

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. <u>CEB</u> 2. <u>Walker Information</u> 3. <u>Sirius Decisions</u> 4. <u>IHS</u>

Driving digital transformation

Digital feedback loops

Data

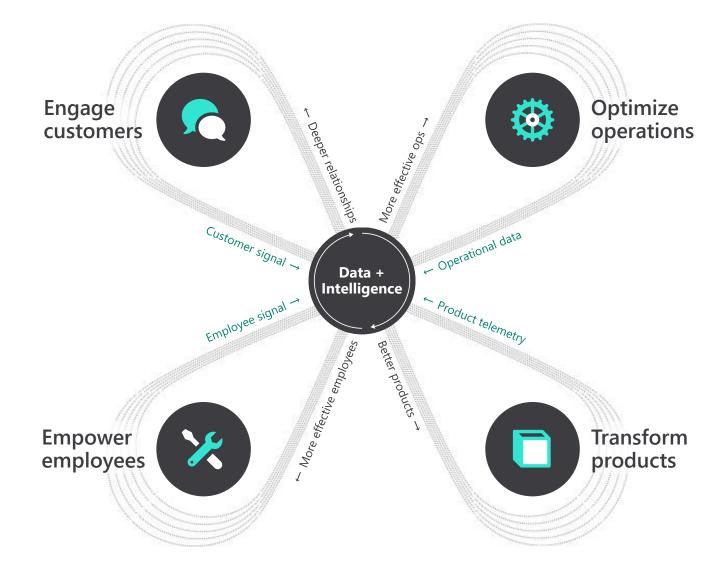
Data is captured as a digital signal across the business.

2 Insight

Intelligence is applied to connect and synthesize the data.

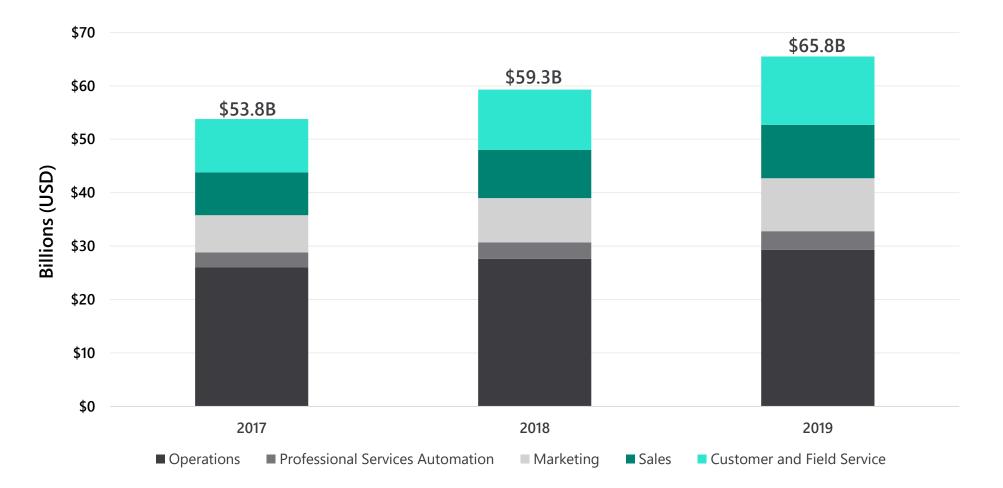
Action

Action is recommended and taken to improve business outcomes.



Business Applications market size

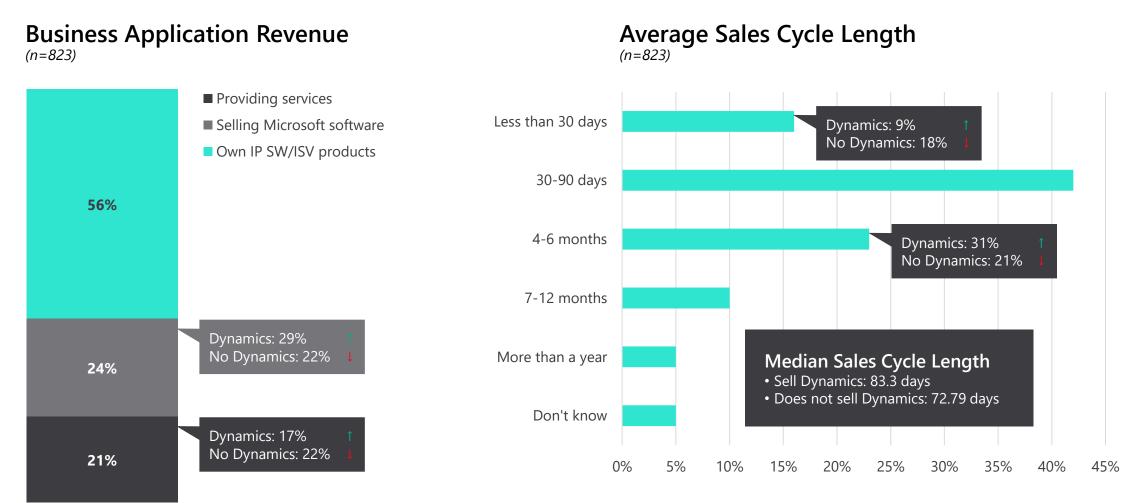
By workload



MarketsandMarkets, February 2016

Revenue opportunity

Dynamics 365 offers big services opportunity and efficient sales cycle



Sales market opportunity

Industry trends



Know they 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.

Sales market opportunity

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

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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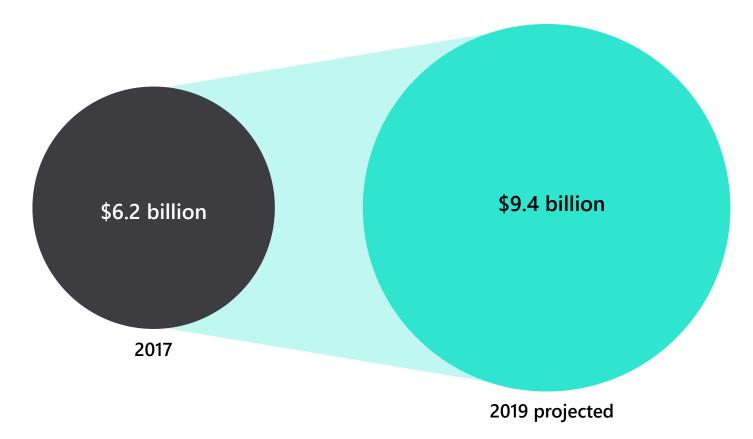
Gartner recognized Microsoft as a Leader in the Magic Quadrant for Sales Force Automation

Figure 1. Magic Quadrant for Sales Force Automation



Sales market opportunity

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.

> Charts/graphics created by Microsoft based on Gartner research. Source: Gartner "Magic Quadrant for Sales Force Automation," Tad Travis, Ilona Hansen, Julian Poulter, Melissa Hilbert, July 9, 2018

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

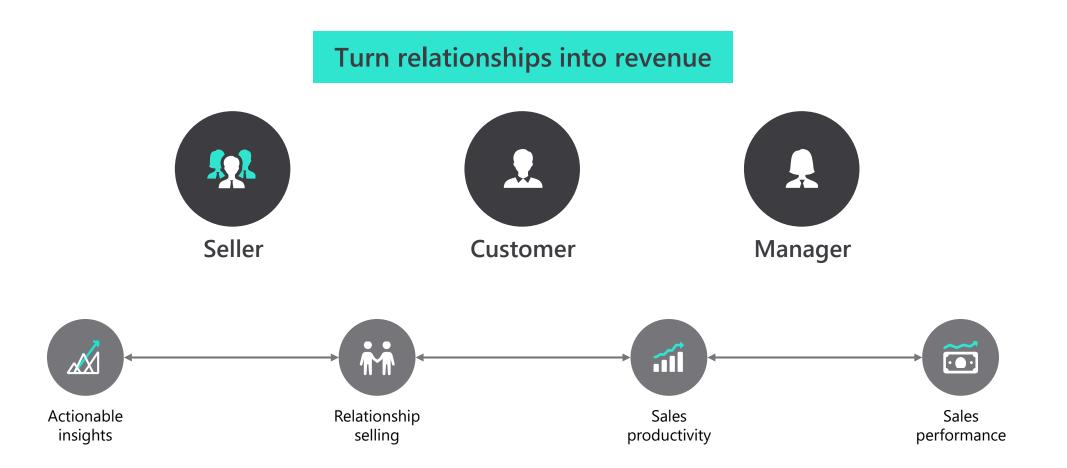
Microsoft makes it easier to enter new markets using the Microsoft development and management tools you already know.



Broaden your reach

Accelerate business results with Microsoft partner marketing resources that increase visibility of your solutions and services.

A comprehensive solution



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

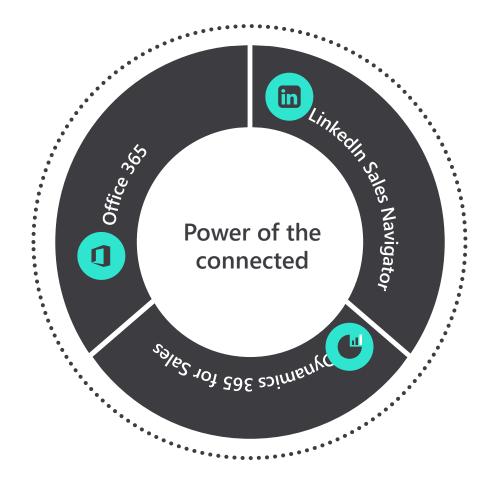
Provide sellers with the specific steps needed to move a deal forward and with the context and knowledge to personalize every interaction with buyers.

Streamline seller workflows

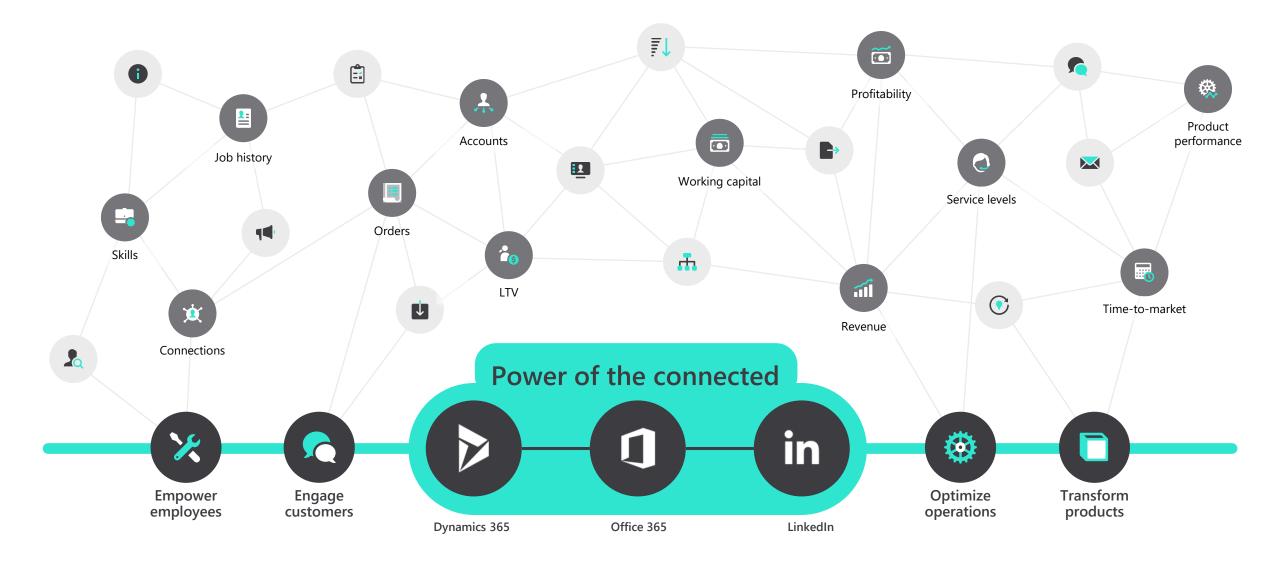
Empower sellers with powerful sales tools that are intuitive to use and integrated into their existing workflow.



Unify the seller experience



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.



Build on existing strengths

Partner incentives reduce risk for new service development



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.

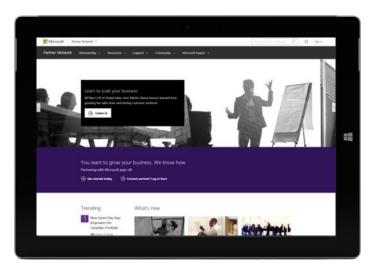
Microsoft Partners cannot communicate investments to customers without obtaining formal approval from Microsoft.

Count on continued Microsoft investment in training and GTM resources

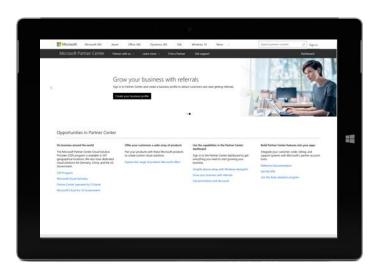
Microsoft provides enablement programs tailored to your needs



Microsoft Dynamics Learning Portal





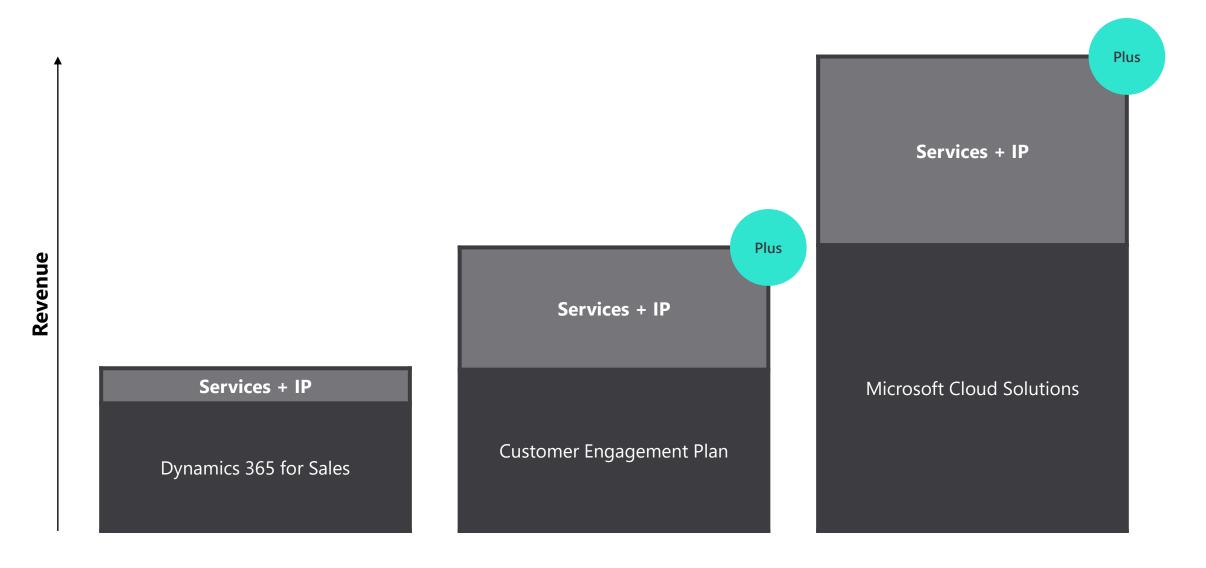




Overall Partner Info and Readiness <u>MPN</u>



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

Microsoft o	Cloud ~ Mobility ~ P	roductivity ~		Search Microsoft AppSou
AppSource A	pps Consulting services	List on AppSource	Blog	
Products				
Web Apps				
Add-Ins				
Dynamics 365 >	Dynamics 3	65 for Sales		III Dyna
Business Central	Dynamics 5	05 101 54165		•
Customer Service	Go beyond sales force automation with Dynamics 365 for Sales, enabling you to better understand			
Field Service	customer needs, engage me	ore effectively, and win more d	deals.	<u>*</u> М
Finance & Operations	Get Dynamics 365 for Sales >			
Project Service Auto	Get Dynamics 365 for Sal	es >		Active 25
Sales				Summa
Office 365				
Power BI apps	Sales 🗙 Dynamics 365 🗙	Add-Ins 🗙		
Power BI visuals				
Dynamics NAV	App results (415)	View consulting services (13	6)	
Categories				
Analytics		Insights		
Artificial intelligence				9
Collaboration	Microsoft Dynamics 365	Insights, powered by	Live Assist for Dynamics	Microsoft Dynamic
Customer service	- Organization Insights	InsideView	365 Powered by CaféX	- Data Export Serv
Finance	By Microsoft Dynamics 365 Dynamics 365	By InsideView Dynamics 365	By CaféX Dynamics 365	By Microsoft Dynamics 365 Dynamics 365
Human resources	Insights around usage, activity	Sales intelligence included for		
IT + administration	and quality of service for your Dynamics 365 (online) Instance	free in most Dynamics 365 & CRM subscriptions in the US 8	on Dynamics 365 with in-app	data from Dynamics 365 (to customer owned Azure
Marketing	bynamics 565 (online) instance	Canada.	escalation	database
Operations + supply		-		Free
 Operations + supply Productivity 	Free	Free		riee

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

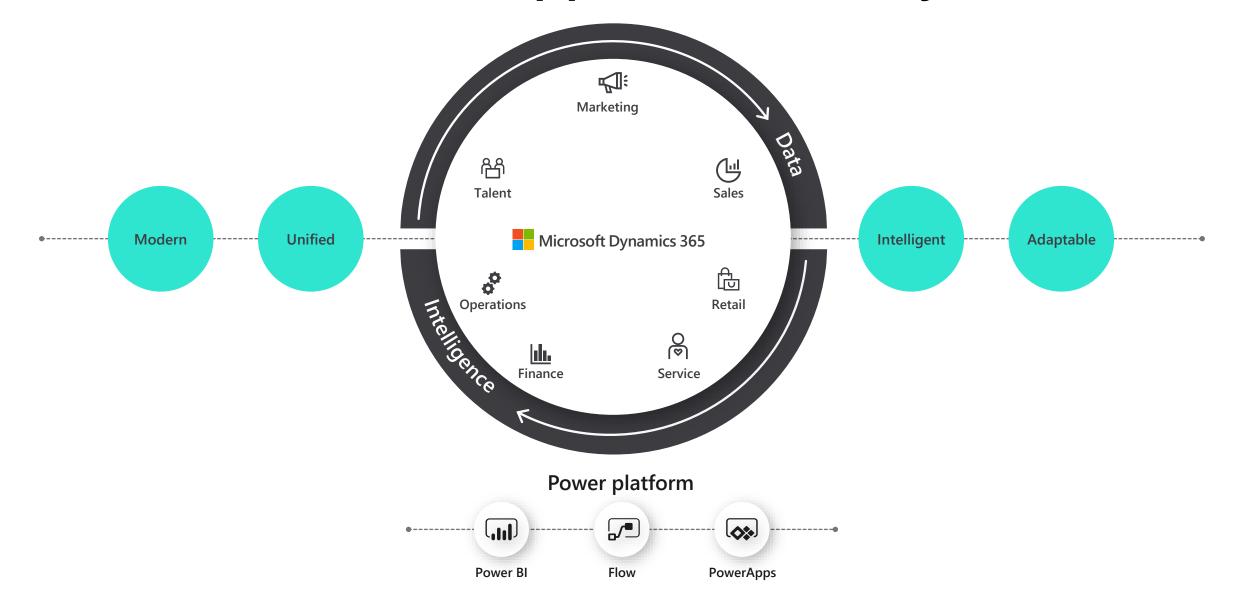
Dynamics Co-Sell creates a programmatic way for Partners to engage MS Sellers.



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.