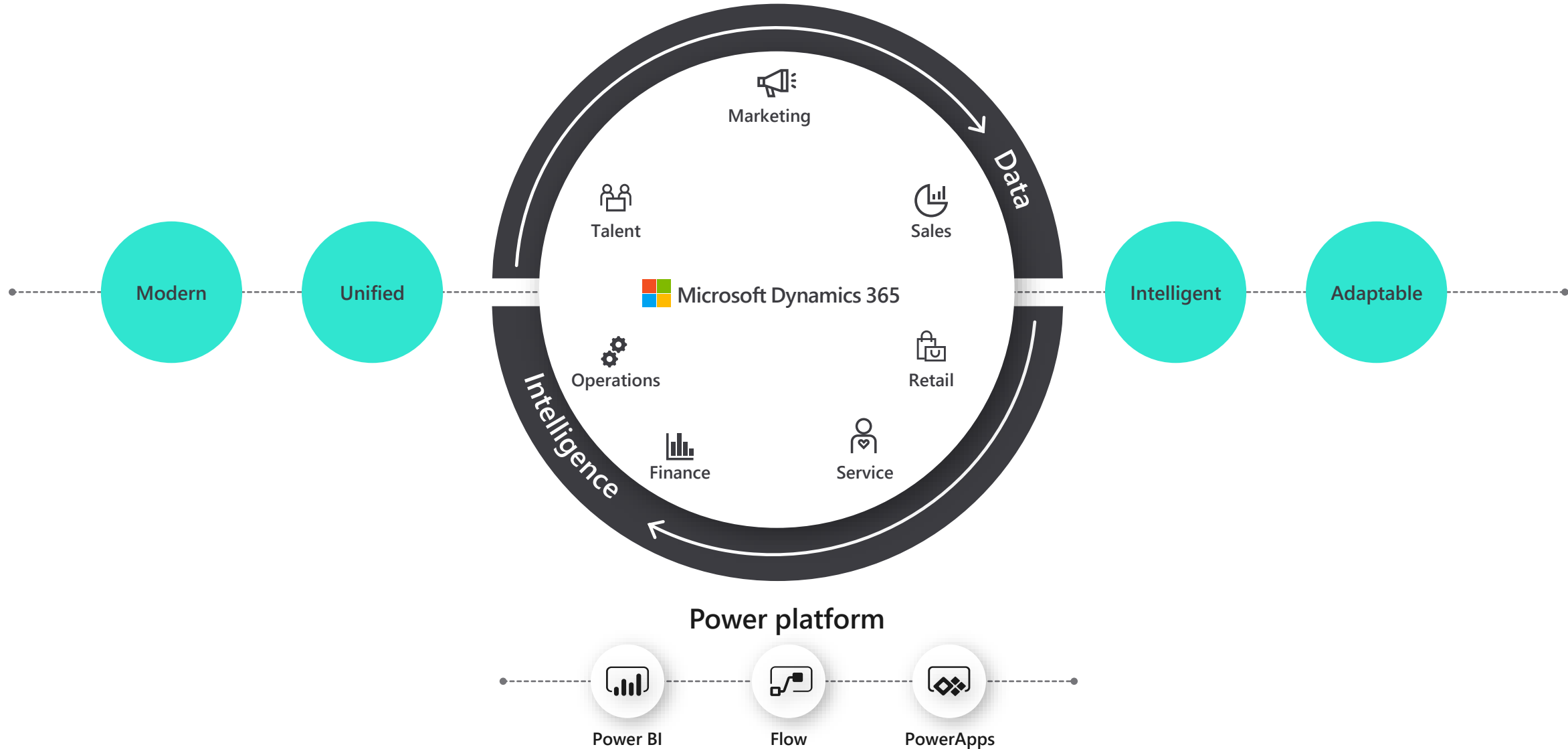
Dynamics Co-Sell creates a programmatic way for Partners to engage MS Sellers.



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

Learn

Learn about opportunities and technologies to target the Sales 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



Thank you

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