

MICROSOFT DYNAMICS 365 Business Central

Partner strategy and programs overview

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Territory Channel Manager Business
Application SMB - Italia



86% of CEOs consider Digital their #1 priority

CEOs believe technology will transform their business more than any other global trend

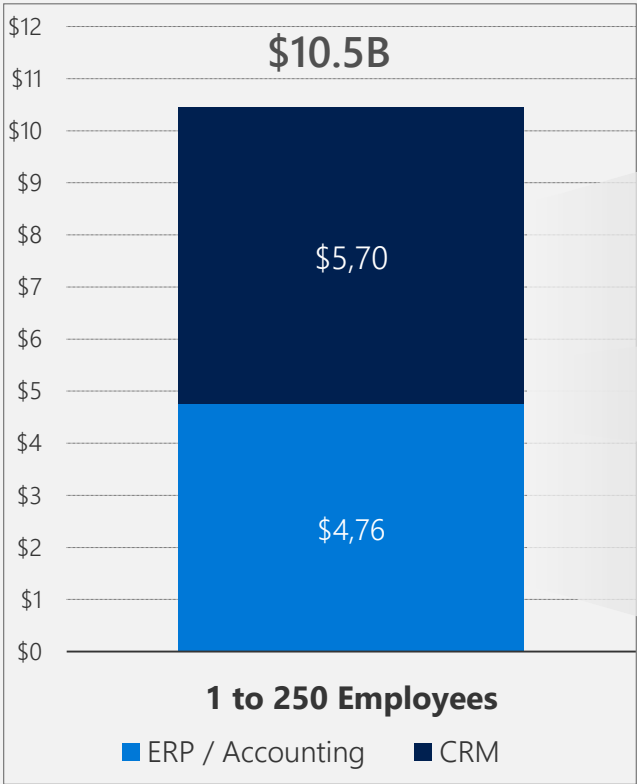
Source: PWC CEO Survey

1 Digital services are transforming customer engagement		2 Billion active social media accounts	3 Billion active Internet users	
2 Every employee can and should be more empowered		2.4 Billion smart devices by 2018	80 Billion connected IoT devices by 2025 from 11 billion today	
3 The Internet of Things cannot be ignored		Within 10 years, we will see the number of devices connected to Internet jump to 152K/Minute vs 4,800 today.		
4 Customer experience will eclipse product and price				
5 Customer engagement is an ongoing commitment				

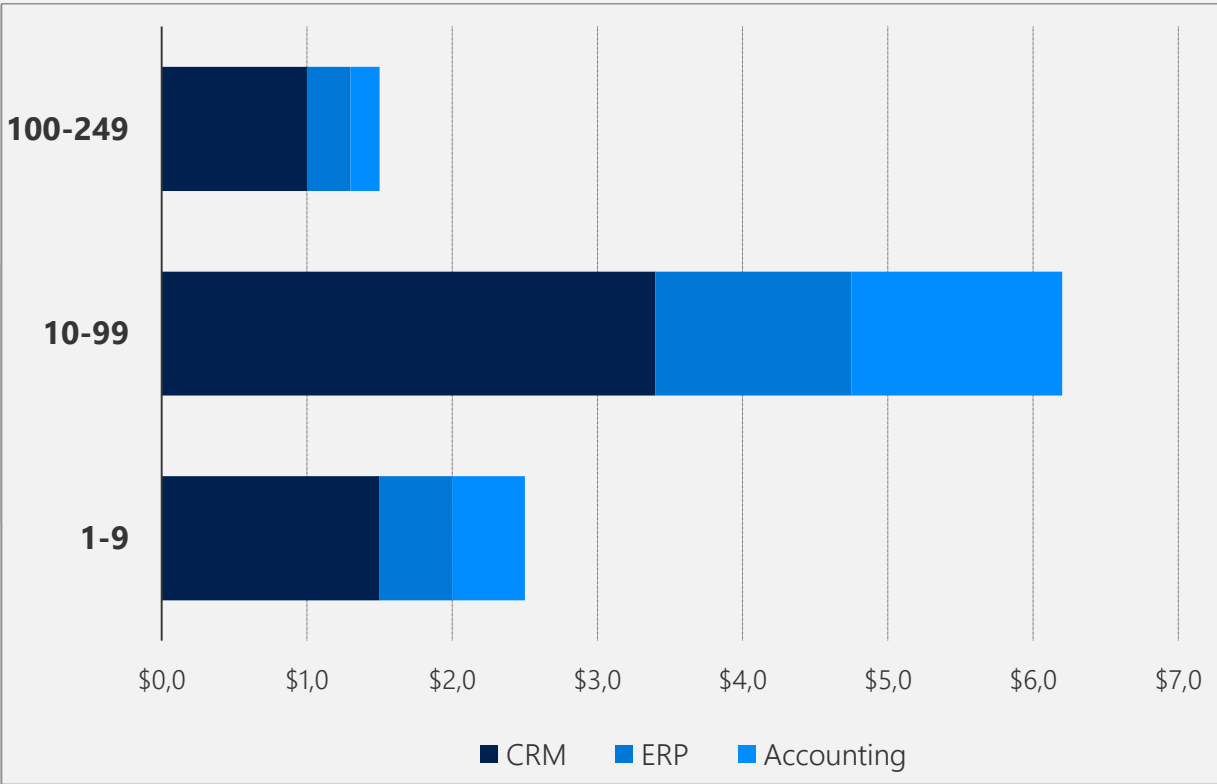
SMB / Dynamics 365 Business Central addressable market

CAGR over 4 years between 21% and 24%

SMB Market Opportunity



FY19 SMB SaaS Opportunity

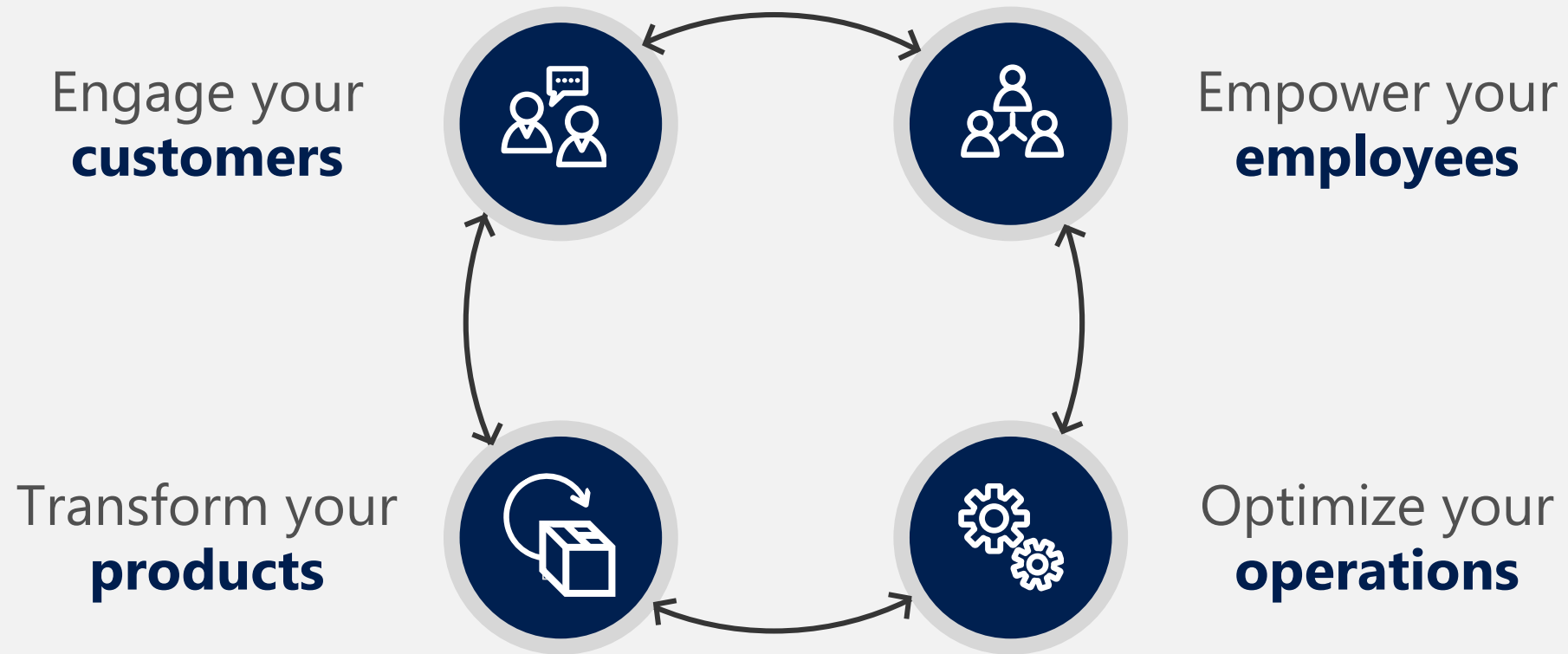




“Our industry does
not respect tradition,
it only respects
innovation”

Satya Nadella
CEO, Microsoft

Digital transformation



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

Dynamics 365 Business Central



Dynamics 365 Business Central



Connect your business

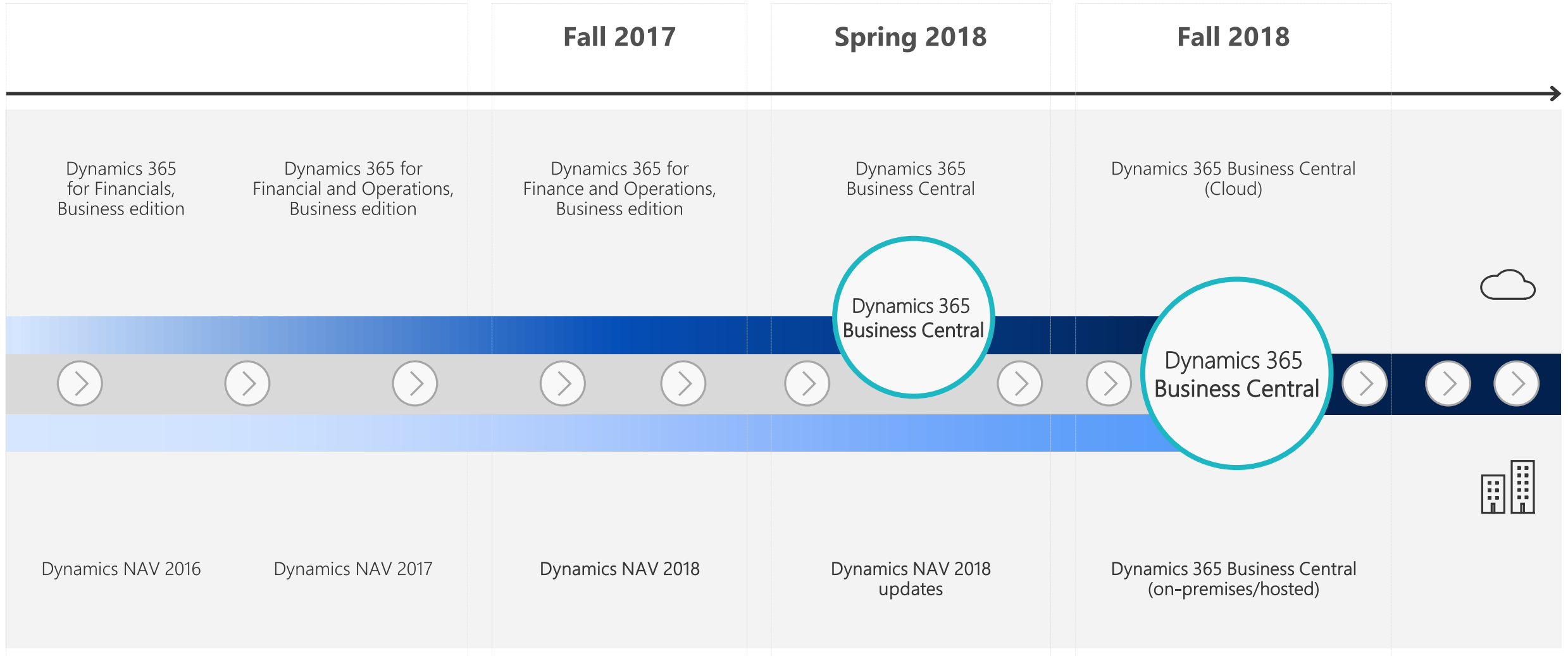


Make smarter decisions



Start and grow easily

Product evolution



What's top of mind for business leaders?



Finance

**Real-time
business insights**

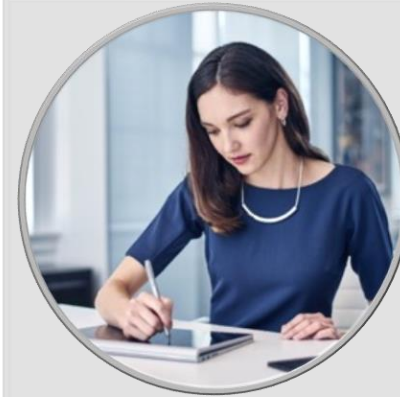
My team has to use many different tools to accomplish daily administrative tasks



Sales

**Focus on customers,
not technology**

We need simple and intelligent tools to focus more on the customer and the business



Marketing

**Personalized and
relevant offers**

I need the insights to react quickly to changes and new opportunities



IT

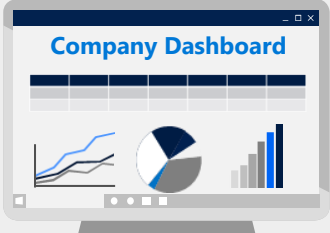
**Technology for
business growth**

I need a cost-effective, easy-to-deploy and easy-to-scale solution

6 key benefits of Dynamics 365 Business Central

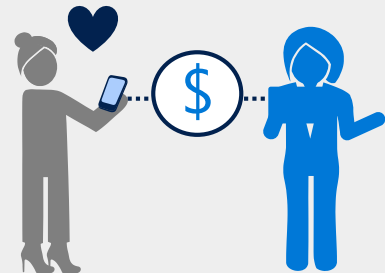
Simplifies

financial management and analysis



Empowers

employees to provide outstanding service



Unifies

business processes across channels



Integrates

supply chain management



Streamline

daily operations



Strengthens

inventory management and purchasing



Dynamics 365 Business Central

Why is it different?

End-to-End Solution for Small and Midsize Businesses



Easy and faster
deployment than
other
ERP Systems

Modern



Consistent and
secure experience
across Windows,
iOS and Android

Intelligent



Ability to connect
with ERP and
Financial tools
already in place



Great
user experience
and deep
integration
with Office 365

Unified



Business insights
through analytics

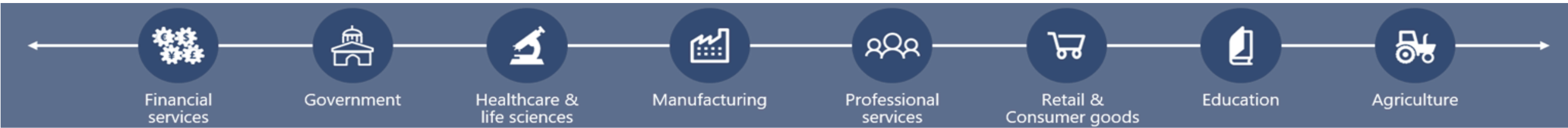
Adaptable



Integrating with
other Apps in
Eco-system

Powered by the Microsoft Cloud

The expanding and evolving channel



-  Moving beyond core industry focus
-  Expanding Operating Models
-  Expanding across multiple Business Apps
-  Enhanced value through partnerships

Innovation

Economics

Expertise

Partnering

Customer success

Our foundation for your success

Innovate

Develop cutting edge solutions and solve customer problems



Access to Microsoft's leading technologies, products, services, and expertise



Deliver insightful customer data



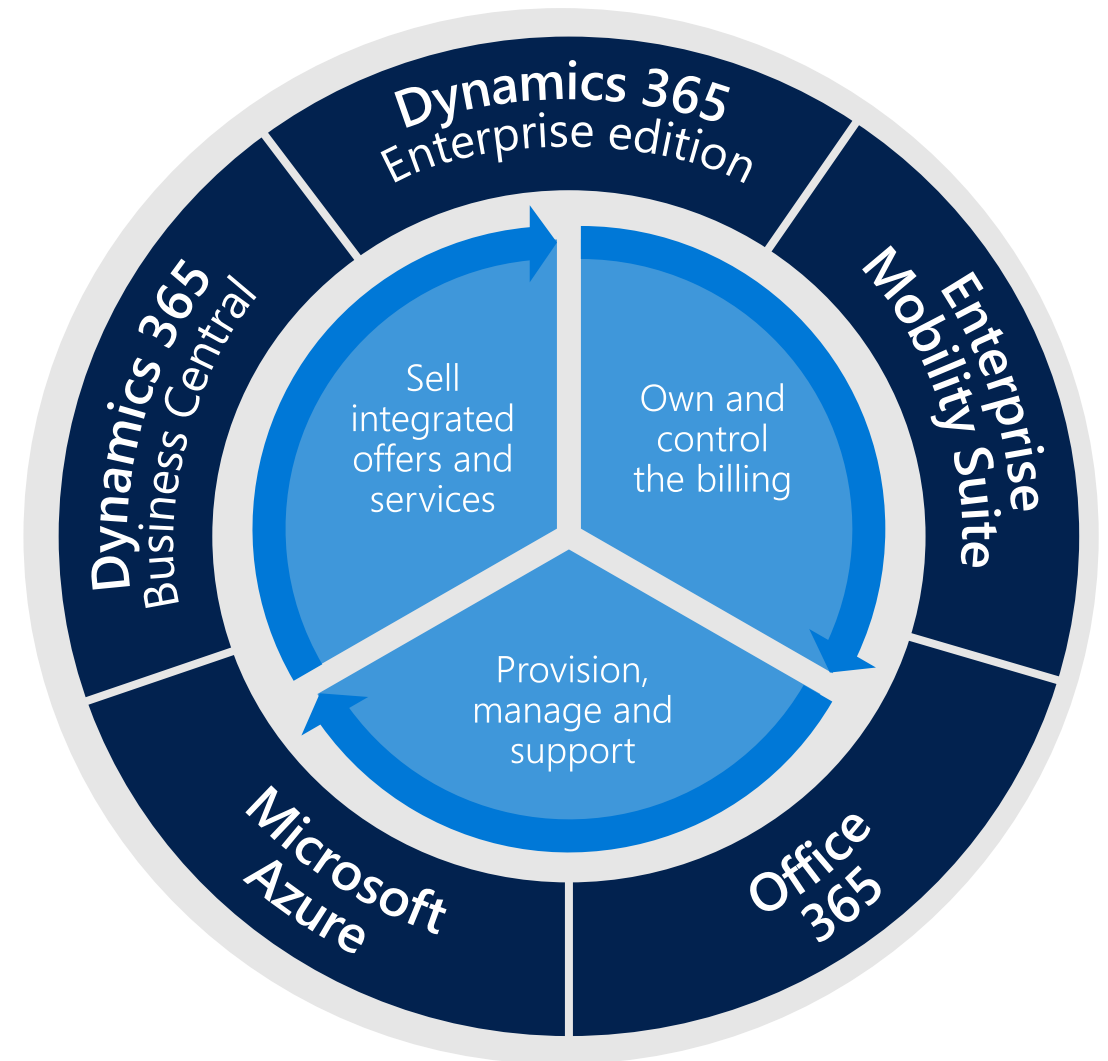
Take advantage of Microsoft's innovations in areas like IoT, Machine Learning/AI, AR/VR, etc.

The Cloud Solution Provider (CSP) program

Microsoft continues to expand the CSP program to more partners with access to new cloud services, more markets and new capabilities

Partners own the end-to-end customer lifecycle with direct provisioning, billing and support of Microsoft cloud services

Partners combine their own services and IP with Microsoft solutions, set the total price and terms with their customers



Pricing

<p>Team Member</p>	<p>Read and approve Run all reports Employee self-serve</p>	<p>\$8</p>			
<p>Essentials</p>	<table border="0"> <tr> <td data-bbox="1049 645 1382 845"> <p>Invoicing Purchasing Opportunity management Budgets Finance Fixed assets</p> </td> <td data-bbox="1421 645 1713 845"> <p>Purchasing order management Resource management Workflow Contact management Simple inventory</p> </td> <td data-bbox="1791 645 2111 812"> <p>Advanced sales Advanced inventory Distribution Warehouse management Project management</p> </td> </tr> </table>	<p>Invoicing Purchasing Opportunity management Budgets Finance Fixed assets</p>	<p>Purchasing order management Resource management Workflow Contact management Simple inventory</p>	<p>Advanced sales Advanced inventory Distribution Warehouse management Project management</p>	<p>\$70</p>
<p>Invoicing Purchasing Opportunity management Budgets Finance Fixed assets</p>	<p>Purchasing order management Resource management Workflow Contact management Simple inventory</p>	<p>Advanced sales Advanced inventory Distribution Warehouse management Project management</p>			
<p>Premium</p>	<p>Service management Manufacturing</p>	<p>\$100</p>			

Available in Cloud Solution Provider (CSP)
Includes cloud platform, Microsoft PowerApps and Microsoft Flow
Partners can determine end-customer pricing

*All pricing subject to change. Please consult price list for actual pricing

Enablement resources for partners

Extend your competencies and capabilities to grow your business with the cloud

Microsoft provides enablement programs tailored to your needs

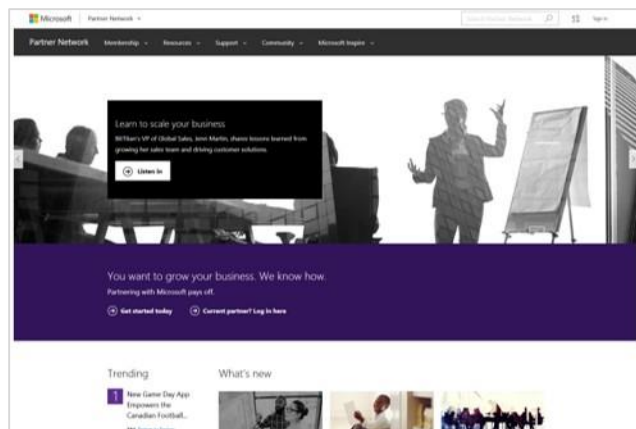
TOPICS

ROLES

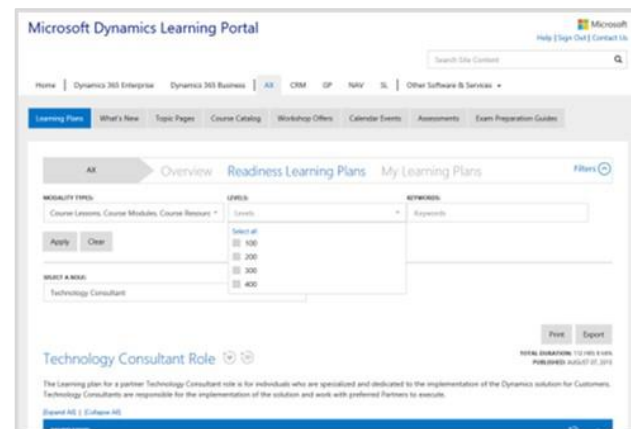
LEVELS (100-400)

MODALITIES

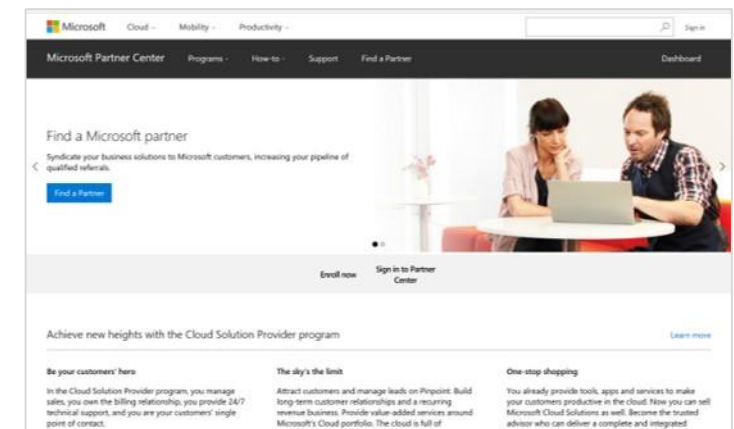
➔ Overall Partner Info & Readiness [MPN](#)



➔ Dynamics 365 Learning Portal [Link](#)



➔ Microsoft Partner Center [Link](#)



Partnering for success



MICROSOFT DYNAMICS 365
Business Central



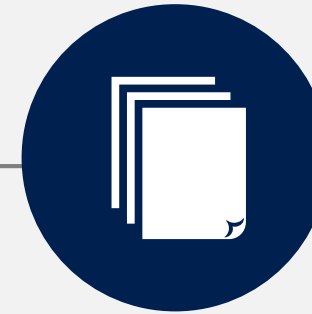
**Connect
with community**

Access valuable
resources, including
training



**Expand
competencies**

Subscribe to
developer tools,
support, training,
and software



**Market
your IP**

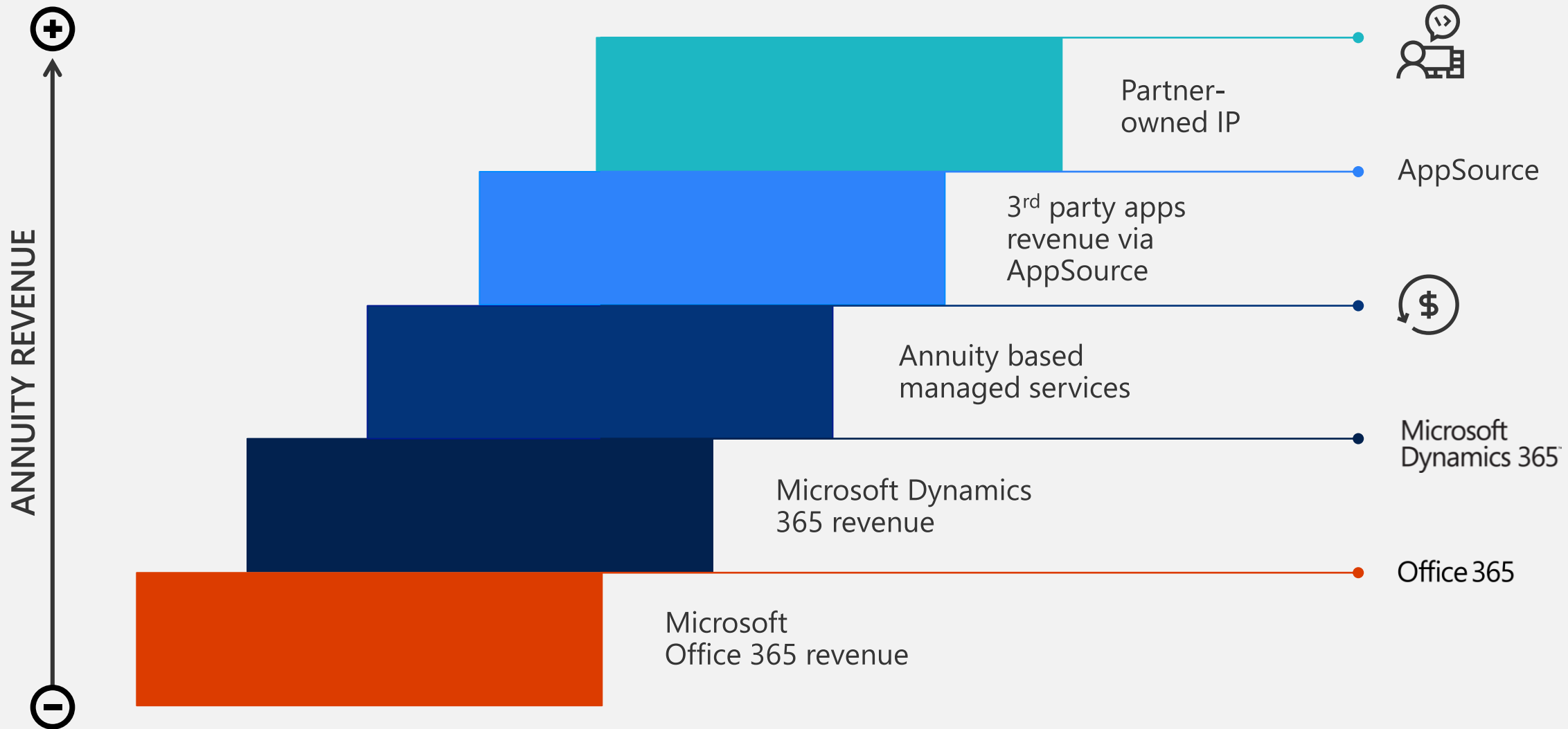
Deliver rich solutions
via AppSource



**Partner
Programs**

Take advantage of
your program
benefits

Partner annuity revenue opportunity



Microsoft AppSource

One destination for customer BDM's to discover, trial, and acquire line-of-business SaaS apps



Simplifies the discovery, trial, and acquisition of line-of-business apps



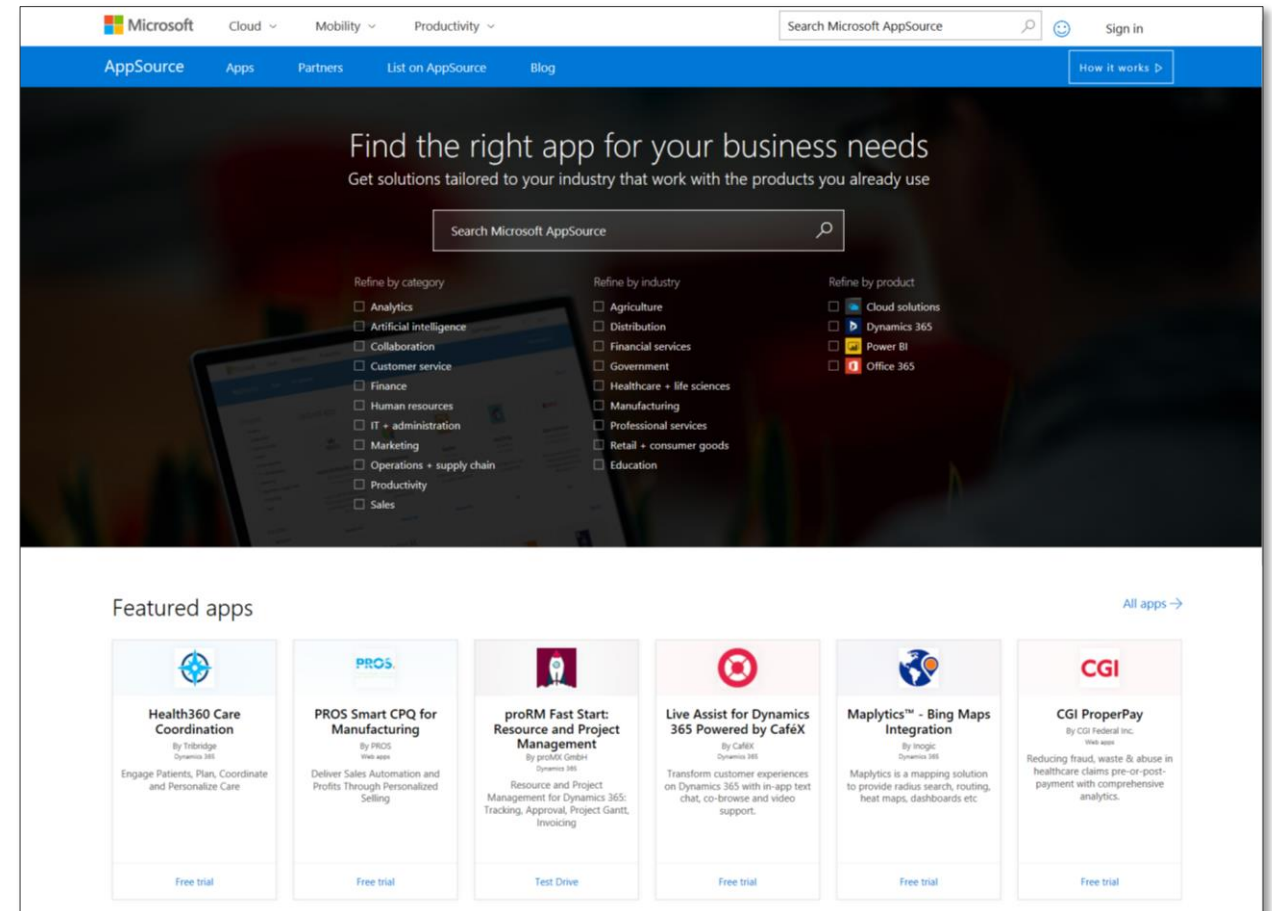
An ecosystem to help business users get started using apps faster



Helps business users do more with their existing Microsoft Apps



Allows Dynamics Partners to easily market their Apps/IP @scale



Partner best practices

Be successful: Do what the current top Partners do!

Differentiate

Combine your vertical expertise, your overall competencies and your IP (e.g. Apps) to express your unique value.

Service capabilities

Subject matter expertise adds value to services and solution recommendation, justifying a higher wallet share.

Up-sell and cross-sell

Identify the areas where your IP and Microsoft's Platform and Services (like Machine Learning/ AI, BI, IoT etc.) allows you to extend your business.

Sales and marketing efficiency

Identify and target customers and prospects using you differentiation; repetition in process and pitch improves win rates and requires lower cost resources.

Customer lifecycle

Managing the customer on an ongoing basis to ensure ongoing annuity and capturing cross sell and up sell opportunities.

Service margin+

Consistency increases efficiency and reduces the dependency on high cost technical staff.

Call to action



ENGAGE

with Partner
Development Managers

CREATE

a Next-Gen
business plan

BUILD

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

SELL

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

HELP

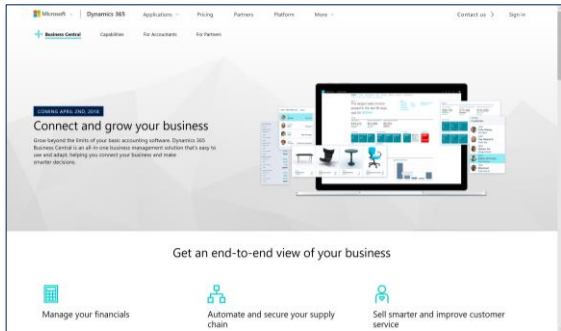
our joint customers to
realize their full potential

REALIZE

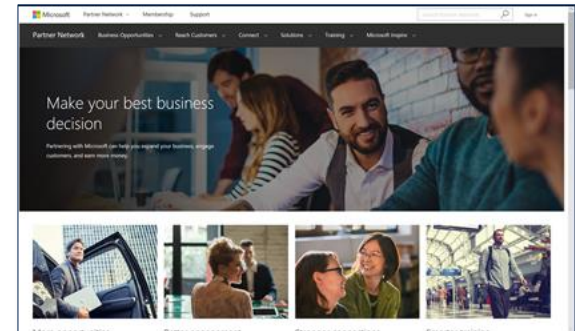
sustainable
hyper growth

Key resources

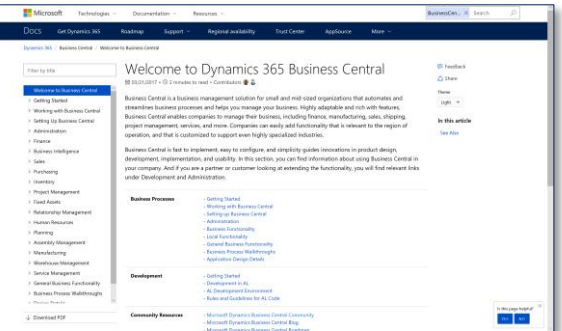
➔ Microsoft.com Business Central [Link](#)



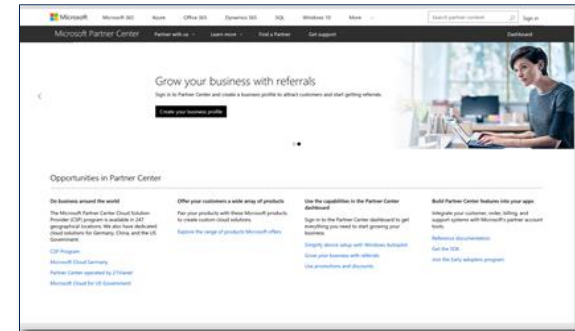
➔ Overall Partner Info & Readiness [MPN](#)



➔ Overall Info about Business Central [Link](#)



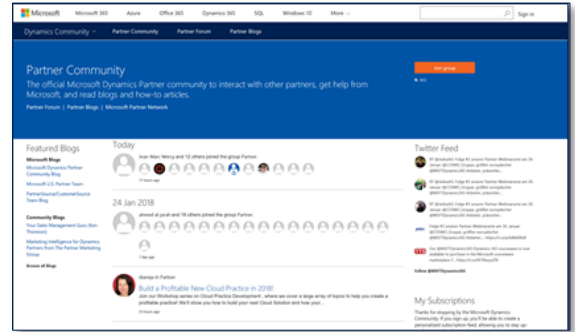
➔ Microsoft Partner Center [Link](#)



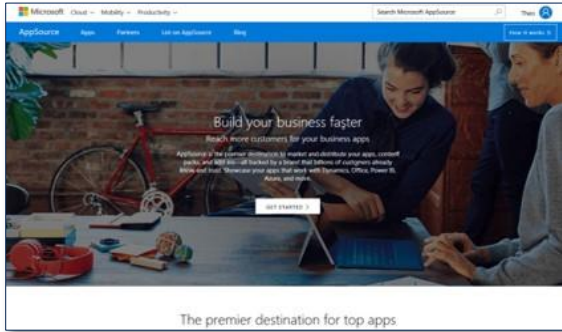
➔ Dynamics 365 Learning Portal [Link](#)



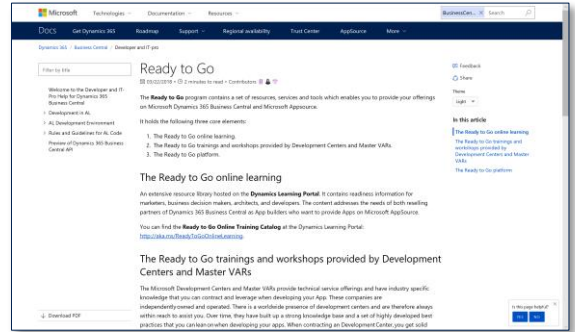
➔ Microsoft Partner Community [Link](#)



➔ AppSource [Link](#)



➔ Ready to Go [Link](#)





MICROSOFT PARTNER NETWORK

Microsoft
Partner
Network

Journey, tools, resources

3 ways to
partner with
us



Network Member

START YOUR JOURNEY



Action Pack Subscription

BUILD YOUR MICROSOFT PRACTICE



Competency Partner

DIFFERENTIATE TO STAND OUT

Microsoft Partner Network – The Microsoft Partner Program

Our partner program offers three membership options, with **incremental** benefits to help you be market-ready, **connect** with customers and **differentiate** your business.

Network membership



Entry-level benefits for training, support, and customer connection

Microsoft Action Pack



Annual membership fee: € 400

Annual subscription for partners serving Small & Mid sized Business customers that includes entry-level benefits, plus access to resource centers, internal use rights, and support

Auto renewal is now available for action pack subscription

Microsoft competencies



An **earned** designation that showcases your company's capabilities.

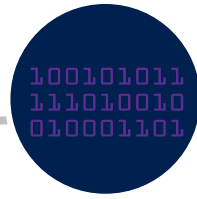
- **Silver competency** – consistent capability, expertise, and commitment
Annual membership fee: € 1.600
- **Gold competency** – best-in-class capability within a specific Microsoft solution area
Annual membership fee: € 3.800

Includes entry-level benefits, more internal-use rights, eligibility to incentives, and additional support and advisory hours.

Earn competencies aligned to the Microsoft Cloud, to hybrid cloud, or to on-premises product capabilities

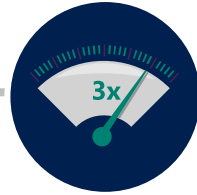


Competency attainment tips



Getting started

- Ensure your organization's Microsoft Partner Network (MPN) membership is active and you have Global Administrative Rights for the profile (if needed, [renew](#) or [enroll](#) for free at the "Network" level)
- Review the [requirements](#) for your chosen competency (<https://partner.microsoft.com/it-it/membership/competencies>)
- Confirm all individuals contributing to your competency through Exams or Assessments are [associated](#) with your profile
- Contact MPN Support at any stage if you require help or clarification (<https://support.microsoft.com/it-it/help/3202548/how-to-get-microsoft-partner-network-help>)
- Sign up to the [Cloud Enablement Desk](#) for 1:1 assistance in attaining a Cloud Competency



Meet performance requirements (Cloud Competencies Only)

- Ensure your organization is listed as Digital Partner Of Record (DPOR) / connected via Partner Association, for all cloud deals (see further slide for guidance on performance recognition) - <https://support.microsoft.com/it-it/help/3045939/digital-partner-of-record-dpor>
- Monitor your progress through the [Cloud Services Dashboard](#).



Complete all exam / assessment requirements (as required)

- Training can be found by selecting your competency in the Partner Learning Paths - <https://partner.microsoft.com/it-it/training/assets#/?type=LrngPth%2F>
 - "Exams" and "Certifications" require the individual to book their exam through [Pearson Vue](#).
 - In order for an individual's Exams / Assessments to contribute towards competency attainment, they need to be associated with your MPN profile and in the case of exams, have their Microsoft Certified Professional (MCP) ID attached too (MCPs can attach their ID through the [Partner Membership Centre](#))



Generate customer references

- Complete the [reference template](#) in the Partner Membership Centre. Once approved by Microsoft, assign the references to your chosen competency



Complete your attainment

- Once all requirements have been met, complete your competency attainment through the [Partner Membership Centre](#)



Cloud Enablement Desk (CED)

Accelerating Partner Transformation to the Cloud

The CED gives partners access to a Cloud Program Specialist (CPS) for up to six months. The CPS will guide the partner through the steps required to achieve a Cloud competency and provide partners with the appropriate technical and business resources along the way.

Benefits

- Help partners understand the value proposition of a MPN Cloud competency
- Profitability assessment and modeling to identify Cloud enablement and competency goals to work towards
- Specific plans to guide partners to a Cloud competency within a defined time period (max 6 months)
- Recurring touchpoint to ensure partners progress towards competency attainment plan
- Specific skill building/readiness recommendations to improve partner cloud skilling

Cloud Competency Options

- Cloud Platform
- Enterprise Mobility Management
- Cloud Productivity
- Small Midmarket Cloud Solutions
- Cloud Customer Relationship Management

Nominate yourself today!

Visit <https://aka.ms/cednominate> and complete the on-line nomination form.



Program Requirements

- Be an active member of the Microsoft Partner Network with a MPN ID.
- Willing to invest time to obtain competency and willing to pay for competency if obtained.

Q&A

Thank you

No better time to be a Dynamics partner