



Point of View

Dynamics 365: More than a game changer

Did you know? 46% of companies today fail to implement their IT strategy due to complexity and technology siloes¹. As a result, our clients are facing an unprecedented number of challenges across sales, service, marketing, operations and finance to stay relevant and competitive.



1. Source: Economic Intelligence Unit, Sponsored by PMI, ed. "Why Good Strategies Fail: Lessons for the C-suite." The Economist, 2013.

Chief among them are:

- Blurring of the line between sales and service challenging traditional CRM solutions: Digital sales and service requirements go beyond traditional capabilities of existing systems.
- Poor sales and service experience leading to poor customer satisfaction leading to businesses losing \$62 billion per year through poor customer service².
- Lack of access to single source of truth: Employees need reliable data crosschecked by access to multiple data sources and displayed as actionable insights.
- Lack of contextual and predictive data hampers decision making. Without the right insights at the right time and the right place, the next best action remains out of reach for employees, hurting the employee experience.
- Lack of data insights into customer experience: The digital marketing strategy defaults to a product-centric approach rather than a customer-centric approach.
- Lack of operations standardized processes

- Business processes too complex and costly to implement, hurting speed and QA

The answer to these challenges relies too often on fragmented applications targeting ERP and CRM implemented on an “as needed” basis.

However, in late 2016, Microsoft introduced Dynamics 365, a cloud-first, mobile-first enterprise-wide platform to break free from traditional solutions and help you address your business processes and take them to the next level. And Avanade is ready to help you implement it and work with you on an adoption and customization strategy to make it successful.

Let's take a quick look:

- Dynamics 365 enables true focus on process and supports core business functions. The overarching goal is to deliver a broader platform addressing enterprise-wide cloud business applications.

- Dynamics 365 is arranged into two editions, the Business edition and the Enterprise edition
- The Enterprise edition includes core finance and operations (ERP), sales, marketing, customer service, field service, project service, PowerApps and Flow.
 - PowerApps is a mobile-first service used to create device-agnostic business apps using a visual designer.
 - Microsoft Flow is a new workflow management tool that facilitates process automation.
 - Microsoft's new AppSource marketplace hosts a Dynamics 365 ERP and CRM rich ecosystem of third-party industry, micro-vertical and niche solutions.

Bottom line: Microsoft leads the pack with a transition from single-application suites to a cloud-based front to back office business applications platform (ERP with CRM and productivity).



Dynamics 365 changes the game – true integration from lead to cash

At Avanade, we see Dynamics 365 as game changing in the world of enterprise applications. Not only does Dynamics 365 integrate ERP and CRM, it also integrates with the entire Microsoft ecosystem, including Cortana Intelligence, Office 365, PowerApps and Power BI through the power of the Common Data Model. Dynamics 365 brings these platforms together and enables you to integrate your business processes all the way from commitment to fulfillment, from lead to cash.

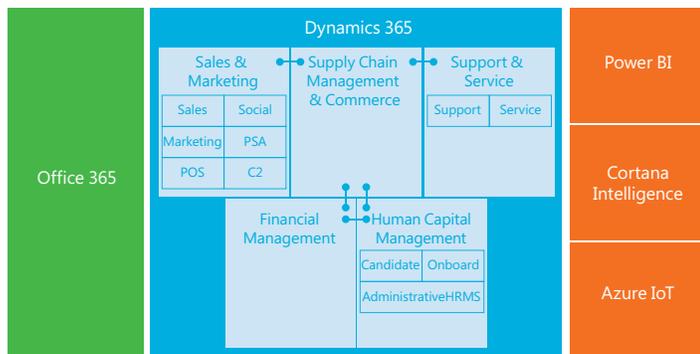
Digital transformation: Digital inside and digital outside

Microsoft calls the promise of the whole ecosystem – of which Dynamics 365 is a part of – the intelligent business cloud. At Avanade we call this digital transformation. We view digital transformation as having two components – digital on the inside and digital on the outside. The transformation that Dynamics 365 enables is “digital on the inside” and this allows our clients to be “digital on the outside” with their customers. Avanade offers many experts to help you with the digital transformation of your operations, sales and service in the following ways:

- Breaking down the technical and conceptual barriers between operations, finance, sales and service

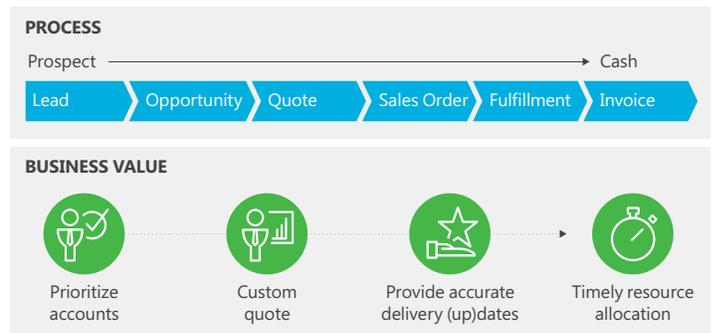
- Offering your operations, sales and service personnel digital capabilities and insights so that they can service customers better
- Ensuring that your digital touchpoints with customers have corresponding actions within your internal operations and workplace
- Equipping your workplace from the C-level to the field with advanced analytics
- Helping you open your business to the customer in a trusted way so they can choose the path that is most meaningful for them
- Making your platform easily extensible and analytically intelligent to increase customer loyalty
- Unifying data to create a holistic view of the customer
- Empowering your workforce with actionable contextual insights and company-specific best practices, automatically, on any device

The intelligent business cloud



Purpose-built end-to-end business process

Empower people to delight customers through an end-to-end view



From lead to cash – Today for many of our clients, fulfillment capabilities are fragmented and disparate. Dynamics 365 enables a digital workplace with integrated processes from lead to cash.

Why Avanade?

Many C-level executives have experienced challenges with enterprise implementations including cost overruns and long projects. The promise of Dynamics 365 is to enable faster, easier enterprise business application transformations with greater agility. But you cannot get there with technology alone.

Dynamics 365 is a powerful technology and great enabler of digital transformation – but every company requires a business partner to help them leverage the true value from the technology. At Avanade our expertise in digital transformation ensures that you implement and adapt Dynamics 365 to your unique requirements.

Avanade offers what no other Microsoft enterprise software partner can. We are the only global systems integration partner with end-to-end capabilities for the entire Microsoft ecosystem – offering our clients unprecedented access to:

- Expertise in the complete end-to-end Microsoft technology stack
- Global deployment anywhere in the world
 - Largest ERP global delivery workforce – 1,200 experts
 - Over 1,000+ Digital Sales and Service global resources with equal experience in transformation projects and greenfield
 - #1 on Azure consumption
 - #1 on Office 365

- Several accolades and honors including:
 - 2015 IDC MarketScape Worldwide Leader for Microsoft Enterprise Applications Services
 - Microsoft Inner Circle Award for 12 consecutive years honoring the highest echelon of Microsoft Dynamics partners
 - 98 percent client satisfaction rating
- Innovation, experience and expertise
 - Avanade client participation in the Microsoft Technology Adoption Program including one of the first Microsoft customers to go live with Dynamics 365
 - Avanade is one of ten partners in the exclusive Microsoft Technology Center partner ecosystem and the only systems integrator – no other SI partner in the world has access to the MTCs
 - Client Innovation Days
 - Avanade Innovation Centers in Barcelona, Chicago, Bangalore, Beijing and New York focused on specific industries, including healthcare, retail, banking, consumer goods and services, insurance and utilities
 - Expertise in sales and service strategy, user experience and design-thinking methodology
 - Add-on products and IP from Avanade featured on Microsoft AppSource
 - Global digital studios with creative services
 - Next-generation business intelligence technology
- Industry expertise and business process transformation
 - Access to industry-specific expertise built on 30 years of Accenture experience
 - Domain business process expertise in operations, sales and service

- Leader in cloud technology and managed services
 - Cloud capabilities combining public cloud with private cloud capabilities or hybrid cloud
 - Mixed IT environments in a secure and trusted cloud

Partner with one of the best

What can you achieve when you combine Microsoft Dynamics 365 – the leading application platform that is changing the landscape of Microsoft Enterprise software – and Avanade – the worldwide leader in enterprise application implementations? You will be equipped with the best technology and the best team to deliver and manage that technology on a global scale. With Avanade, you also get a team that is deeply experienced in the complete end-to-end Microsoft technology stack, from Cloud to ERP to CRM – from lead to cash.

Together, Avanade and Dynamics 365 offer a compelling value proposition for your digital transformation:

- Time to value decreases exponentially
- Less cost and time to implement
- Less complexity and risk

[Learn more about how Avanade can help transform your business with Dynamics 365.](#)



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries. Visit us at www.avanade.com

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