



Better Together M365 + D365

Brought to you by **SYNNEX**
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Engineer**
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Who am I

...an introduction

- Blake Cheek – D365 Design Sales Engineer
- Licensing expert and D365 evangelist
- Decades of experience in customer service, technical support, and sales for SMB and enterprise customers
- Dynamics is my passion! Your success = my success



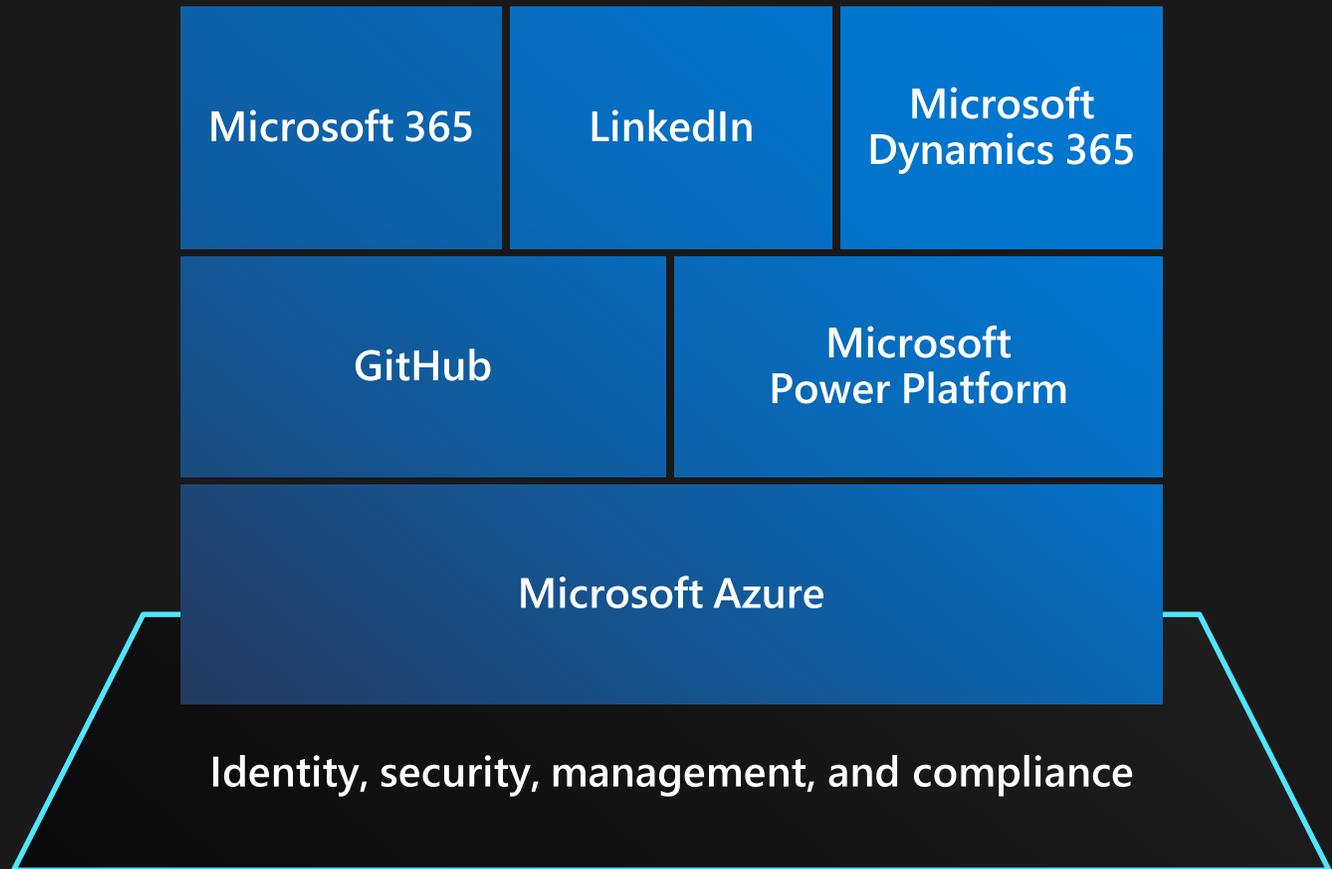
Organizations are transforming like never before

“

We've seen **two years' worth of digital transformation in two months**. From remote teamwork and learning, to sales and customer service, to critical cloud infrastructure and security—we are working alongside customers every day to help them adapt and stay open for business in a world of remote everything. ”

—Satya Nadella,
CEO

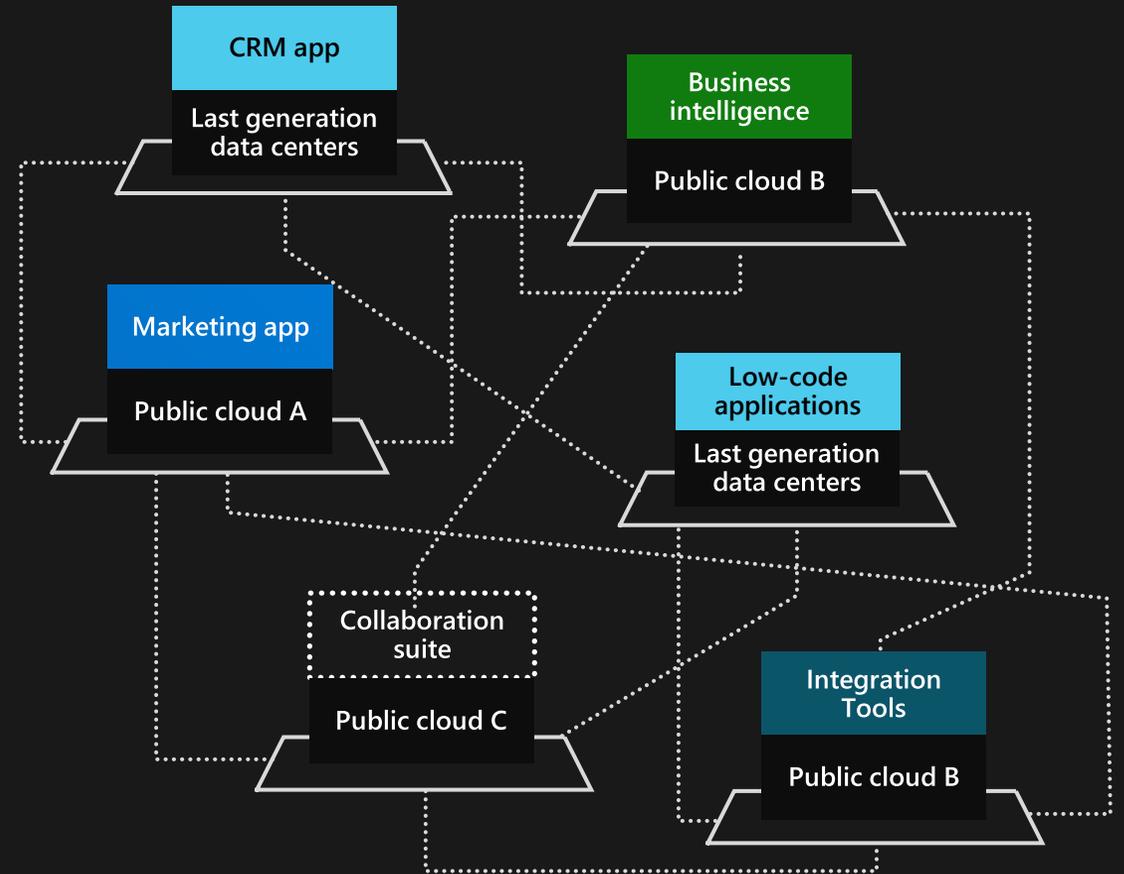
Microsoft cloud



Microsoft cloud



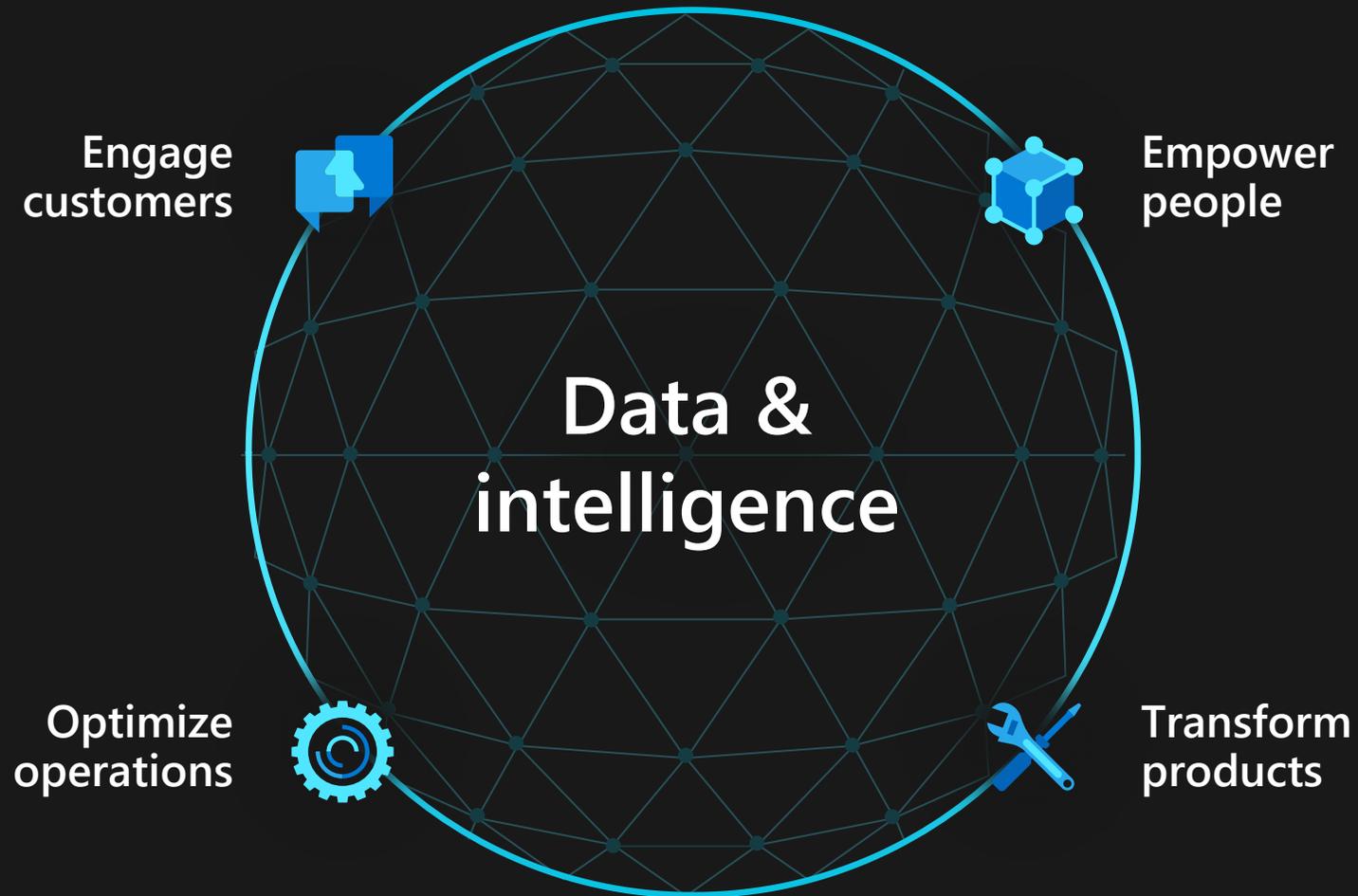
Our competition



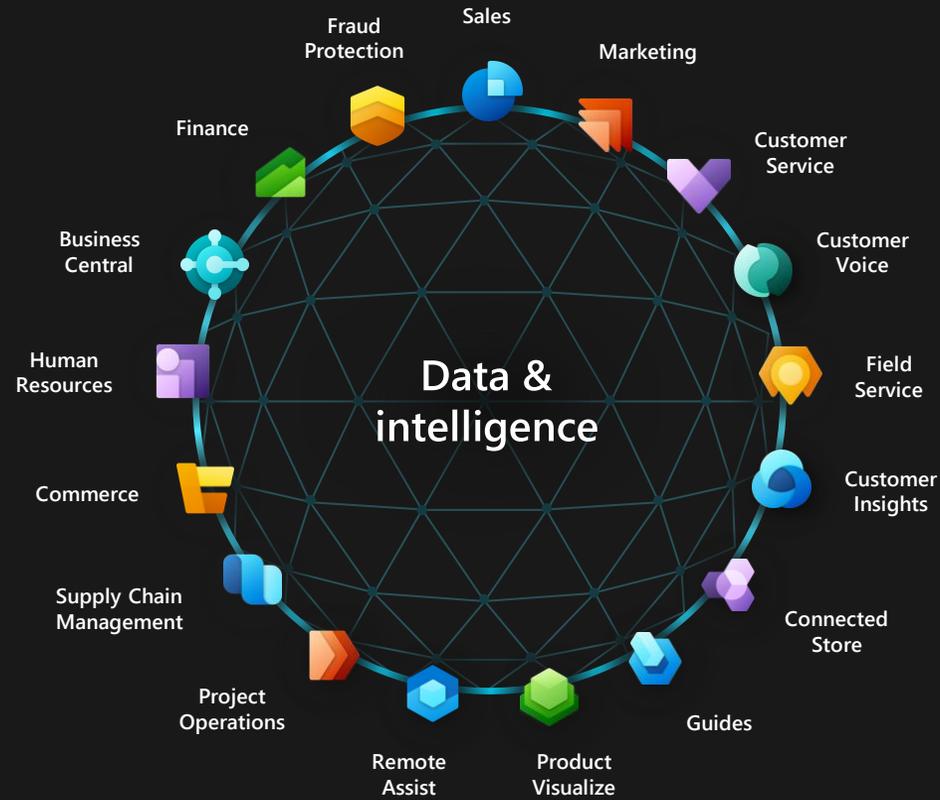
Business applications



Digital feedback loop



Microsoft business applications



SMB "hero" Business Apps Cloud Services

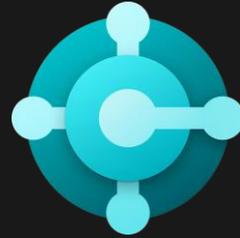


**Dynamics 365
Sales
Professional**

\$65/user/month

\$20*/user/month

**attached with Business Central*



**Dynamics 365
Business
Central**

From \$70 to \$100

Per user/month



**Power
Apps**

\$10/user/app/month

\$40/user/month

Market and partner opportunity

There's no better time to sell Dynamics 365



1% penetration

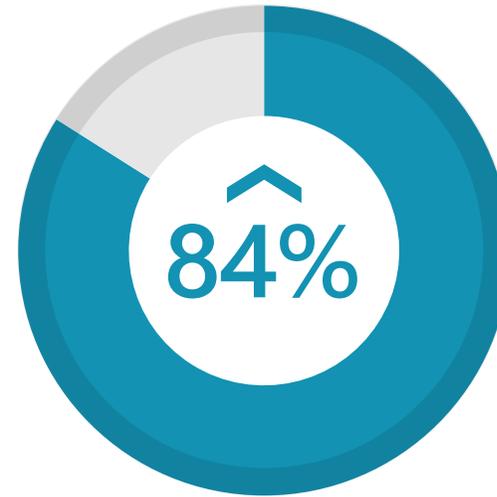
<1% penetration of our Microsoft 365 customer base with Dynamics 365

Microsoft Cloud Ascent



35% YoY growth

Capture your share of the total 35% YoY Dynamics 365 and Power Apps net revenue growth



84% revenue increase

Increase average revenue per Microsoft 365 user (ARPU) by up to 84%

(Internal Microsoft Research)



Double Azure revenue

Adding Dynamics 365 doubles Azure revenue in an existing Azure customer

(Internal Microsoft Research)

Microsoft 365 + Dynamics 365

Customer example

Microsoft 365
Business Premium

 **200** users

Licencing :
\$20/user/month

To:
\$52/user/month

+

Dynamics 365
Business Central Premium

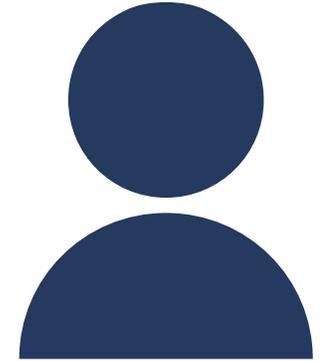
 **+20** users
13 full users and
7 limited users

Licencing:
\$100/user/month

Team members user:
\$8/month

\$1 of licencing = \$3 of services

>



Incremental revenue :
\$30K/year

Opportunity revenue potential

Microsoft 365 medium business sockets are ready for Dynamics



Act now



400K
customers



6.5M
users



\$2.5B
in revenue

Top of mind for our SMB customers...

How can we do
remote work better?

How can we
maintain security?

How can we
reduce our costs?

Empowering businesses with Microsoft 365

Better tools
for remote work

Better security
for remote work

Opportunity to
reduce costs

Better together opportunity for Microsoft 365 resellers

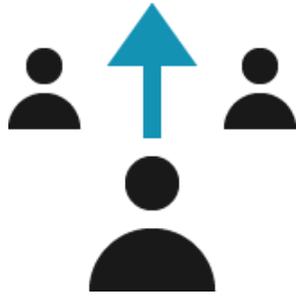
Differentiate
your business

Add customer
stickiness

Grow new
revenue opportunities

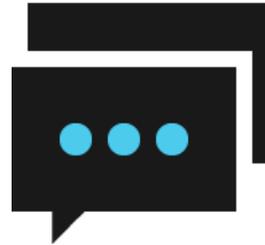
Work Smarter

Empower your people to confidently take action and get more done with seamless connectivity between Dynamics 365 and Microsoft 365



More collaborative

Enable employees to stay connected wherever they work to communicate better together and with your vendors and customers



More productive

Stop jumping between apps to redefine business processes and reinvent productivity—you'll not only get your work done faster, but you'll also improve accuracy



More 'WOW' moments

Shift from being reactive to proactive with continuous business insights that guide you to better customer experiences.

Use case examples :



Dynamics 365 Business Central – Elevator pitch

Adapt **faster**. Work **smarter**. Perform **better**.

Target audience:



Owner/CEO,
finance leader



Operations
or IT leaders



Influencers: external
accountant/consultant

Quick pitch – Run your small and medium-sized business operations using a connected solution across finance, sales, service, projects, supply chain and manufacturing. Make your business vision a reality with the adaptability, insights and performance needed to outpace your competition.

Customer benefits

1. **Adapt faster.** Innovate and adopt new business models faster with flexible deployment models, mobility, reliability, security, and adaptable solution that grows with your business.
2. **Work smarter.** Get a complete picture of your business with easy to create dashboards and built-in analytics that proactively inform and guide employees.
3. **Perform better.** Enable high performance with guided workflows, governance, and real-time metrics that drive continuous process optimization, accelerates financial closes, and improves cycle times.

Conversation starters: Work smarter – better together with Microsoft 365



Question



Answer

How many times has the inability to access information quickly, slowed you down, disrupted business operations or affected a sale?

More collaborative: Use the Business Central app within Microsoft Teams to easily share your business data with colleagues and

How many different systems do you need to work in to finish one task?

More productive: Minimize switching between apps or dual, manual data entry– Interoperability with Office 365 means people can work directly within Microsoft Outlook, Excel, Teams, and Word. Your people will get up to speed faster using intuitive processes that leverage the tools they use every day to get their work done.

Have you put off a purchasing decision because you fear a new solution will disrupt your business performance and customer experience?

More WOW moments: Get an end-to-end view of data from across your business, always up-to-date and accessible from any device. Spot trends, prevent issues, deliver great customer experiences, and use built-in AI to sell smarter and optimize key operational processes. Guide your employees to make smarter decisions with the right information within the flow of work.

Dynamics 365 Sales Professional – Elevator pitch

Regain focus and sales momentum

Target audience:



VP Sales/Management



Sales Operations



Influencing roles: CMO, CFO, CIO

Quick pitch – Now more than ever, small to mid-sized businesses need a sales tool that saves them time and reduces costs. Boost seller productivity and build relationships with a modern solution that works with familiar tools like Microsoft 365.

Customer benefits

- 1. Connect with and guide customers.** Provide sellers with steps to move a deal forward and the context to tailor customer interactions.
- 2. Adapt to a digital environment.** Empower sellers with sales capabilities that are integrated into familiar tools and make digital collaboration easy.
- 3. Sell from anywhere.** Modern mobile apps that provide contextual news, social data and task flows from the home office or anywhere else.
- 4. Reduce costs by optimizing sales processes.** Get up and running quickly with applications configured for sellers' specific sales processes.

Conversation starters



Question



Answer

Do your sellers struggle with figuring out what to focus on?

Timeline -Sellers juggle an increasing number of stakeholders, it gets harder to tailor and personalize interactions. Business process UI – To prevent distractions, organizations need to narrow down the optimal choices. Reports, charts, dashboards - Many sales reps are unclear of what's expected of them. 10 people are involved with the average purchase decision. Gartner

Do you your sellers complain around too many disconnected tools?

Seamless sales tools - New sales tools, if not intuitive and integrated into the sales rep's daily routine and workflow, will become a distraction. Mobile apps - Today's sales reps work on the go. Modern sales tools need to support this. Collaboration - With more and more people involved in sales deals, sellers need new ways to collaborate. 60% of companies lack a well-designed sales process TOPO.

Sales Force automation takes too much time and effort?

Microsoft's Business Application Platform - With Dynamics 365 Sales Professional, organizations can start simple – with just the capabilities sales teams need now. 92% of sales organizations rank sales engagement platforms as critical to their success TOPO. 90% of sales leaders plan to invest in tech to help sellers engage with buyers more effectively TOPO.

Interviews with Peter Wolf – Azamba and Tom Doran – Innovia Consulting

Partner-to-partner model

01

**Financial
model and
opportunity**

02

Get trained

03

**Target the
right
customers**

04

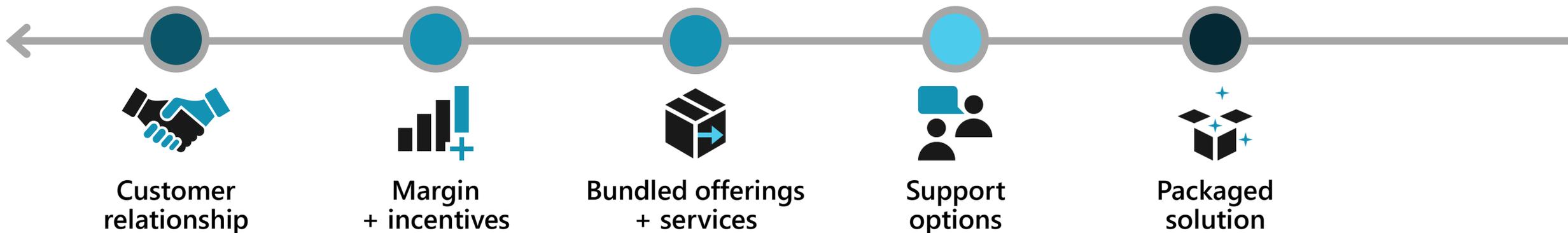
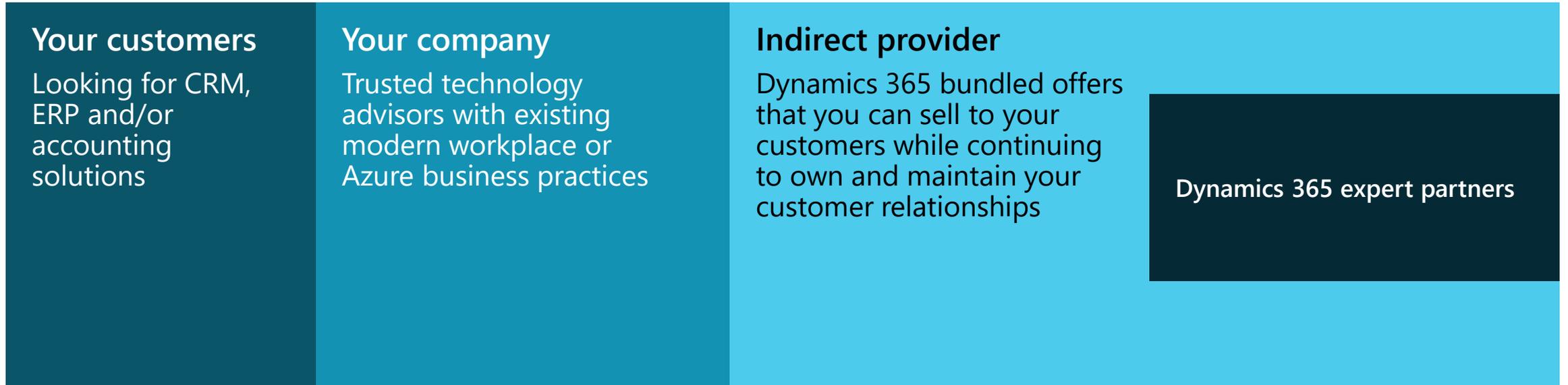
**Bring In the
Dynamics 365
Expert**



Partner-to-partner value chain



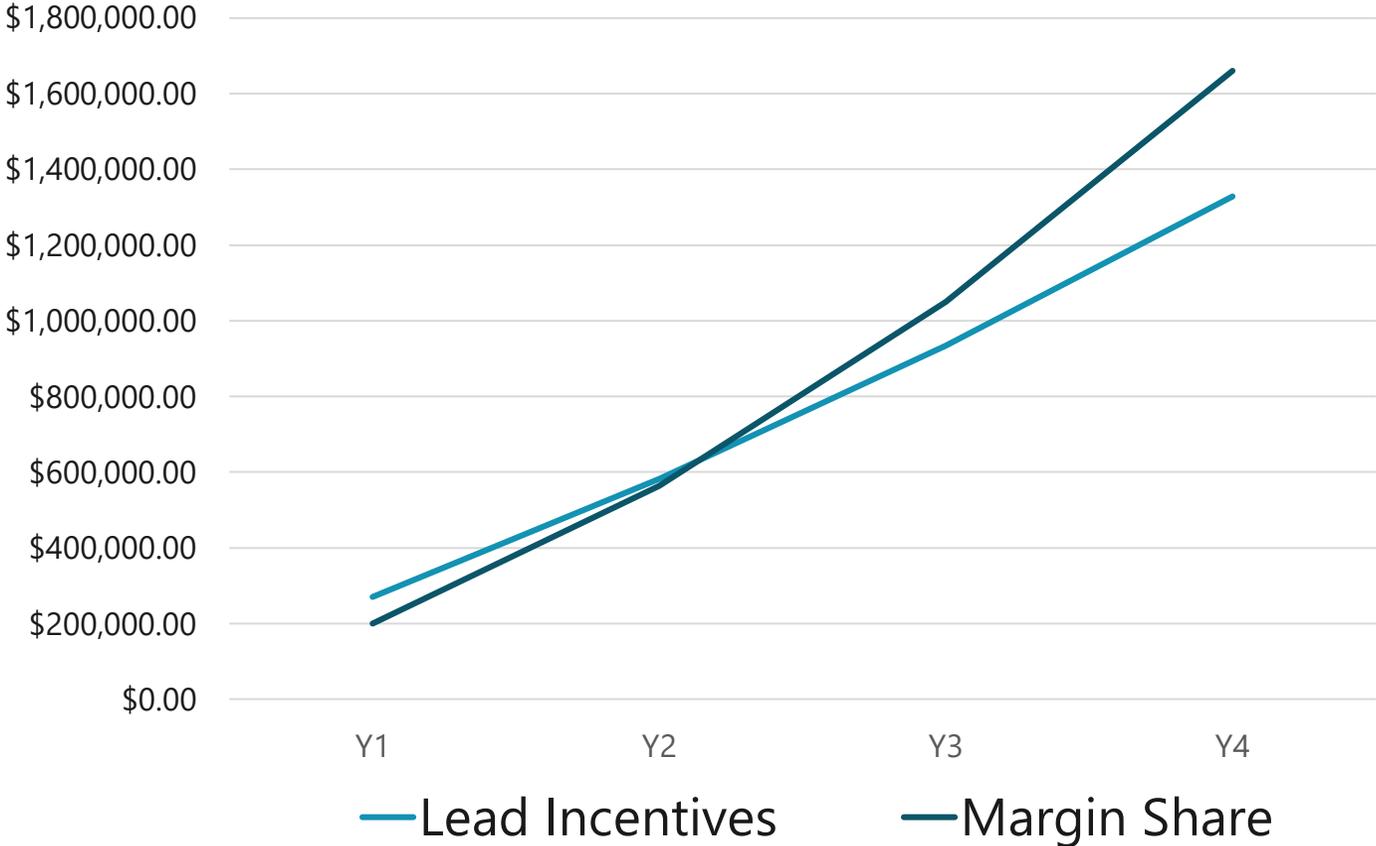
Partner-to-Partner (P2P) model



Partner-to-partner financial opportunity

Aka.MS/SMBP2P

Cumulative Financial impact



Add 5 Dynamics 365
new customers*/month

and

Earn in average \$1.5M
in 4 years

*6 full users + 3 limited users

Partner Success stories

"It's one thing to get a new MSP. It's another thing to get a new MSP that also does your accounting, your CRM, and your software development.

When clients engage in all four services, they receive **better service quality, and we benefit from increased customer stickiness.**"

—Zac Paulson,
CEO

True IT 

"What this partnership offers us as a company is **the ability to sell a complete digital transformation package**—everything from modern workplace tools to CRM and ERP solutions—without being a specialist in all those things,"

—Rickard Rosen,
Alliance Manager
and Co-founder


Cloud Services

"**Don't be afraid to partner.** Don't be afraid to outsource what you don't know. And don't be afraid to tell your clients, this is not my specialty however, I have the capability to bring in someone who is an expert. And together, we can work with you to provide the best possible solution."

—Guy Baroan,
President



"By offering Dynamics ERP and CRM solutions to our existing customers, we are able to embrace **more strategic conversations** around their business, their challenges, their goals."

—Daniel Petersen,
President



"We're one team, even though we are two companies."

—Johan Adenmark,
CEO





Next steps

Visit: <https://aka.ms/smbp2p>

