



Secure the base

Dynamics NAV to Dynamics 365 Business Central

Veerle Van Den Linden

Ari Liukko





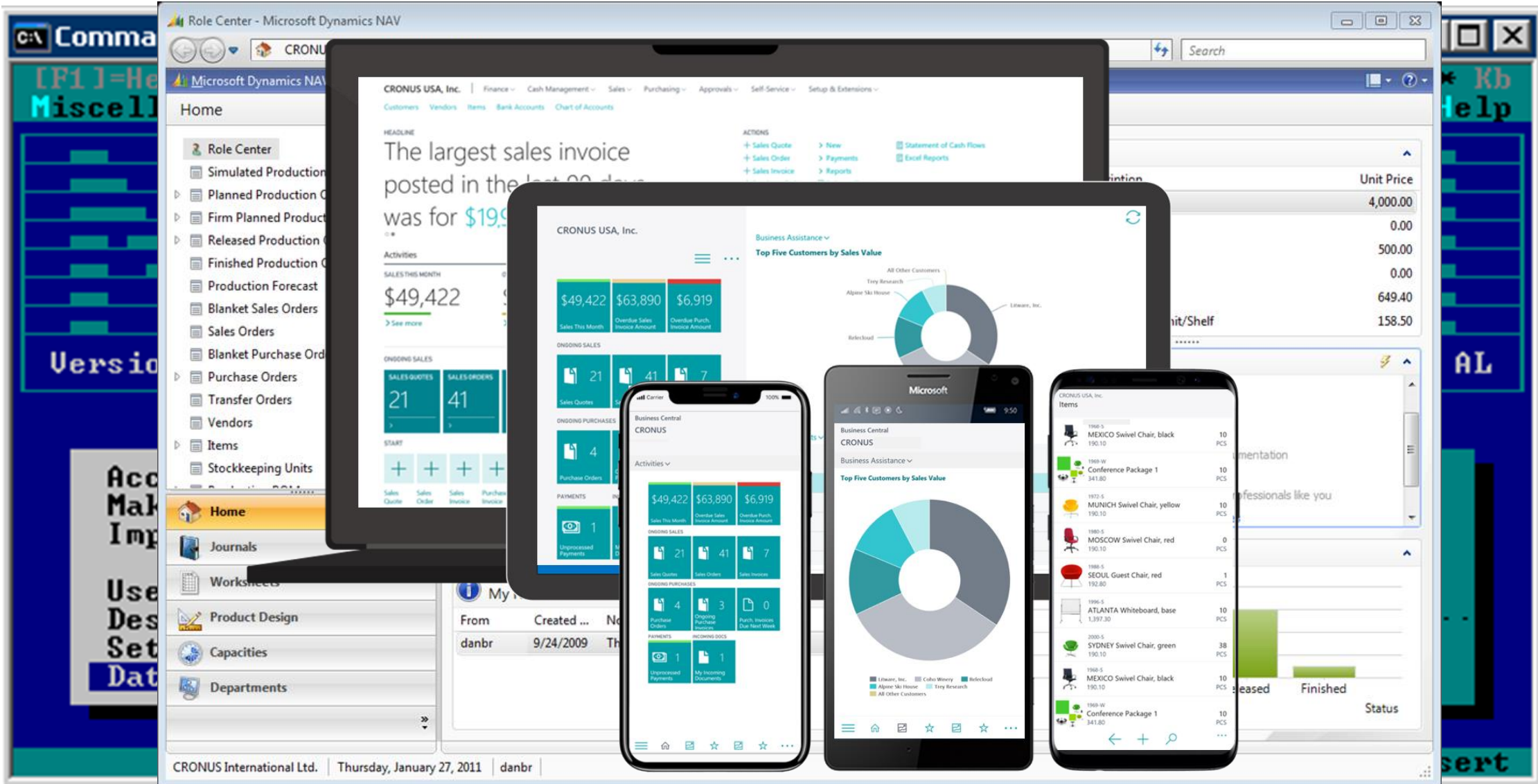
# Agenda

- Dynamics 365 Business Central
- Lead the conversation to guide customers journey to Business Central
- How to get started and available resources for Securing the base
- Call to action



**Dynamics 365 Business Central**

# Dynamics 365 Business Central



# Dynamics 365 Business Central



An all-in-one business management solution



An evolution of Dynamics NAV



A member of the Dynamics 365 family



A modern, unified and intelligent solution

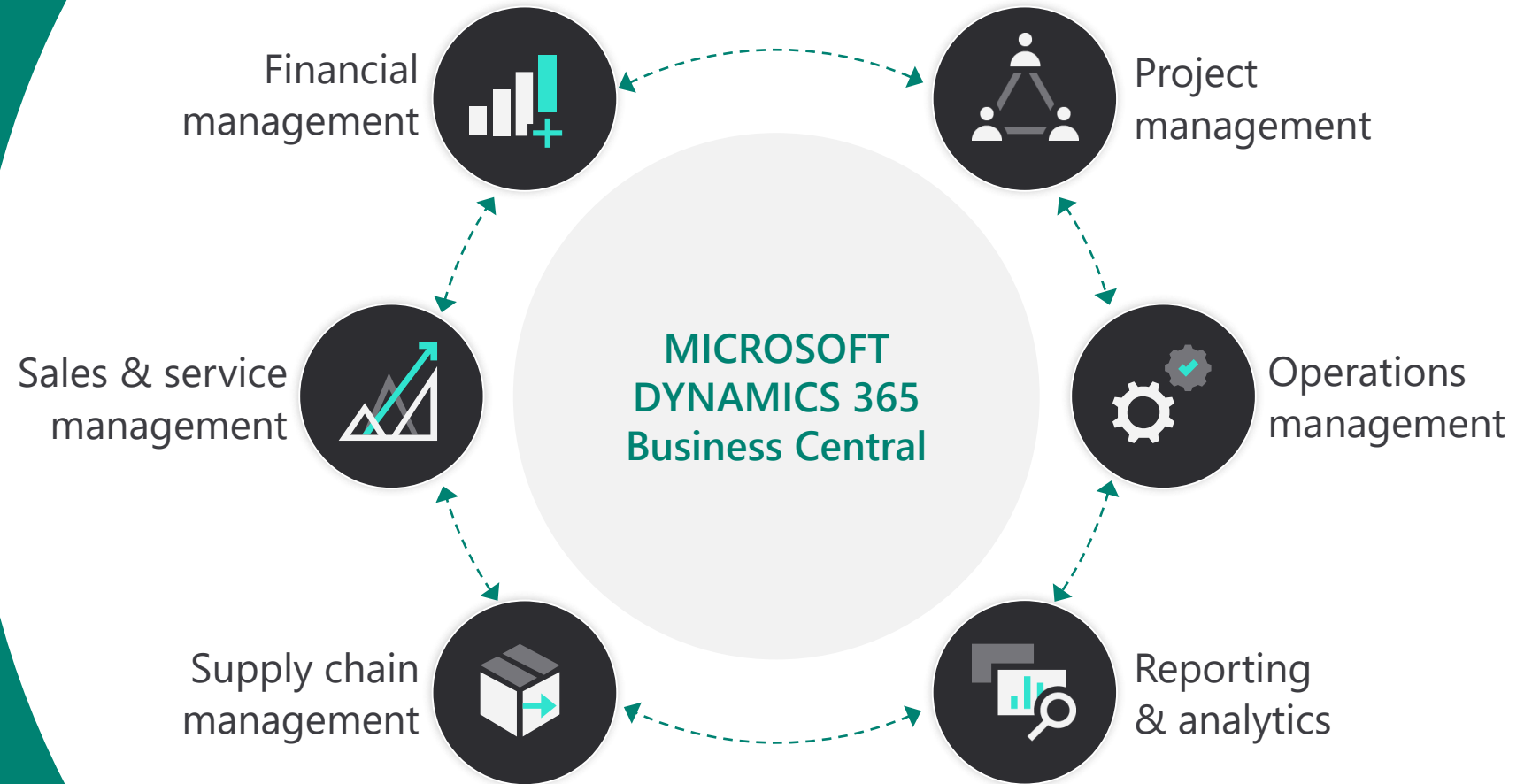


An adaptable application service

# A single, comprehensive solution to meet the needs of growing businesses

Automatically pull systems and processes together to manage financials, sales, service, and operations

Connect with 3<sup>rd</sup> party applications like payroll, banking, CRM, or industry-specific systems



# Microsoft Dynamics 365 Business Central

Intelligent business applications in the cloud

Microsoft AppSource

 Office 365



MICROSOFT DYNAMICS 365  
Business Central

 Power BI

Cortana  
Intelligence

Azure IoT

Common application platform: PowerApps, Microsoft Flow, Common Data Service

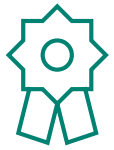
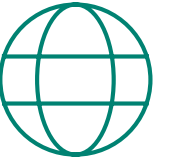
Multiple deployment options: On-premise, Hybrid, Cloud

# Roadmap





# Our journey together



---

**31 years  
of heritage**



---

**220,000  
customers**



---

**3.3 million  
users**



---

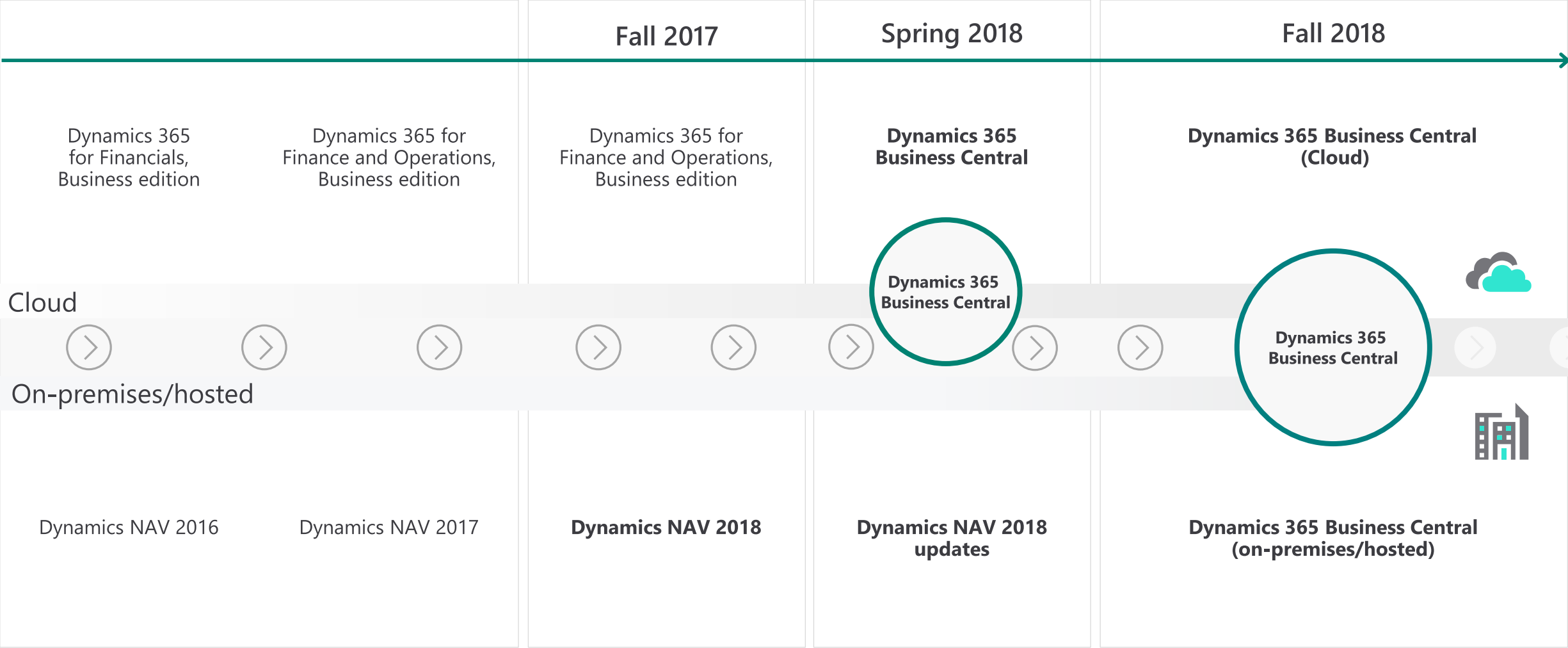
**Sold in 196  
countries**



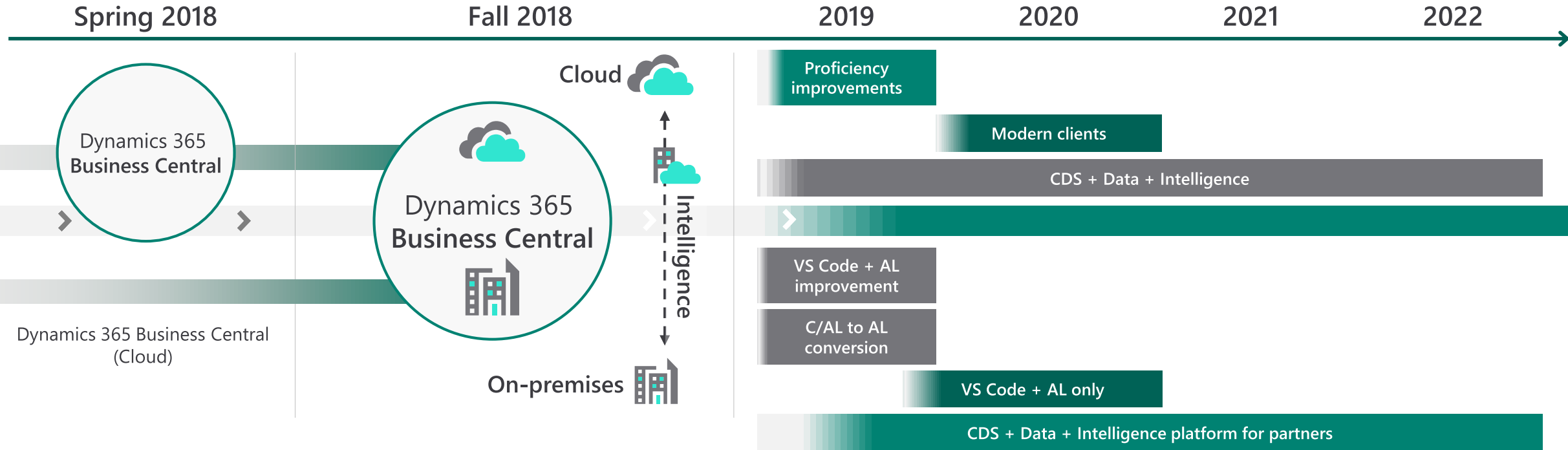
---

**Served by  
4,500 partners**

# Product evolution: NAV is Dynamics 365 Business Central



# Business Central roadmap



## Our investment areas:

### Connect your business

Bring people, processes, and data together to manage your business end to end

### Make smarter decisions

Easy-to-create dashboards and built-in analytics give you a 360° view of your business so you can proactively inform and guide employees

### Start and grow easily

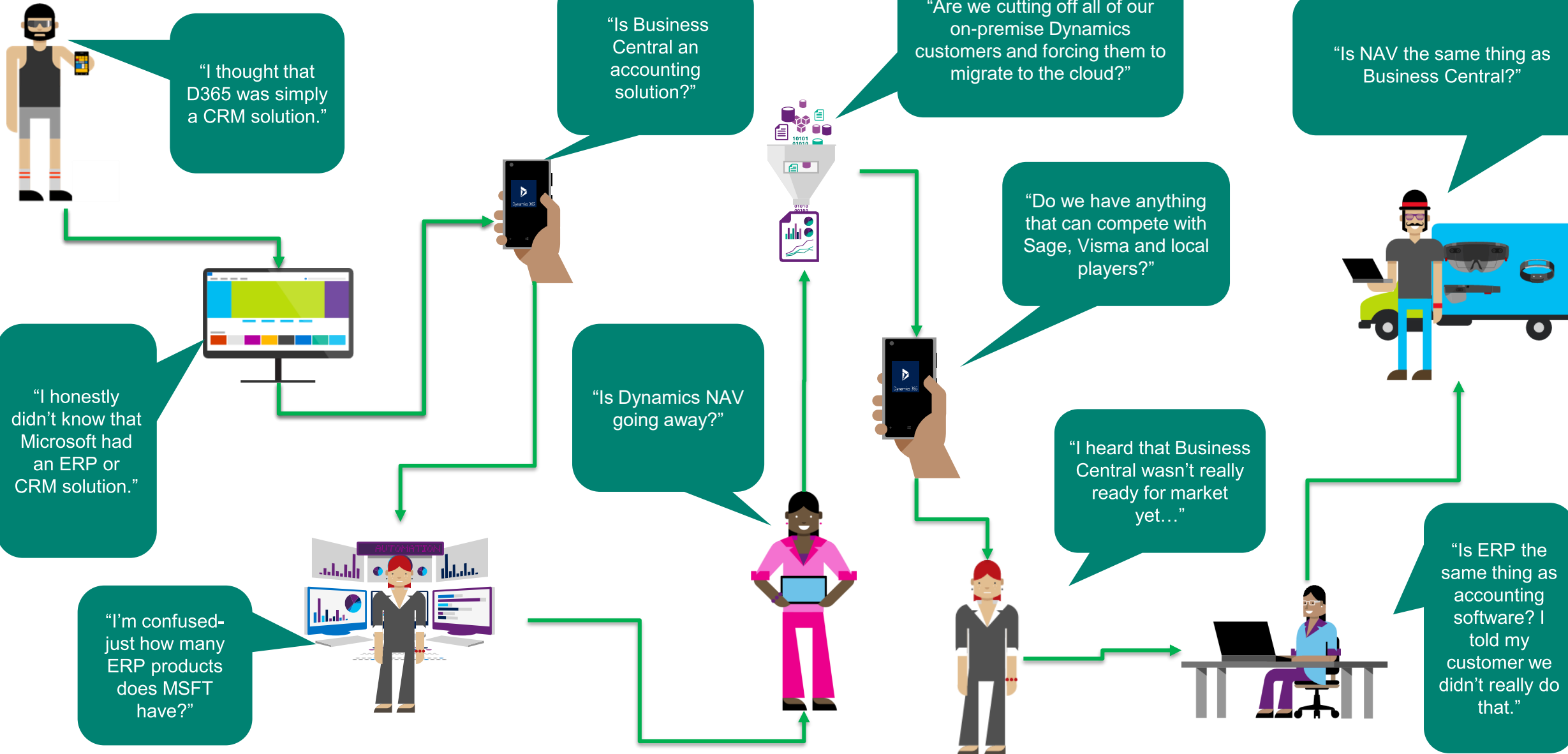
Quickly get up and running, then meet your unique business needs by easily integrating add-on applications and industry-specific solutions

### Always be ahead

Modern business management, powered by the Microsoft technology stack, deeply integrates with Office 365 and Power BI

# Leading the conversation

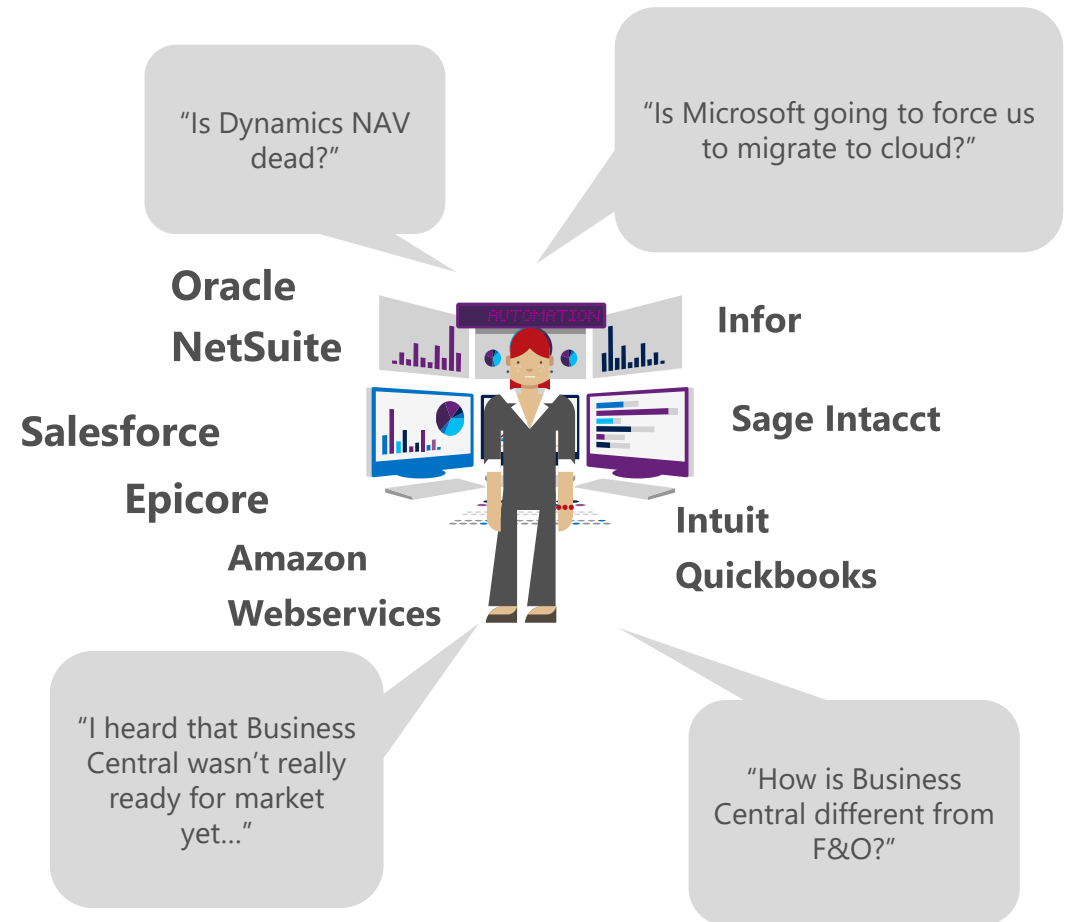
# Confused Customers



# Secure your existing customer base to mitigate risk

## Your existing customer base is at risk due to shifting market dynamics

- Competitors and new cloud entrants are actively targeting your existing customers
- Your customers are confused about the recent product roadmap changes and if they will be forced to migrate to the cloud
- Executives in your customers' organizations are looking to minimize cost by moving to consumption models
- Your customers' customers are looking for modern solutions that require your customers to go through digital transformation in their business operations



# Secure your existing customer base to grow opportunities

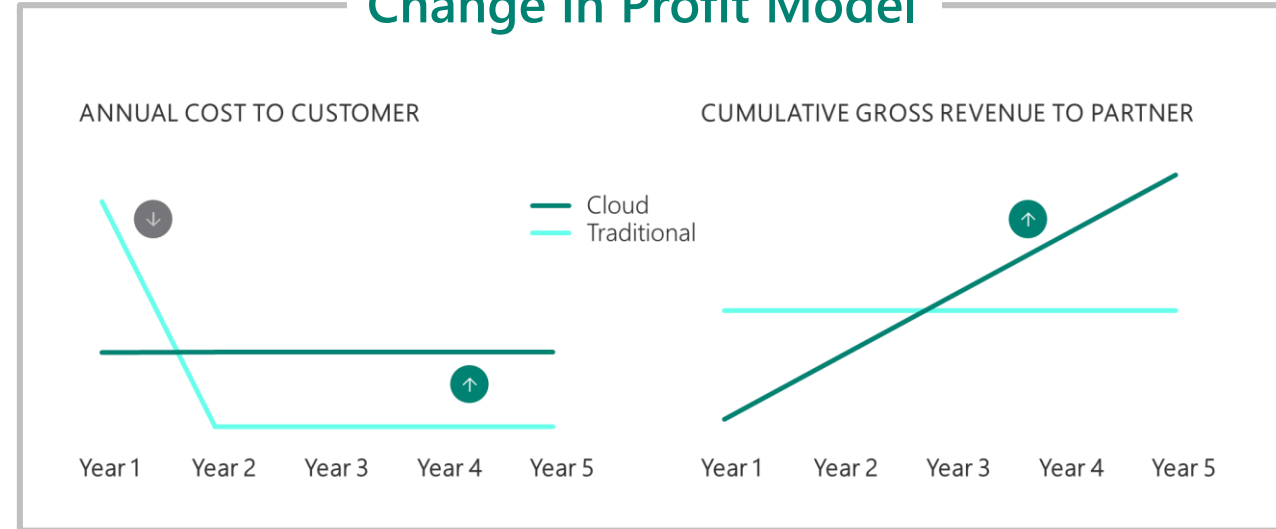
## Capitalize on potential growth opportunity by:

- Switching to subscription business models that are profitable and sticky over customer's life time
- Improving your bottom line by offering high-margin services and attaching your IP
- Finding new customers through AppSource
- Selling more to each customer with a clear upsell path for additional cloud services
- Driving customer retention by establishing yourself as a trustworthy cloud advisor

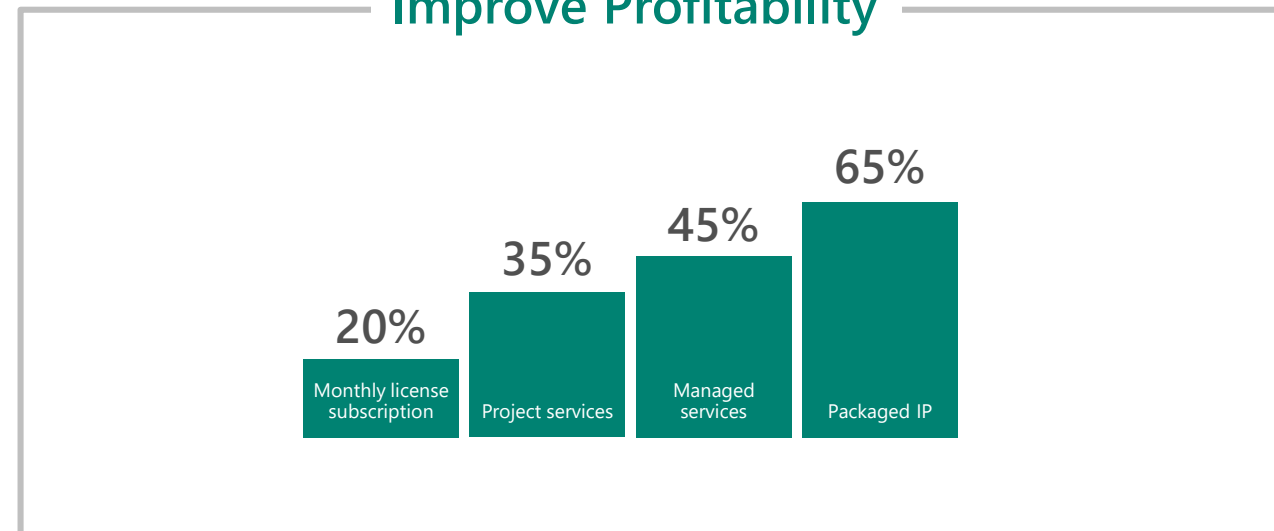
For more information please use the [Partner TCO Calculator](#)

[Subscribe to the Directions Webinars:](#)

## Change in Profit Model



## Improve Profitability



# There are four possible options in front of your customers

Control the conversation  
Protect your existing customers from going to the competition

Success!

## 1. Cloud



Transition to  
Dynamics 365  
Business Central  
Cloud

Best case

## 2. Cloud sync



Transition to  
latest on-premises  
version and try  
intelligent cloud  
insights

Critical for securing the base

## 3. On-Premises



Stay on current  
version and  
renew your BREP

## 4. Churn



Customer lost by  
not renewing  
BREP or going to  
competition

Worst case



# Recommended approach by customer attributes



## Cloud

### Business:

- Wants to be a cloud company
- Wants to lower IT infrastructure cost, support cost or cost of compliance/fines
- Wants to shift from Capex to Opex cost models
- Looking for an integrated solution
- Customer has needs which changed dramatically over the years using ERP
- Experiences a data incident (losing back-up, security)
- New standards (E.g. GDPR)
- Employee churn for modern companies

### Technical:

- Doesn't have a lot of customizations
- Localizations are available
- Add-ons are released on AppSource as Extensions
- Doesn't need many ISV solutions



## Cloud sync

### Business:

- Not sure about the cloud right now but wants to try the cloud while remaining on-premises
- Wants to move to the cloud but can not migrate right now due to budget constraints
- Wants to move to the cloud but can not migrate right now due to technical constraints outlined below

### Technical:

- Can't move all customizations to extensions right now
- Localizations are available
- Add-ons are not available on AppSource as Extensions
- ISV solutions not available on AppSource



## On-Premises

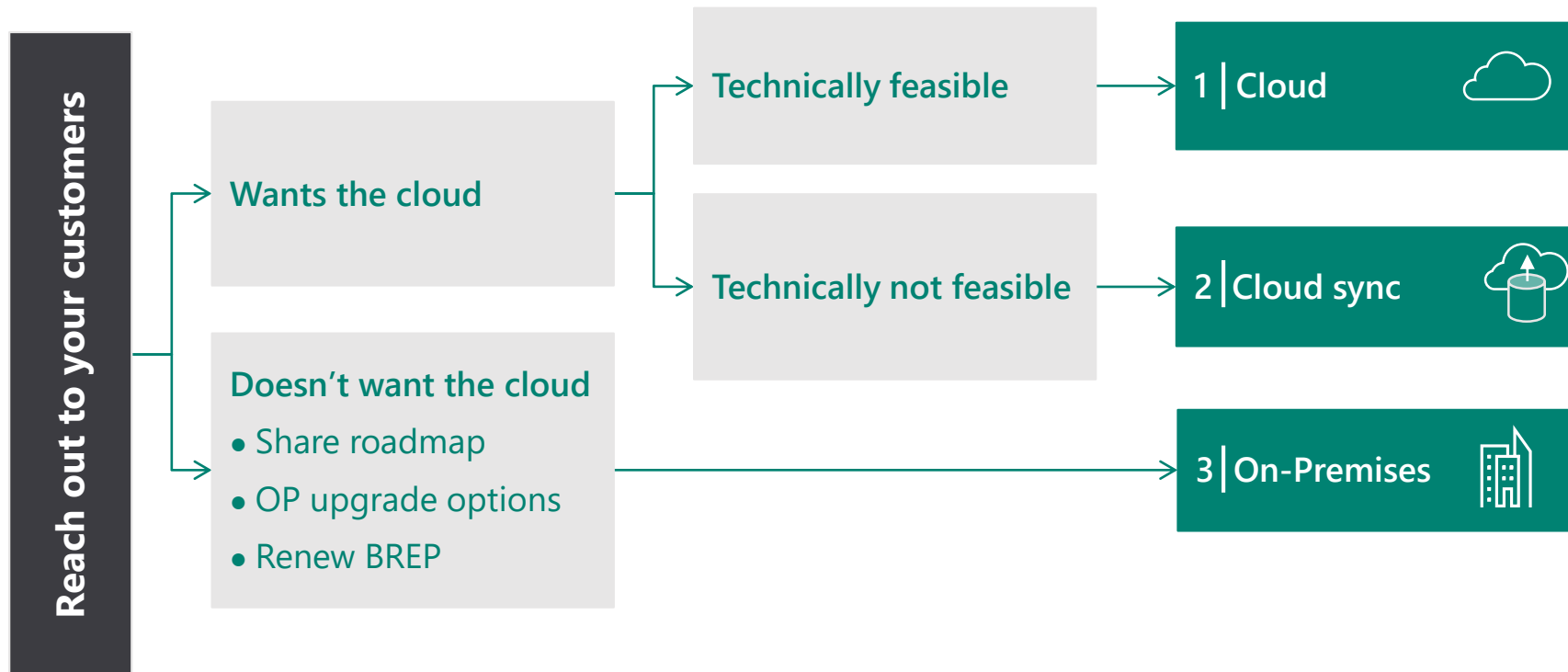
### Business:

- Doesn't want to move to cloud
- Needs to stay on-premises (ex. regulation)
- Just completed upgrade to their current version and do not have funds to upgrade again
- Has recently invested in new servers
- Has a huge, highly skilled IT department (24/7)

### Technical:

- Can't move all customizations to extensions right now
- Localizations are not available
- Add-ons are not available on AppSource as Extensions
- ISV solutions not available on AppSource

# Offer a path forward to your existing customers



For more information see:

- [Conversation Guide](#)
- [Recorded video delivery of Conversation Guide](#)
- FAQs – [NAV](#) & [GP](#)
- Pitch Decks – [NAV](#) & [GP](#)

# Get started today

## 1 | Learn



- Educate yourself about CSP ([Slide 12](#)) and Business Central ([Slide 11](#))
  - [Ready-to-go](#)
  - [Dynamics Learning Portal](#)
  - [Dynamics 365 Business Central Sales Play](#)
  - [App Source](#)

### Resources:

- Dynamics 365 Business Central Customer Transition Pitch decks – [NAV](#) & [GP](#)
- Dynamics 365 Business Central [Transition Conversation Guide](#)
- [Recorded video delivery](#) of Dynamics 365 Business Central Transition Conversation Guide
- Dynamics 365 Business Central [Customer Sales Guide](#)
- Dynamics 365 Business Central transition FAQ – [NAV](#) & [GP](#)
- Dynamics 365 Business Central on-demand webinars
  - [Ready for cloud](#), [GP migration tools](#), [GP intelligent cloud](#)
- Dynamics 365 Business Central [Partner TCO Calculator](#)

## 2 | Engage



- Offer 3 options
  - Cloud
  - Cloud sync
  - On-Premises

### Resources:

- Dynamics 365 Business Central customer transition pitch decks – [NAV](#) & [GP](#)
- Dynamics 365 Business Central [Click Through Demos](#)
- Dynamics 365 Business Central webinar in a box
  - [Guidance document](#)
  - [Transition Conversation Guide](#)
  - [Recorded video delivery](#) of transition conversation guide

## 3 | Close








- Secure your base
  - Lock your BREP revenue today
  - Migrate early adopters now
  - Create a migration pipeline for next 1-3 years

### Resources:

- Dynamics 365 Business Central Transition [Promotional Offers sheet](#)
- Dynamics 365 Business Central [Customer TCO Calculator](#)
- [Customer evidence nomination form](#)
- Dynamics 365 Business Central [Transition Tools Roadmap](#)

# Business Central Partner Journey

	 READY YOURSELF FOR THE CUSTOMER CONVERSATION	 TARGET & ACTIVATE SALES (READINESS)	 BECOME A TECHNICAL EXPERT	 ENGAGE PARTNER TO NURTURE & CLOSE CUSTOMER	 SALES ENGAGEMENT
Start	<ol style="list-style-type: none"> <li><a href="#">Access to the Dynamics Learning Portal**</a> (must complete in order to access)</li> <li><a href="#">To Partner Pitch Deck**</a></li> <li><a href="#">D365 Business Central Partner Opportunity Webinars*</a></li> <li><a href="#">Dynamics 365 Business Central partner FAQ*</a></li> <li><a href="#">Start a FREE Trial on Dynamics 365 Central</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Prospect Pitch Deck Microsoft Dynamics 365 Business Central**</a></li> <li><a href="#">Sales Solution Value Prop and Differentiators**</a></li> <li><a href="#">Sales Assets**</a></li> <li><a href="#">Role-based Sales Tools</a> (demos)</li> <li><a href="#">Become a CSP Partner Today!</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">D365 Biz Central Overview</a></li> <li><a href="#">Dynamics 365 Learning Portal**</a></li> <li><a href="#">Join Business Applications Yammer Group</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">eBook: Reinvent Business Productivity w/Dyn 365 + Office365**</a></li> <li><a href="#">eBook: Reimagine Business Productivity**</a></li> <li><a href="#">Build a Marketing Foundation</a></li> <li><a href="#">Online Foundation Marketing Course</a></li> <li><a href="#">Marketing coaching weekly calls</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Dynamics on-prem to D365 Business Central Offers **</a></li> <li><a href="#">Attend Directions Conference – Sept 30-Oct 3</a></li> <li><a href="#">Check out the US Indirect Providers &amp; Start Selling today!</a></li> </ol>
Grow	<ol style="list-style-type: none"> <li><a href="#">Dynamics 365 Business Central Product Functionality</a></li> <li><a href="#">D365 Business Central Partner Blog</a></li> <li><a href="#">Biz Apps Virtual Spring Launch</a></li> <li><a href="#">Roadmap**</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Business Central – Partner Sales Playbook</a></li> <li><a href="#">Dynamics 365 Business Central Capabilities **</a></li> <li><a href="#">Compelling Prospect Conversations**</a></li> <li><a href="#">D365: Messaging and Positioning Framework**</a></li> <li><a href="#">Dynamics Learning Portal Sales Readiness**</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">D365 Biz Central Overview</a></li> <li><a href="#">Dynamics 365 Learning Portal**</a></li> <li><a href="#">Join Business Applications Yammer Group</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">eBook: Business owners guide to replacing Acctg Software**</a></li> <li><a href="#">eBook: Four technology trends helping businesses thrive**</a></li> <li><a href="#">Infographic: Outgrowing entry-level accounting solution**</a></li> <li><a href="#">Accelerate Your Marketing Efforts</a></li> <li><a href="#">Build &amp; Audit your Brand Webinar Series*</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Dynamics on-prem to D365 Business Central Offers</a></li> </ol>
Optimize	<ol style="list-style-type: none"> <li><a href="#">D365 Business Central Partner Blog</a></li> <li><a href="#">QuickBooks Conversation Guide**</a></li> <li><a href="#">Differentiate Your Business with an Application via App Source</a></li> <li><a href="#">Ready to Go</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">TCO Calculators**</a></li> <li><a href="#">Business Central – Partner Sales Playbook</a></li> <li><a href="#">MPN Learning Paths: D365 Spring Sales Blitz</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">D365 Ready to Go Online Learning</a></li> <li><a href="#">Join Business Applications Yammer Group</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Thru-Partner Demand Generation kit**</a></li> <li><a href="#">Maximize Customer Loyalty</a></li> <li><a href="#">Effective Marketing thru Events Webinar Series</a></li> <li><a href="#">Generate leads with Social Selling Webinar Series</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Dynamics on-prem to D365 Business Central Offers</a></li> </ol>



[Top 5 Benefits of Migrating to the Cloud](#)



[Benefits of Migrating to Microsoft Dynamics 365](#)

# Call to Action

[aka.ms/bcTransitionPlaybook](https://aka.ms/bcTransitionPlaybook)

## Prepare YOUR BUSINESS for Cloud

1. Download the Transition Playbook
2. CSP
3. Business Central

## Define Your Existing Customer Strategy

1. Ready for Cloud - Move to Business Central
2. Leverage Intelligent Cloud Add On
3. Stay on BREP



# Thank you!