

The power of a digital-first business

We are now in the fourth industrial age: technology is fundamentally changing the way we live and work—and ultimately determines how businesses grow and innovate. In response to this shift, companies are rapidly going through a digital transformation journey and prioritising a digital-first model.

In Your Roadmap to a Digital First Business, Microsoft leaders have come together for a powerful conversation on how to navigate, rethink and optimise for a digital-first world.

In this ebook, discover how digital transformation can:

- Deepen customer engagement
- Empower employees
- Optimise operations
- Transform products

Download Now

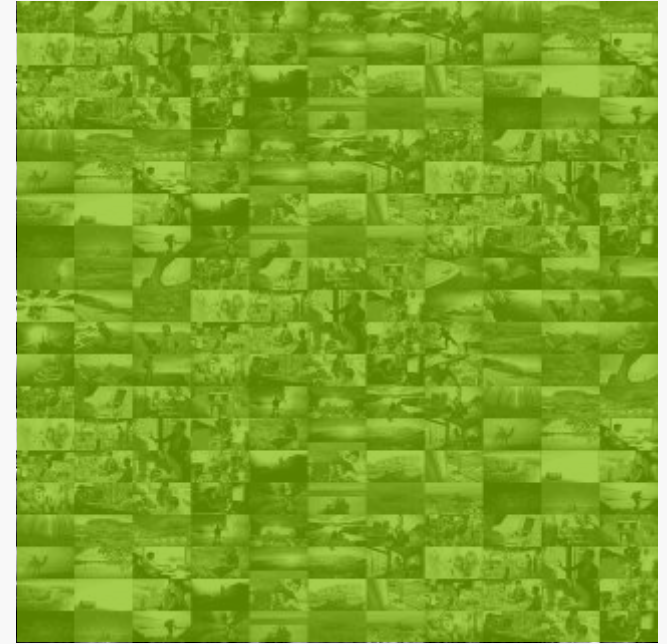


Simon Davies

Vice President, Dynamics Asia
Microsoft

Microsoft mission

Empower every person and
every organization on the
planet to achieve more



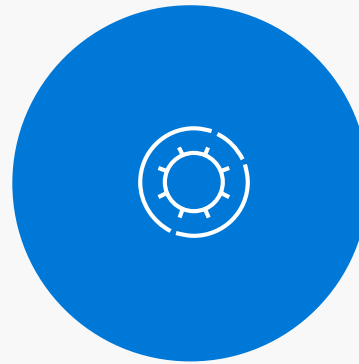
Digital Transformation



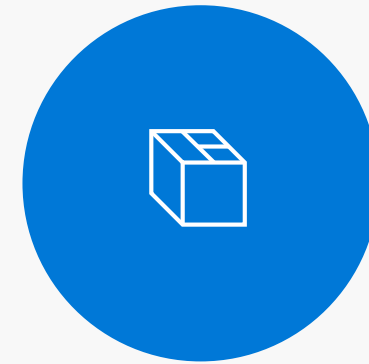
Engage
customers



Empower
employees



Optimize
operations



Transform
products

Digital Transformation with Microsoft Dynamics



Microsoft Cloud





Microsoft Dynamics 365

Business applications



CRM



ERP







Business apps in the cloud

Purpose-built

Productive

Intelligent

Adaptable

Purpose-built

Built for your business, works with existing systems

Implement business processes across silos

Start with what you need, expand at your own pace





Prospect



Cash

Unified experience across apps

The screenshot shows the Microsoft Dynamics 365 Home dashboard. At the top, there's a navigation bar with the Dynamics 365 logo and a 'Home' tab. Below this is a large teal banner with the text 'The new home for all your business apps' and a subtext 'Here you'll find all your Microsoft Dynamics 365 apps — from sales and service to operations and financials — along with apps that work with them from Microsoft AppSource.' A 'Take a quick tour' button is present. To the right of the banner is an illustration of overlapping app windows. Below the banner is a search bar labeled 'Search my apps ...' and 'Sync' and 'Filter' buttons. The main section is titled 'My Apps' and contains five app tiles: 'Dynamics 365 for Customer Service', 'Dynamics 365 for Financials', 'Dynamics 365 for Operations', 'Dynamics 365 for Sales', and 'Dynamics 365 for Health360 Care Coordination'. Each tile has an icon, a title, and a brief description.

The new home for all your business apps

Here you'll find all your Microsoft Dynamics 365 apps — from sales and service to operations and financials — along with apps that work with them from Microsoft AppSource.

[Take a quick tour →](#)

[Learn more about Dynamics 365](#)

Search my apps ... Sync Filter

My Apps

- Dynamics 365 for Customer Service**
Earn loyalty by giving your agents the complete information and digital intelligence they need to provide seamless service.
- Dynamics 365 for Financials**
Makes ordering, selling, invoicing, and reporting easier—starting on day one.
- Dynamics 365 for Operations**
Optimize your operations with digital intelligence that helps you make smarter decisions faster and grow globally at your pace.
- Dynamics 365 for Sales**
Increase your sales with automation and digital intelligence helping your salespeople stay focused and work smarter.
- Dynamics 365 for Health360 Care Coordination**
Engage patients, plan, coordination + personalize care.



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Productivity where you want to work

Immersive user experience with Office 365

Available on iOS, Android, Windows and web

Dynamics 365 + Office 365

Office 365

Dynamics 365





"Dynamics 365 is a beautiful system to use aesthetically and functionally... it is very similar to the Office 365 apps our people are already using. This familiarity enables us to introduce new things to the field more easily than we have with any other program."

Christian Redford-Smith, Finance Planning Manager, TGI Fridays UK



Business apps in the cloud

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Intelligent

Built-in Artificial Intelligence

Out-of-box data visualizations and BI

Transformational Advanced Analytics platform

Dynamics 365 + Cortana Intelligence



Built-in Artificial Intelligence

Relationship Insights

Lead Scoring

Cross-Sell/Up-Sell

Knowledge Base Insights

Demand Forecasting

Cash Flow Forecast

Product Recommendations

Preemptive Service

Resource Optimization

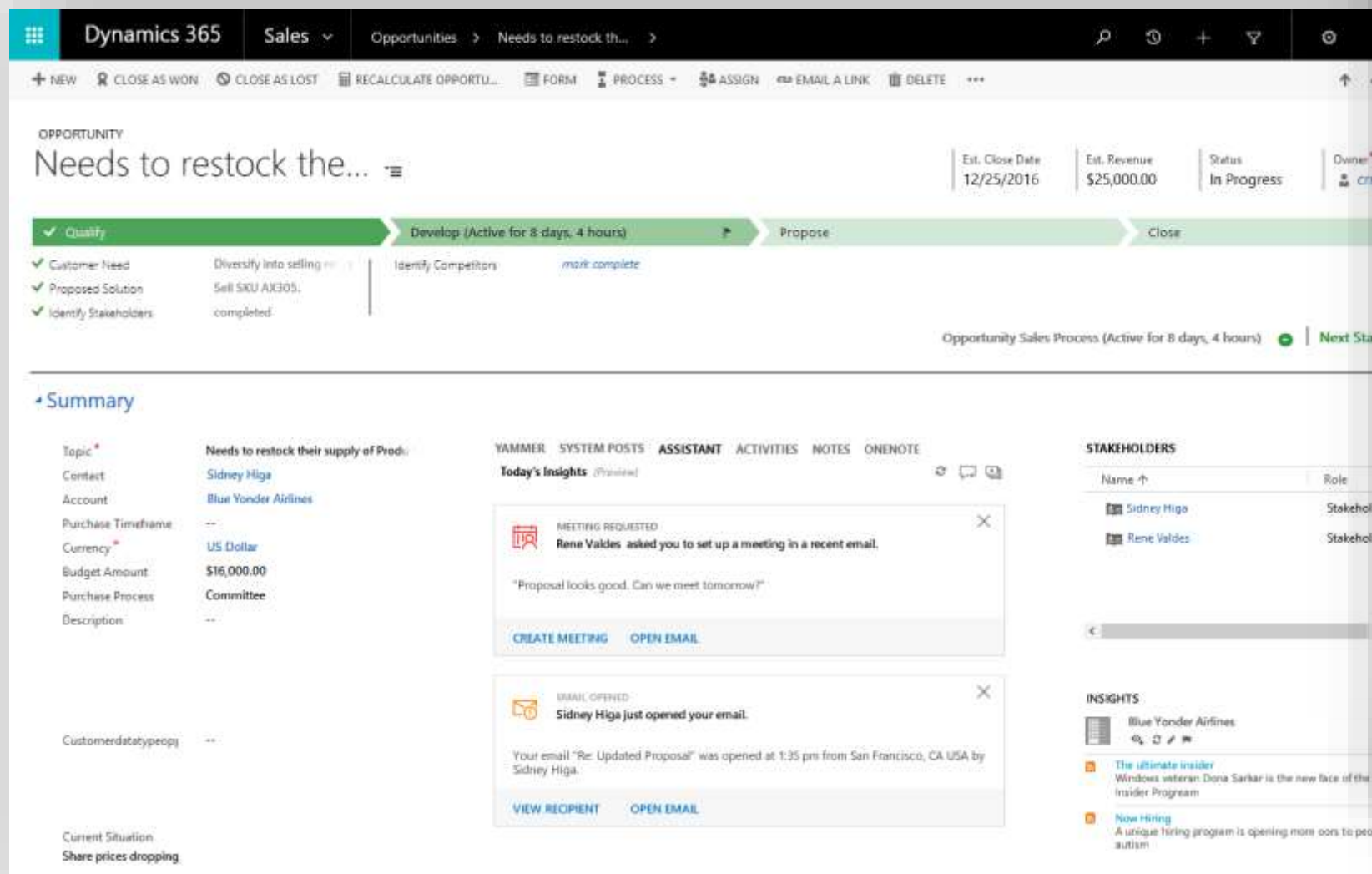
Predictive Sales and Inventory Forecast

Intent Analysis

Sentiment Analysis

Relationship Insights

Spend more time selling with automated data capture of customer communication across Dynamics 365 and Office 365



Dynamics 365 Sales Opportunities > Needs to restock the...

OPPORTUNITY
Needs to restock the...
Est. Close Date: 12/25/2016
Est. Revenue: \$25,000.00
Status: In Progress
Owner: CRM

Process: Qualify (Completed) → Develop (Active for 8 days, 4 hours) → Propose → Close

Summary

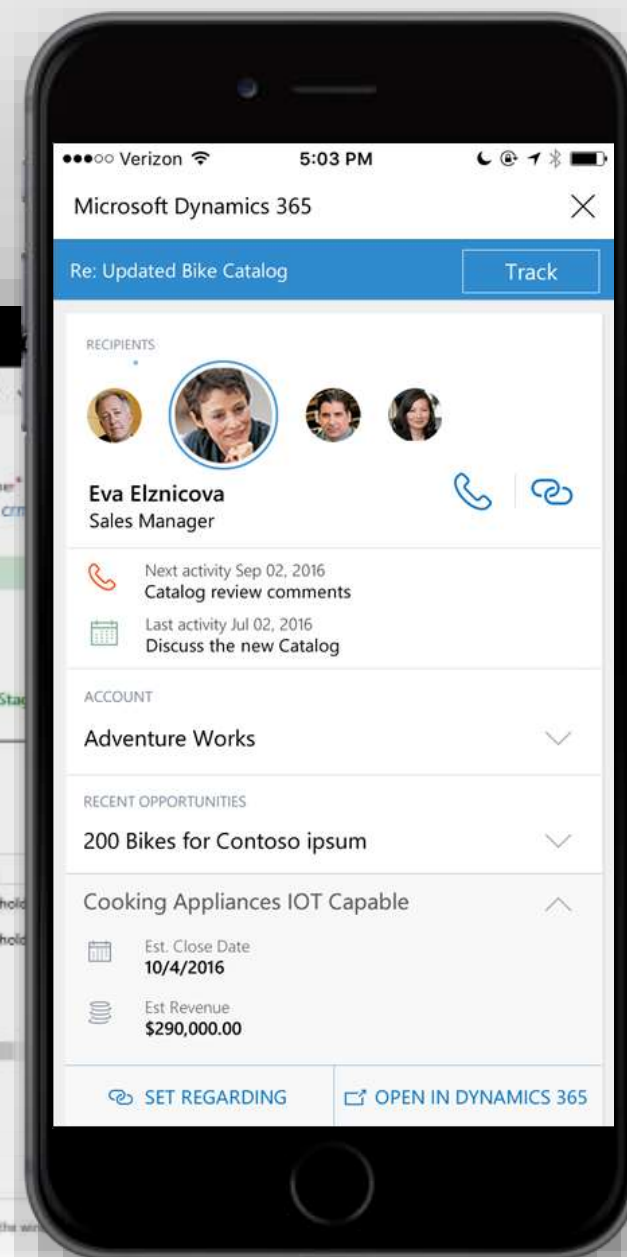
Field	Value
Topic	Needs to restock their supply of Prodi
Contact	Sidney Higa
Account	Blue Yonder Airlines
Purchase Timeframe	--
Currency	US Dollar
Budget Amount	\$16,000.00
Purchase Process	Committee
Description	--
Customer datatypetop	--
Current Situation	Share prices dropping

STAKEHOLDERS

Name	Role
Sidney Higa	Stakeholder
Rene Valdes	Stakeholder

Today's Insights

- MEETING REQUESTED**
Rene Valdes asked you to set up a meeting in a recent email.
"Proposal looks good. Can we meet tomorrow?"
[CREATE MEETING](#) [OPEN EMAIL](#)
- EMAIL OPENED**
Sidney Higa just opened your email.
Your email "Re: Updated Proposal" was opened at 1:35 pm from San Francisco, CA USA by Sidney Higa.
[VIEW RECIPIENT](#) [OPEN EMAIL](#)



Microsoft Dynamics 365

Re: Updated Bike Catalog [Track](#)

RECIPIENTS

- Eva Elznicova
Sales Manager

Next activity Sep 02, 2016
Catalog review comments

Last activity Jul 02, 2016
Discuss the new Catalog

ACCOUNT
Adventure Works

RECENT OPPORTUNITIES

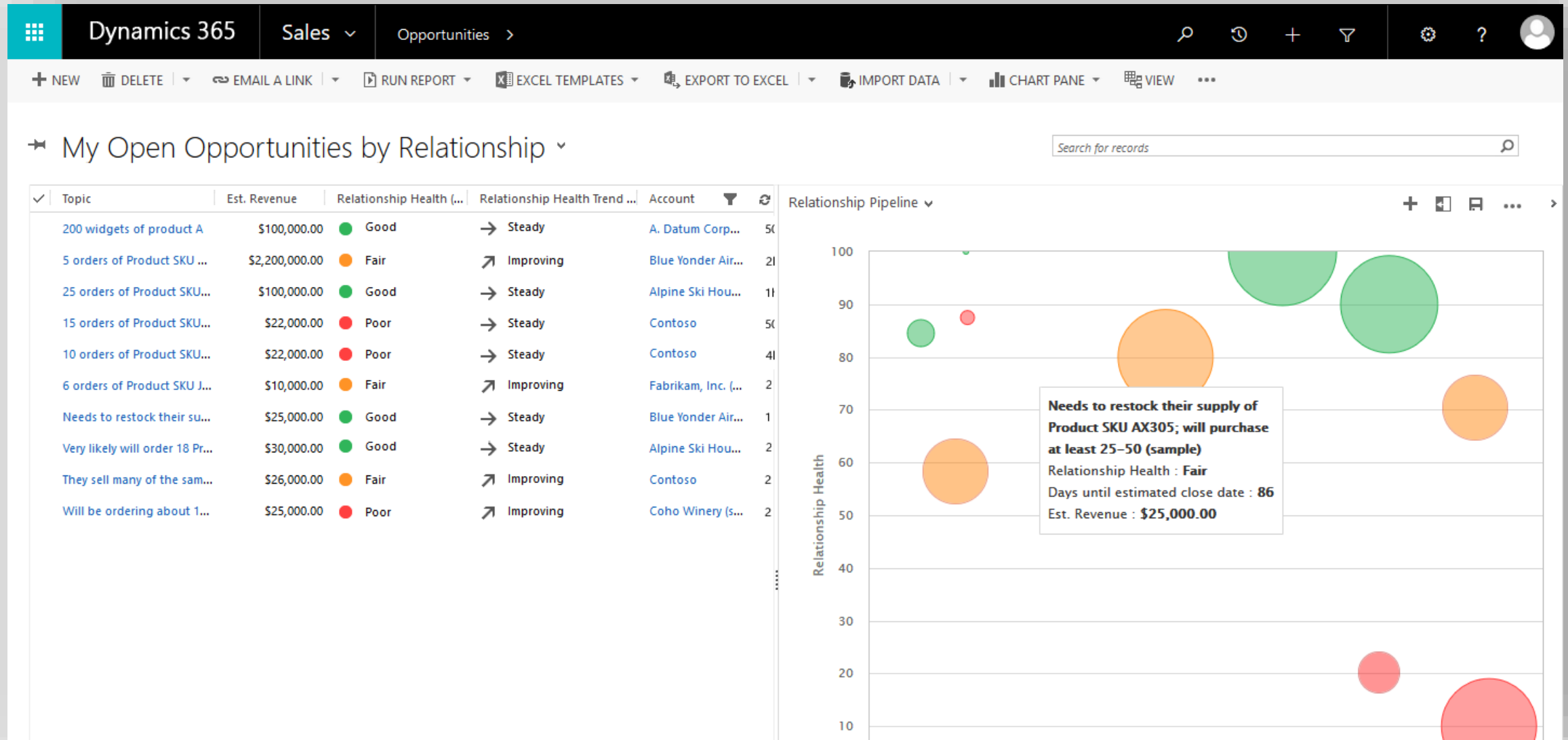
- 200 Bikes for Contoso ipsum
- Cooking Appliances IOT Capable

Est. Close Date 10/4/2016
Est. Revenue \$290,000.00

[SET REGARDING](#) [OPEN IN DYNAMICS 365](#)

Relationship Insights

Stay on top of your relationships



Relationship Insights

Automated personal sales assistance
makes you more productive



Opportunity at risk

500 3D Printers

There has been no activity with this opportunity in
last 30 days. This may affect the relationship score

Open Opportunity



Veronica Quek

Today



Sidney Higa just opened your email
Re: Proposal Update

"Re: Proposal Update" was just opened by Sidney
Higa at 01:20 PM from San Francisco, CA, USA

il

Frank's email looks like potential lead
Production

Interested in learning more about products
at our conference rooms for better
collaboration globally."

Favorites (3)

Recent (3)

Nancy Anderson (sample)
Lead

My Open Opportunities by Relationsh...
Opportunity

Sales Activity Social Dashboard
System Form



Sidney Higa just opened your email

Re: Proposal Update

"Re: Proposal Update" was just opened by Sidney
Higa at 01:20 PM from San Francisco, CA, USA

Open Email



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Lead Scoring

Cross-Sell/Up-Sell

Knowledge Base Insights

Demand Forecasting

Cash Flow Forecast

Product Recommendations

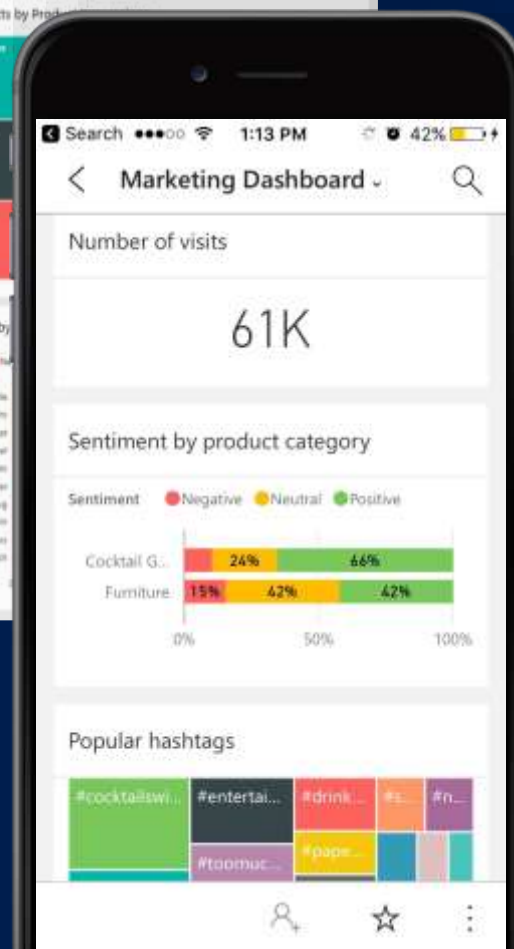
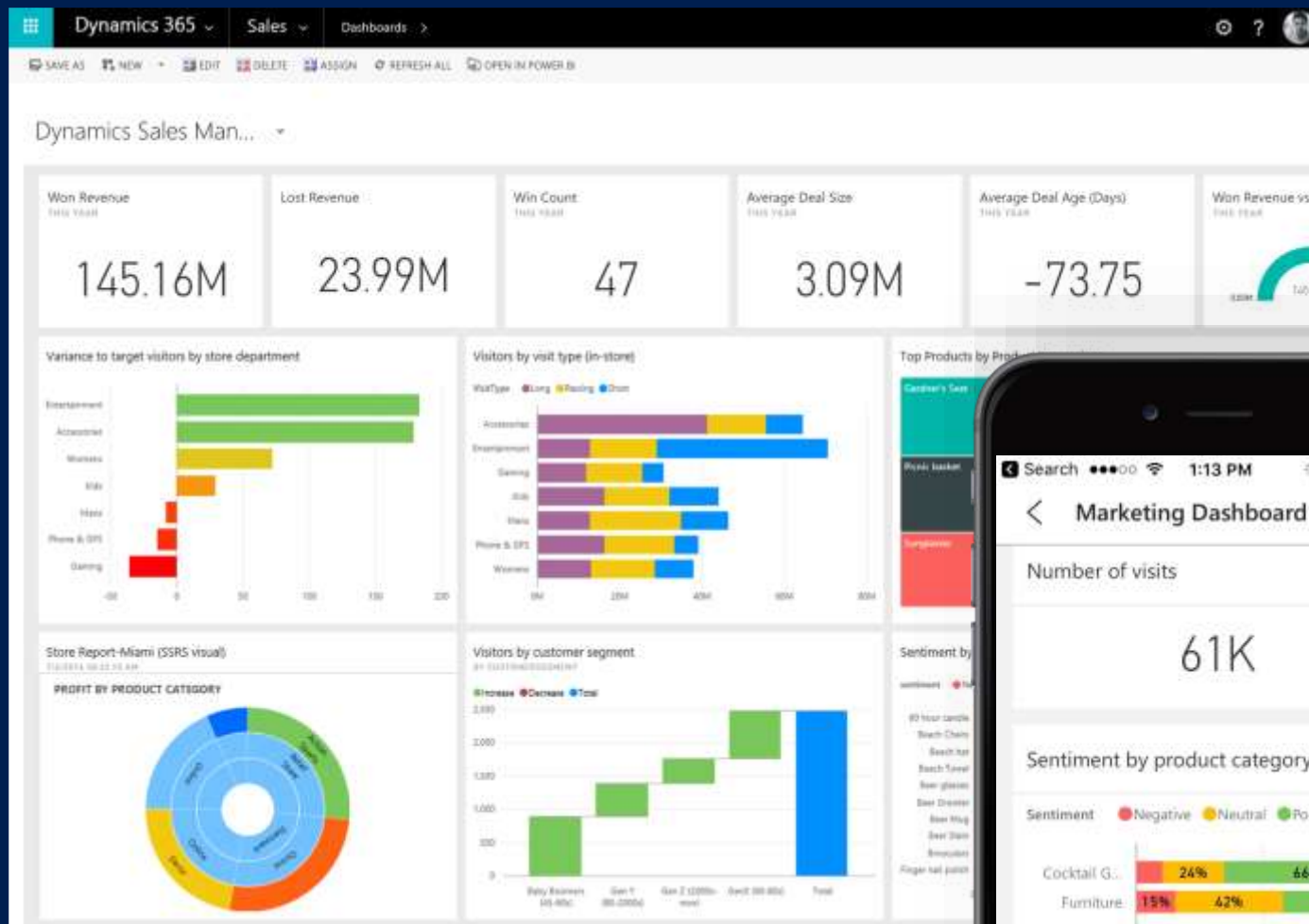
Preemptive Service

Resource Optimization

Predictive Sales and Inventory Forecast

Intent Analysis

Sentiment Analysis

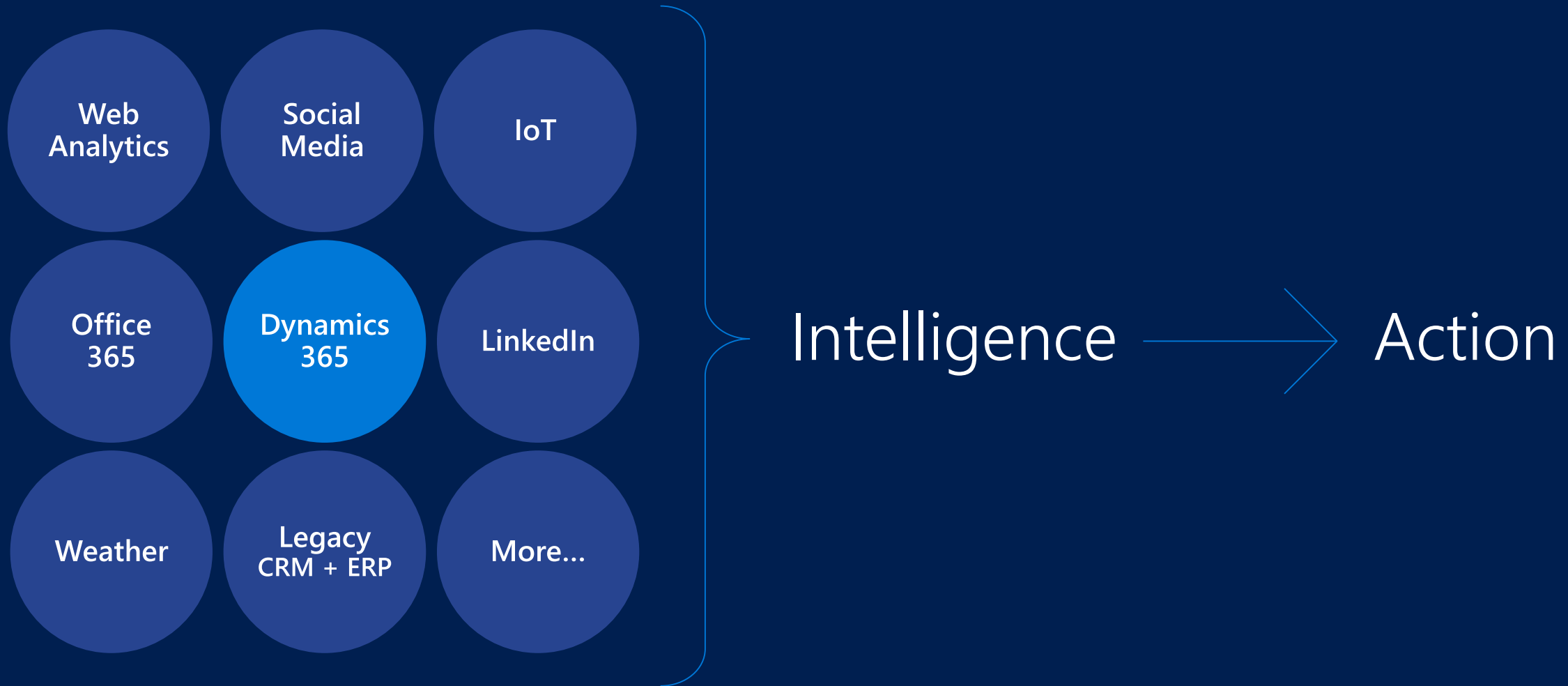


Business Intelligence analytics across all your Dynamics data

Transformational intelligence platform



Transformational intelligence platform





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Common Data Service across all your business

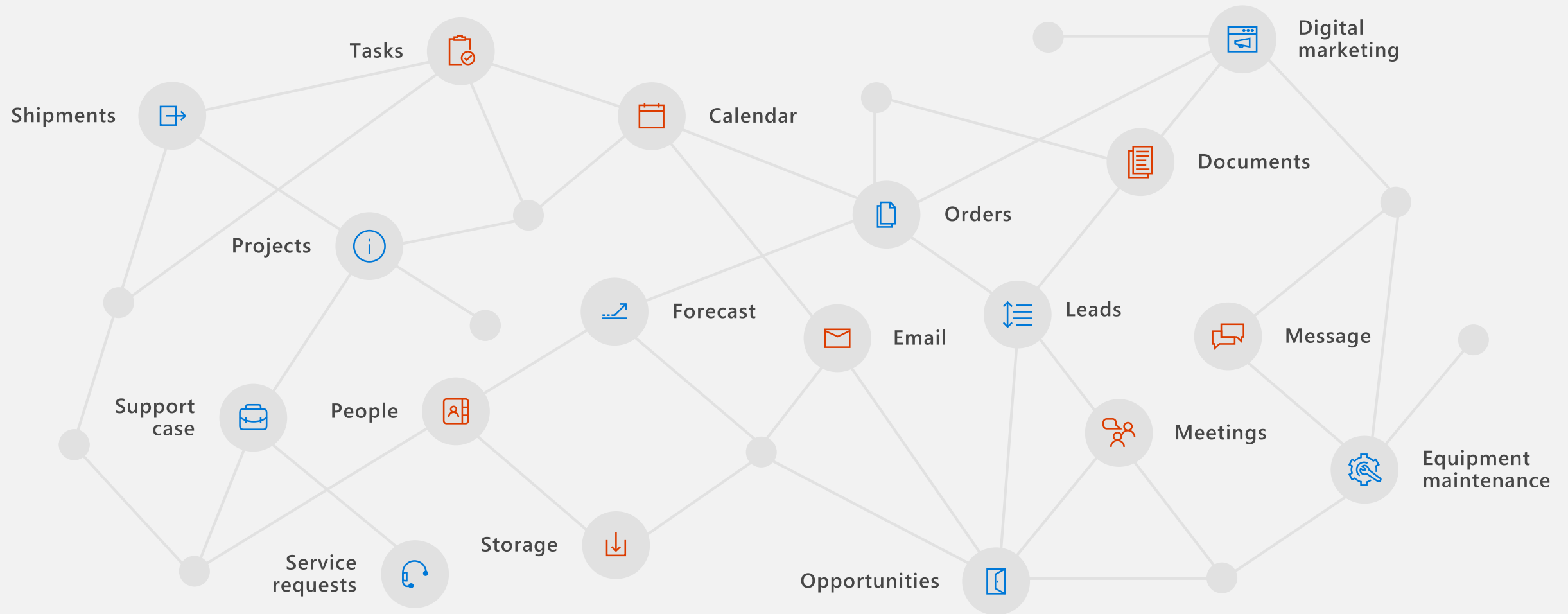
Automate tasks by integrating across applications

Build apps without writing code using PowerApps

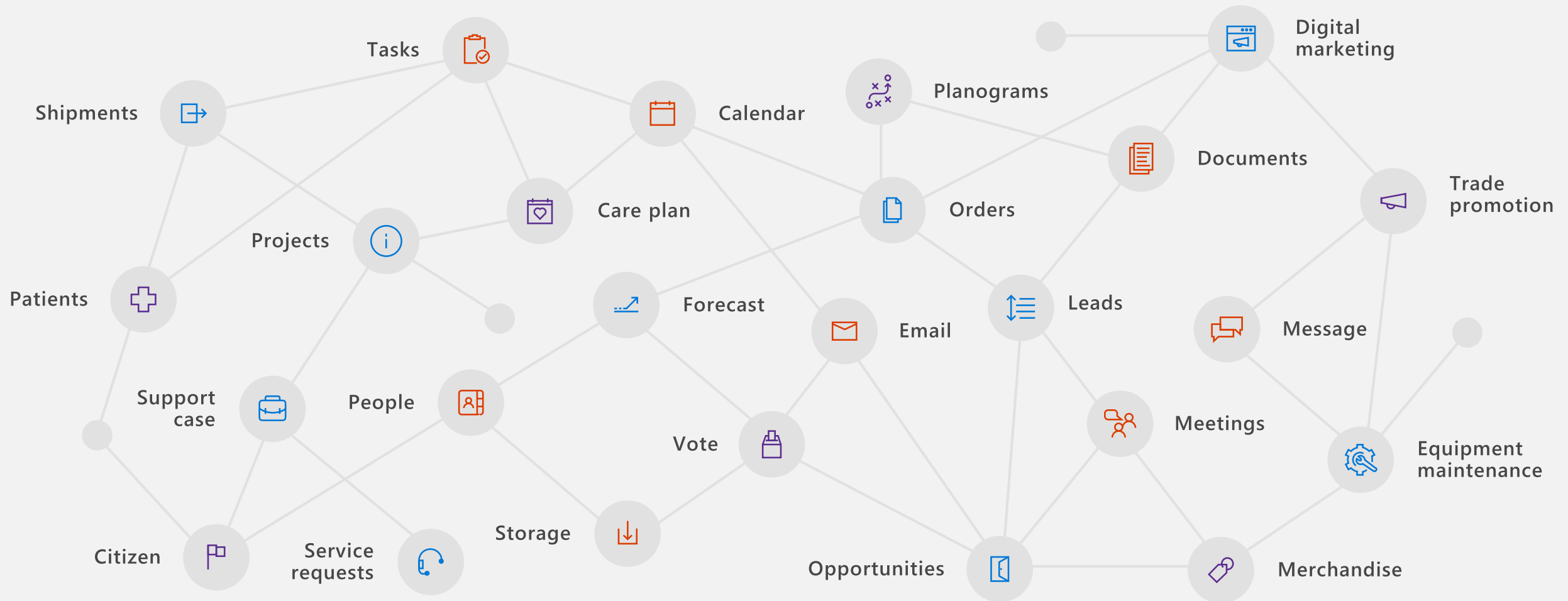
Common Data Service: Dynamics 365



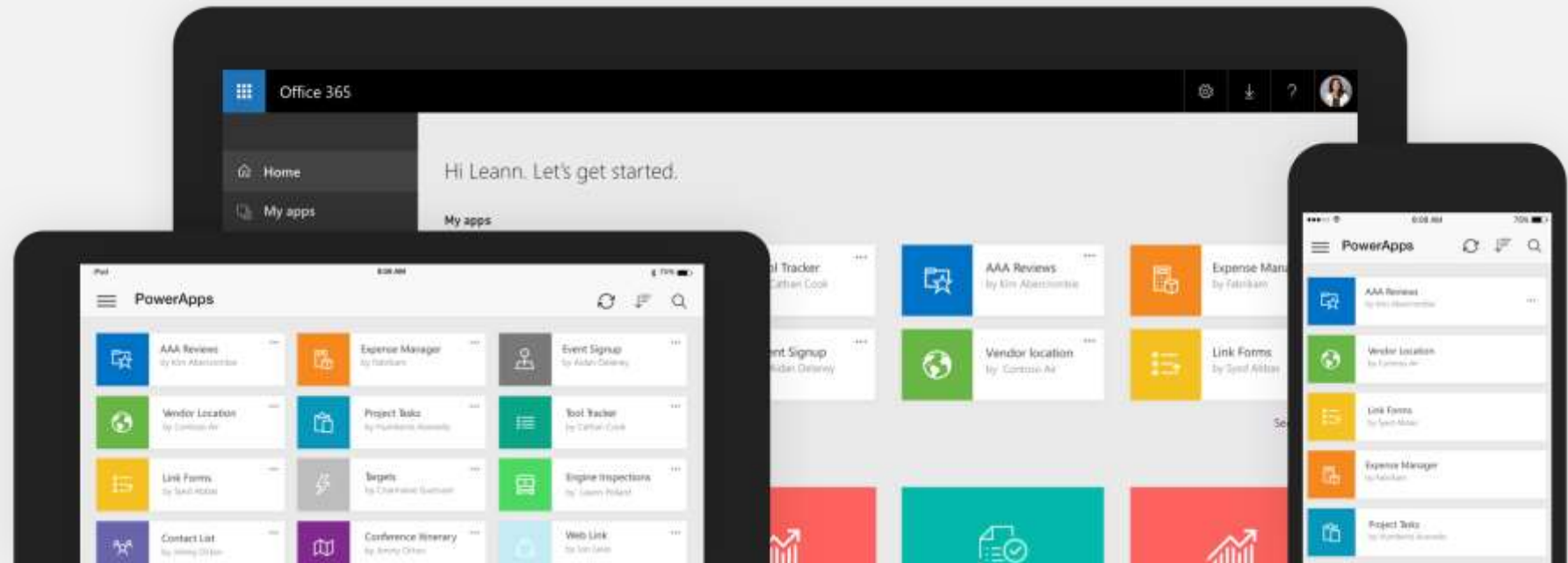
Common Data Service: Dynamics 365 + Office 365



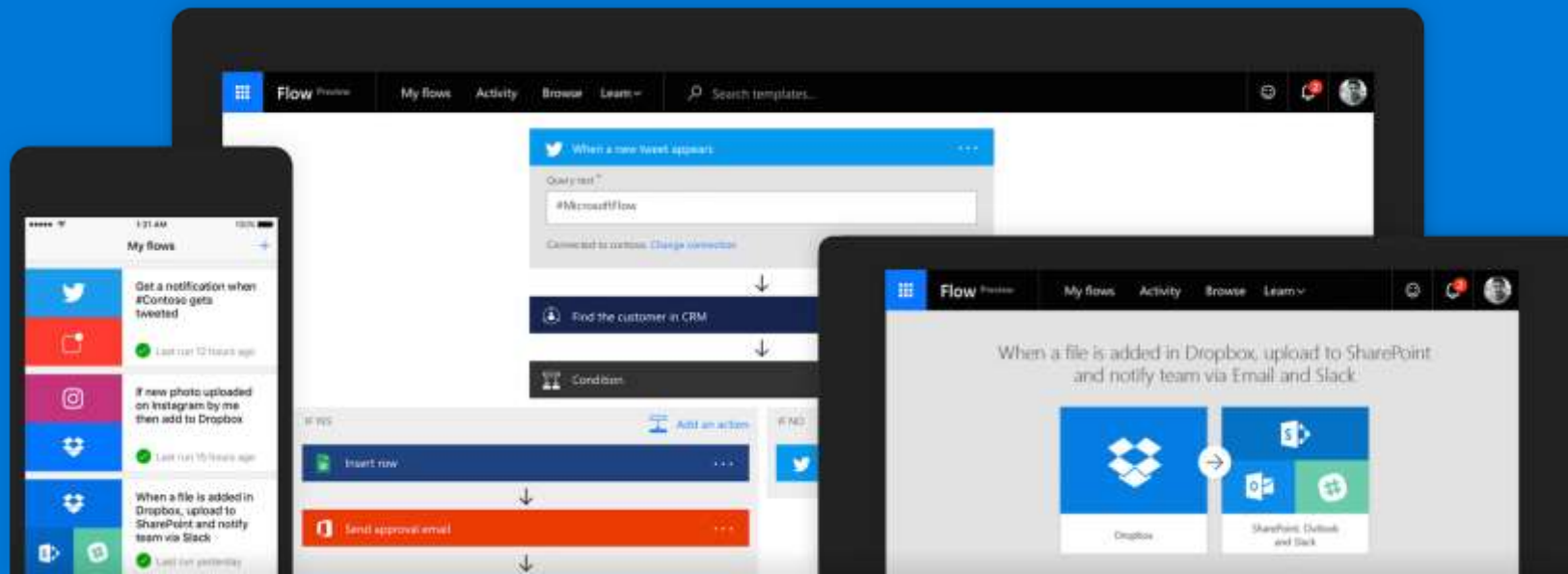
Common Data Service: Dynamics 365 + Office 365 + Partner Industry Solutions



PowerApps



Microsoft Flow





“Visualizing the power of data in an easy, simple and straightforward fashion is absolutely critical for us. Microsoft’s cloud technology has helped us get much better data, on site and in real time where our people need it most. And that is absolutely essential for us to be successful.”

Christophe Beck, President of Nalco Water, an Ecolab company



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