

# Digital Transformation with Dynamics 365

Simon Davies,  
Vice President, Dynamics  
Microsoft Asia



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Data

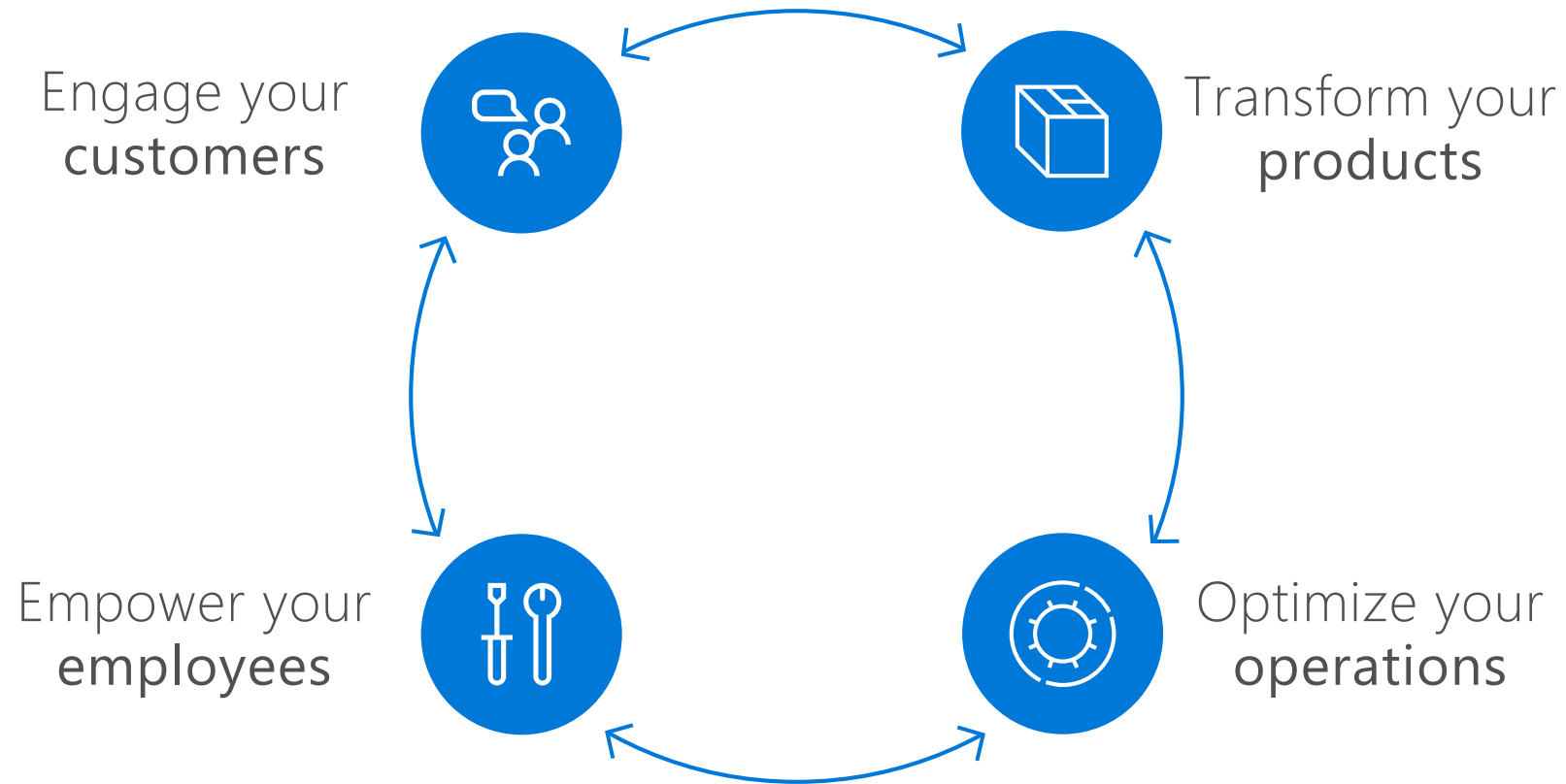


Analytics



Cloud

# Digital Transformation



== SoftBank



FLIGHT CENTRE

FLIGHT CENTRE



abulous  
AS VEGAS

FLIGHT CENTRE

CURRENCY EXCHANGE SERVICE

Send money here

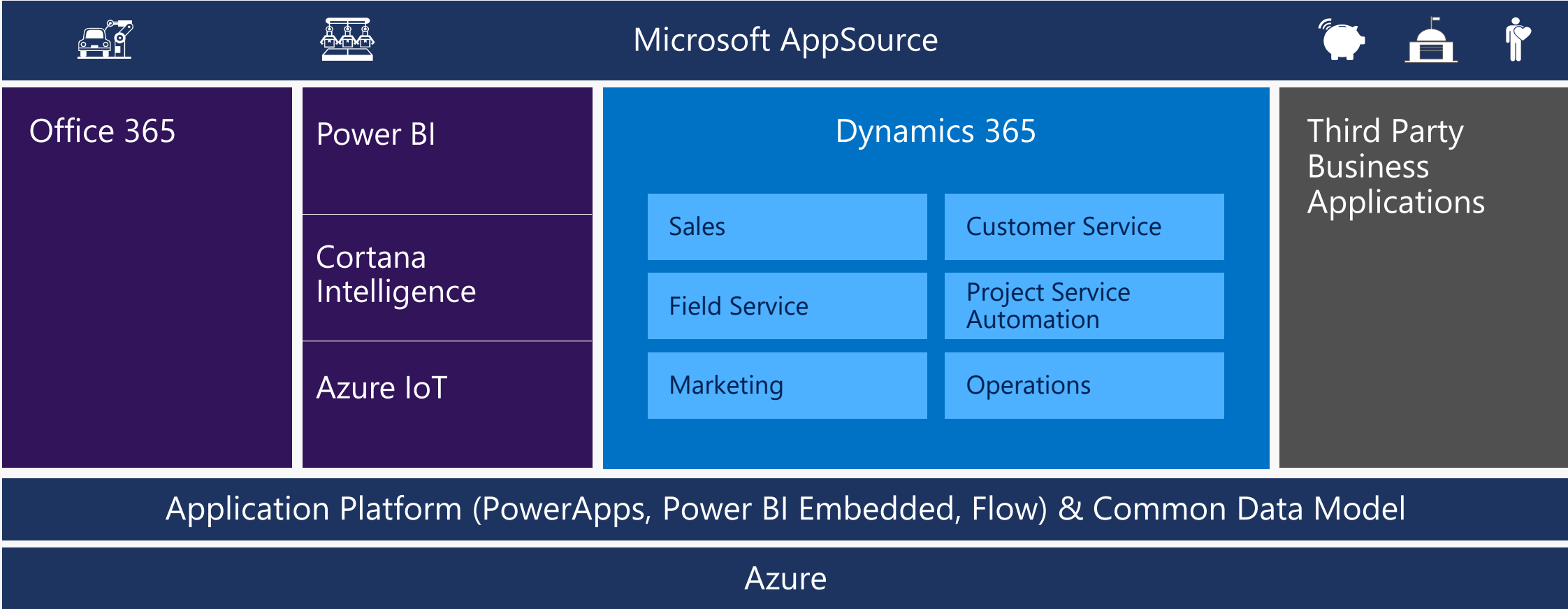
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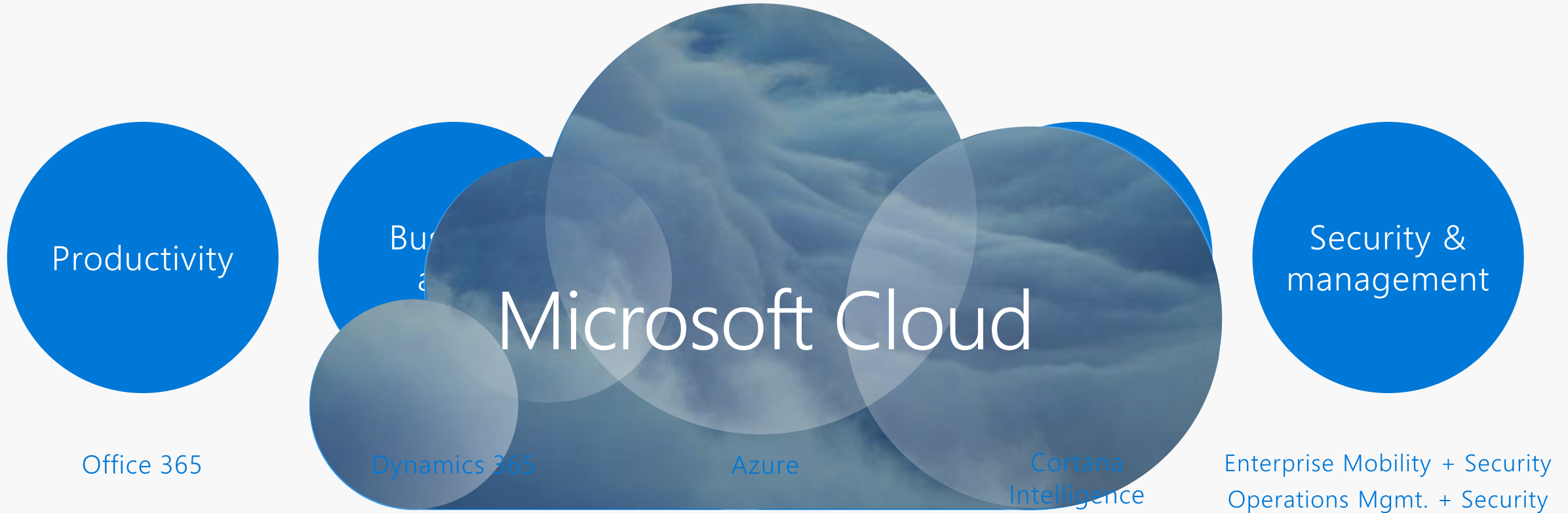
M O L

MOL PROSPERITY

# Only Microsoft has all the pieces to deliver an intelligent business cloud



# Microsoft Cloud







Productivity

Microsoft

Business  
apps

Dynamics

Application  
innovation

Data &  
Intelligence

365

Security &  
management

# Microsoft Dynamics 365

Business applications



**CRM**



**ERP**





Sales



Marketing  
+ Adobe



Financials



Project Service  
Automation



Customer  
Service



Operations



Field Service

Microsoft  
Dynamics 365



# Business apps in the cloud

Purpose-built

Productive

Intelligent

Adaptable

# Purpose-built

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Built for your business, works with existing systems

Implement business processes across silos

Start with what you need, expand at your own pace



Sales



Field Service



Marketing  
+ Adobe



Operations



Financials



Customer  
Service



Project Service  
Automation



Prospect



Cash



# Unified experience across apps

**Dynamics 365** Home

## 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.





# Business apps in the cloud

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# Productive

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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



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# Intelligent

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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 th... >

NEW CLOSE AS WON CLOSE AS LOST RECALCULATE OPPORTU... FORM PROCESS ASSIGN EMAIL A LINK DELETE

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

Qualify Develop (Active for 8 days, 4 hours) Propose Close

Customer Need: Diversify into selling rel... Identify Competitors mark complete  
Proposed Solution: Sell SKU AX305.  
Identify Stakeholders: completed

Opportunity Sales Process (Active for 8 days, 4 hours) Next Stage

### Summary

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

**Today's Insights (Preview)**

**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

**STAKEHOLDERS**

Name	Role
Sidney Higa	Stakeholder
Rene Valdes	Stakeholder

**INSIGHTS**

- Blue Yonder Airlines
- The ultimate insider: Windows veteran Dona Sarkar is the new face of the Windows Insider Program
- Now Hiring: A unique hiring program is opening more doors to people with autism

Verizon 5:03 PM

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**

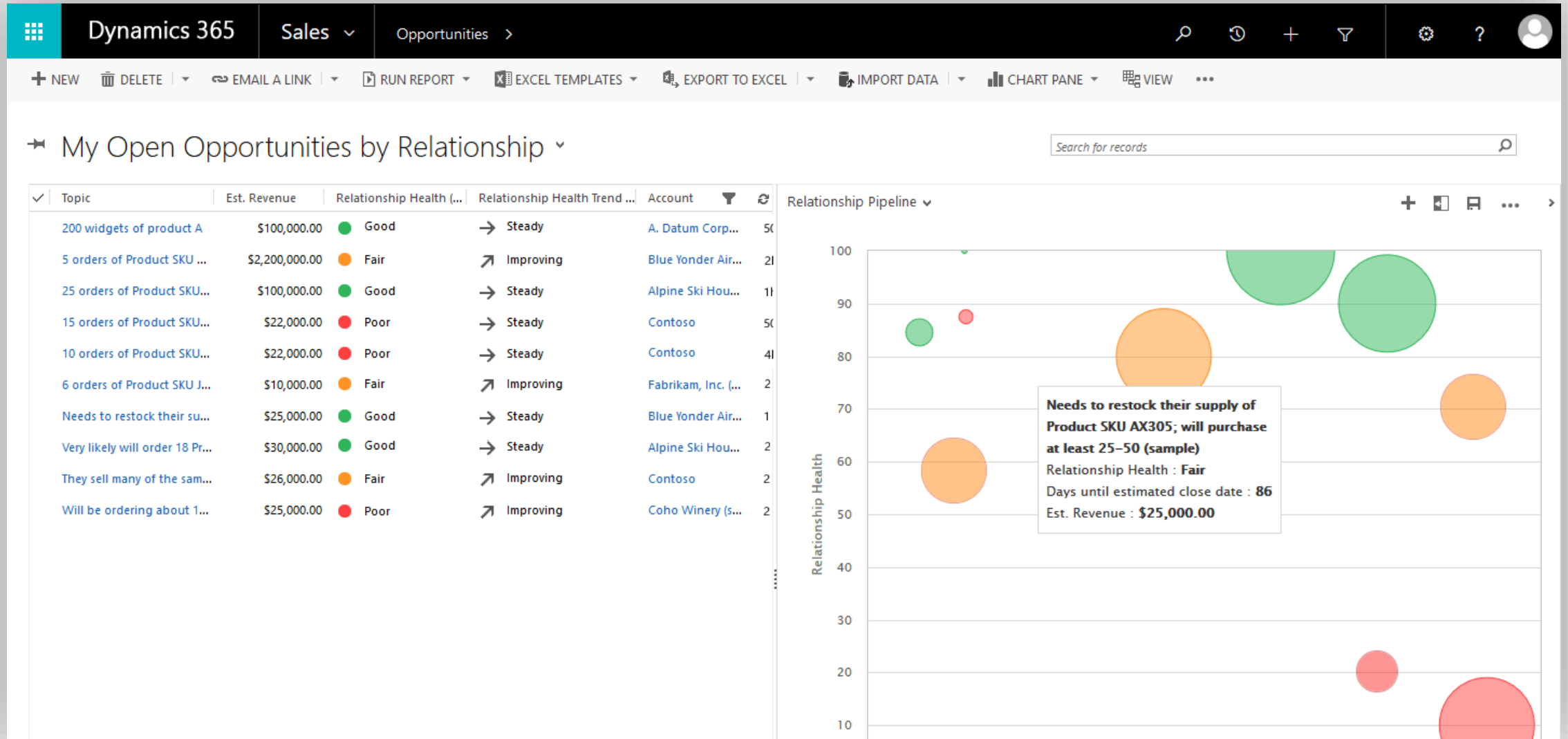
200 Bikes for Contoso ipsum  
Cooking Appliances IOT Capable

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
- ...sal Update" was just opened by Sidney Higa at 01:20 PM from San Francisco, CA, USA
- ...il
- Frank's email looks like potential lead**  
...duction
- ...rested in learning more about products at our conference rooms for better productivity globally."

Favorites (3)

- Recent (3)
- Nancy Anderson (sample) Lead
- My Open Opportunities by Relationship 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](#)



## Built-in Artificial Intelligence

Relationship Insights

Lead Scoring

Cross-Sell/Up-Sell

Knowledge Base Insights

Demand Forecasting

Cash Flow Forecast

Product Recommendations

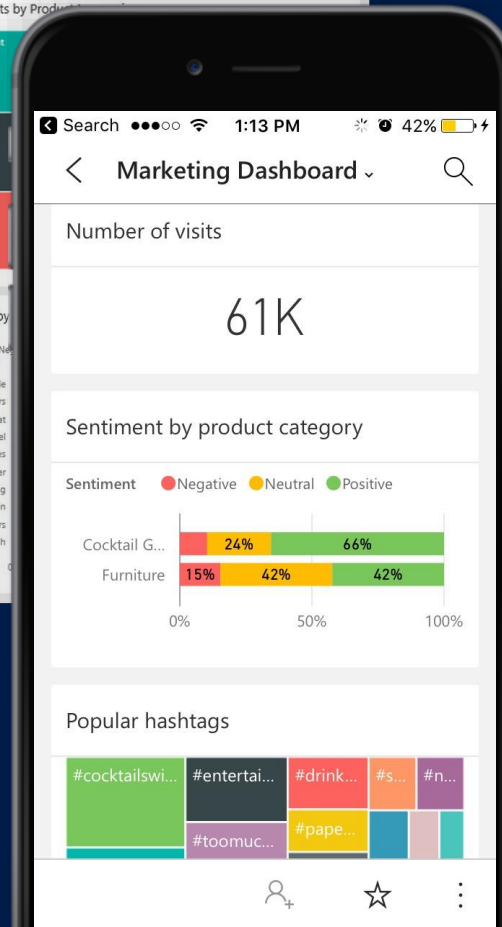
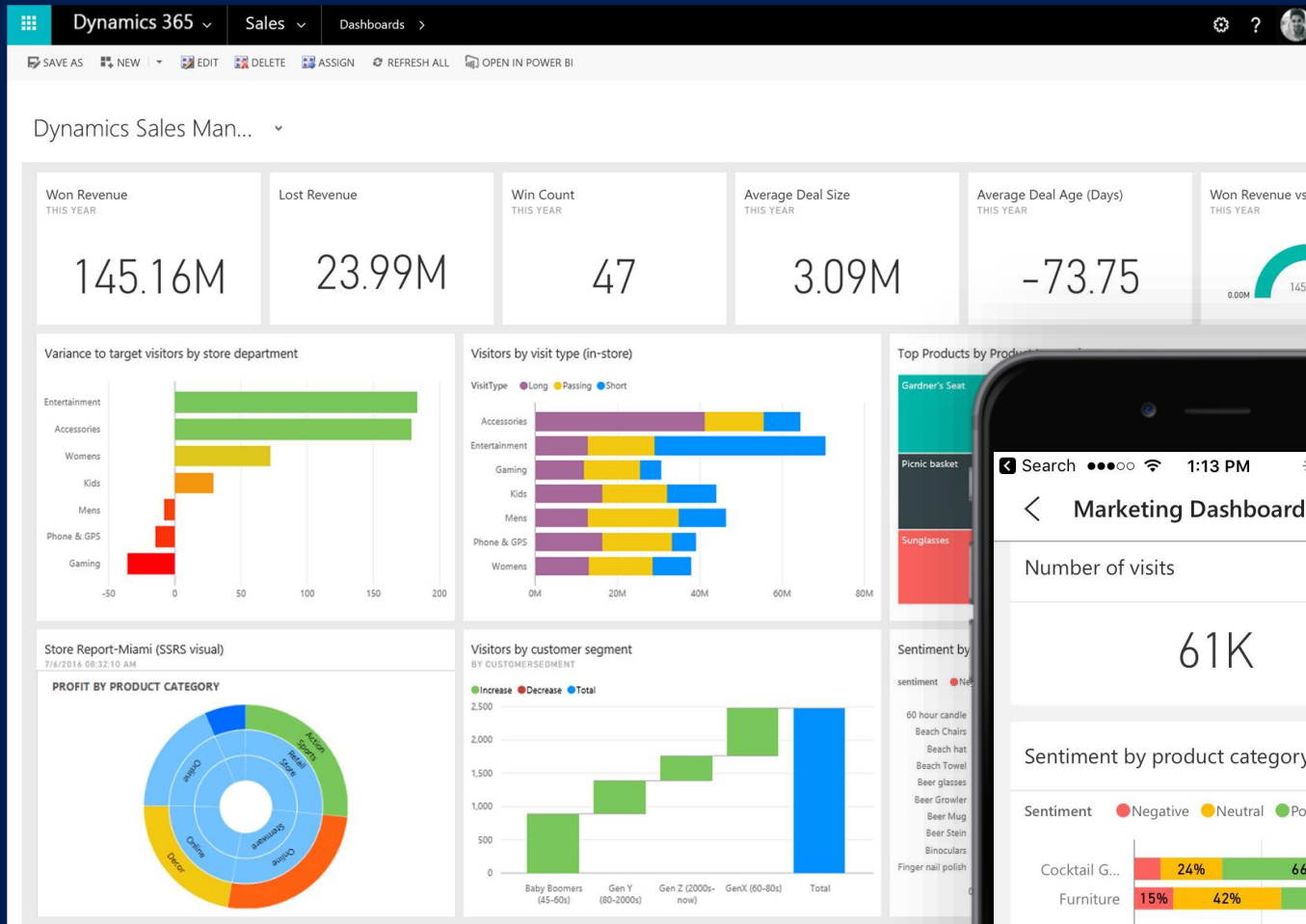
Preemptive Service

Resource Optimization

Predictive Sales and Inventory Forecast

Intent Analysis

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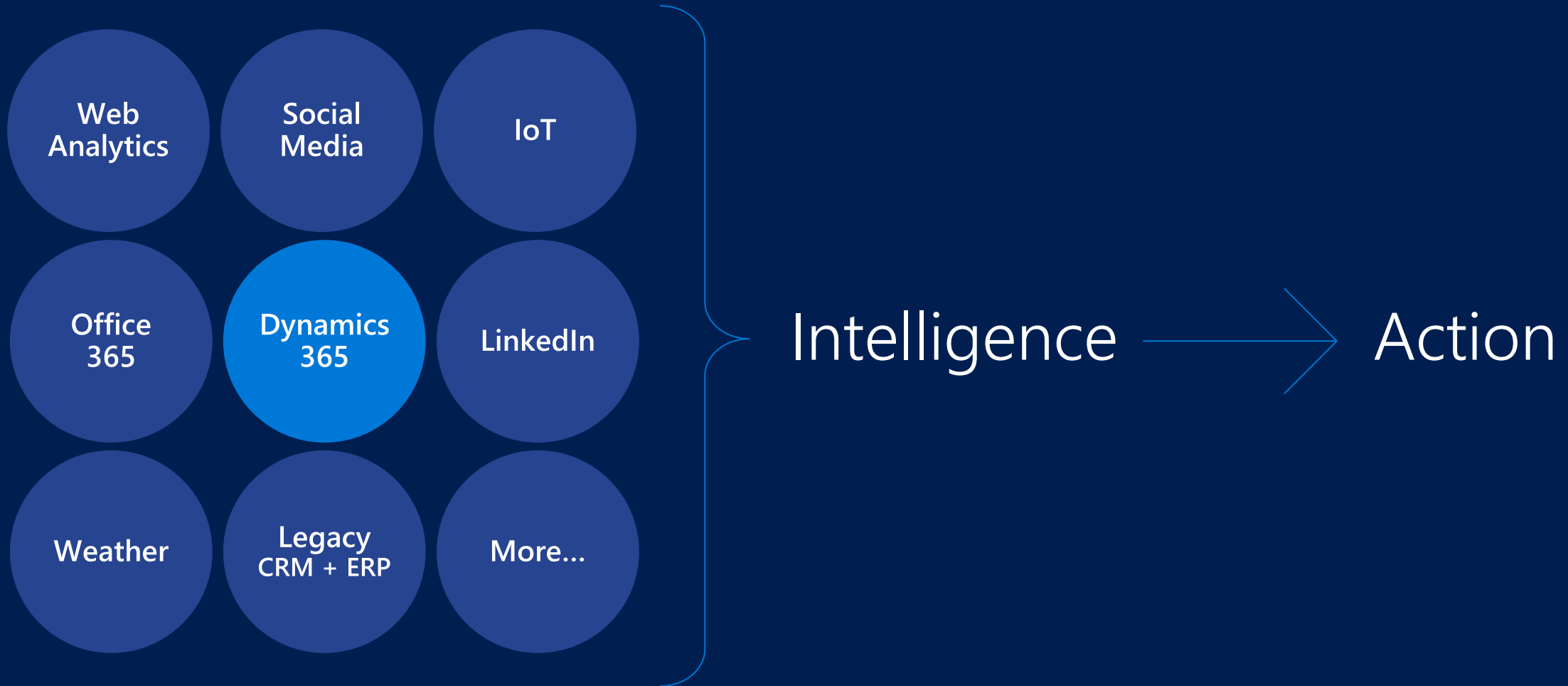
Business Intelligence analytics across all your Dynamics data



# Transformational intelligence platform



# Transformational intelligence platform





# Business apps in the cloud

- Purpose-built
- Productive
- Intelligent
- Adaptable

# Adaptable

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Common Data Service across all your business

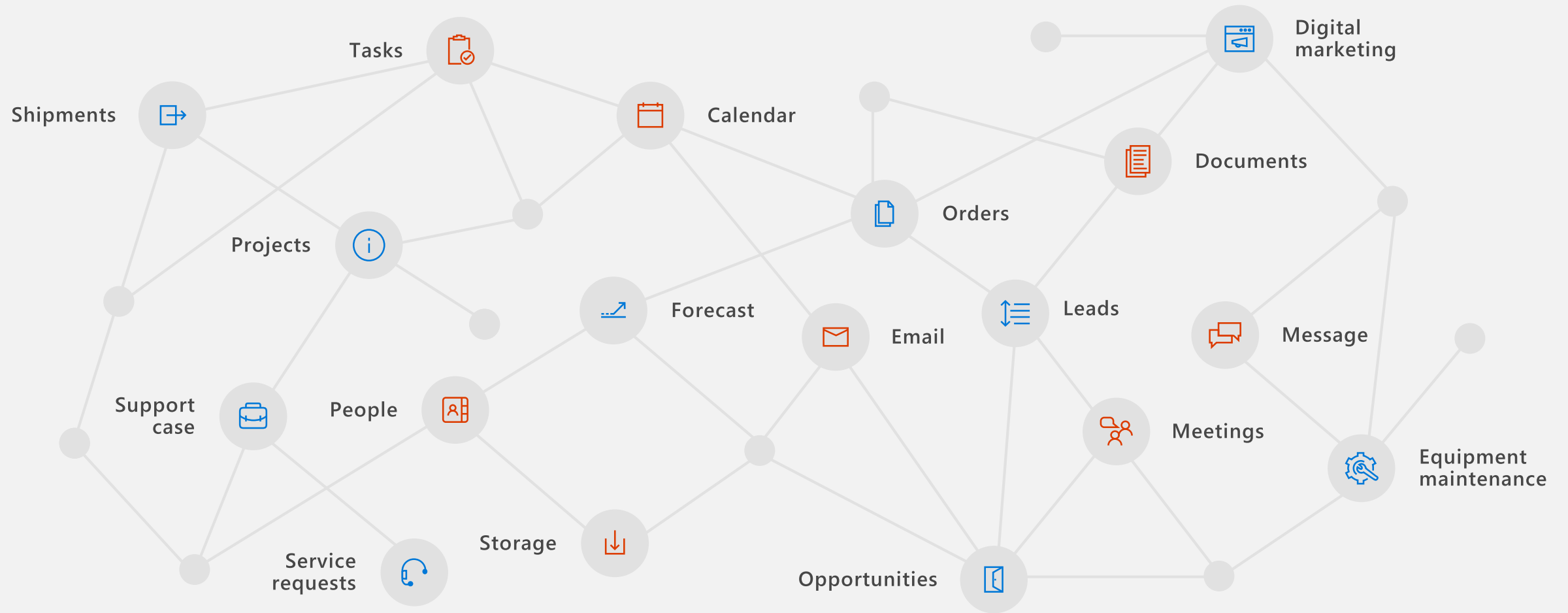
Automate tasks by integrating across applications

Build apps without writing code using PowerApps

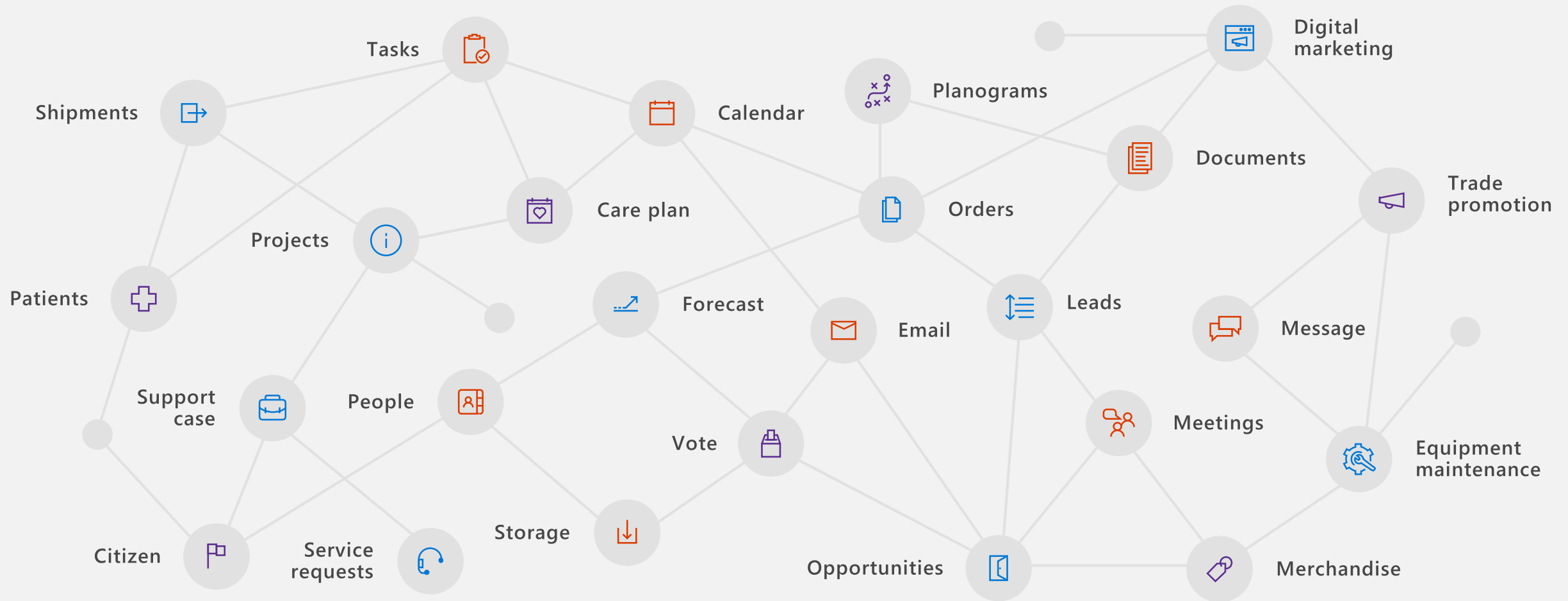
# Common Data Service: Dynamics 365



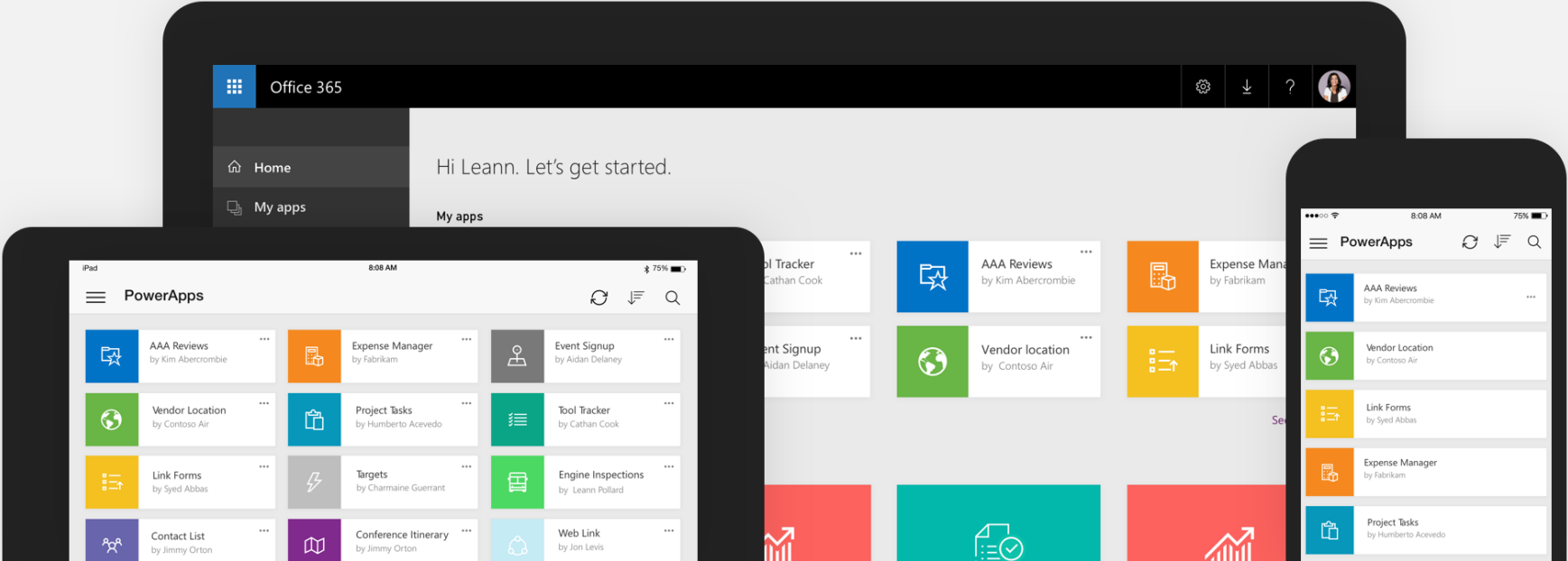
# Common Data Service: Dynamics 365 + Office 365



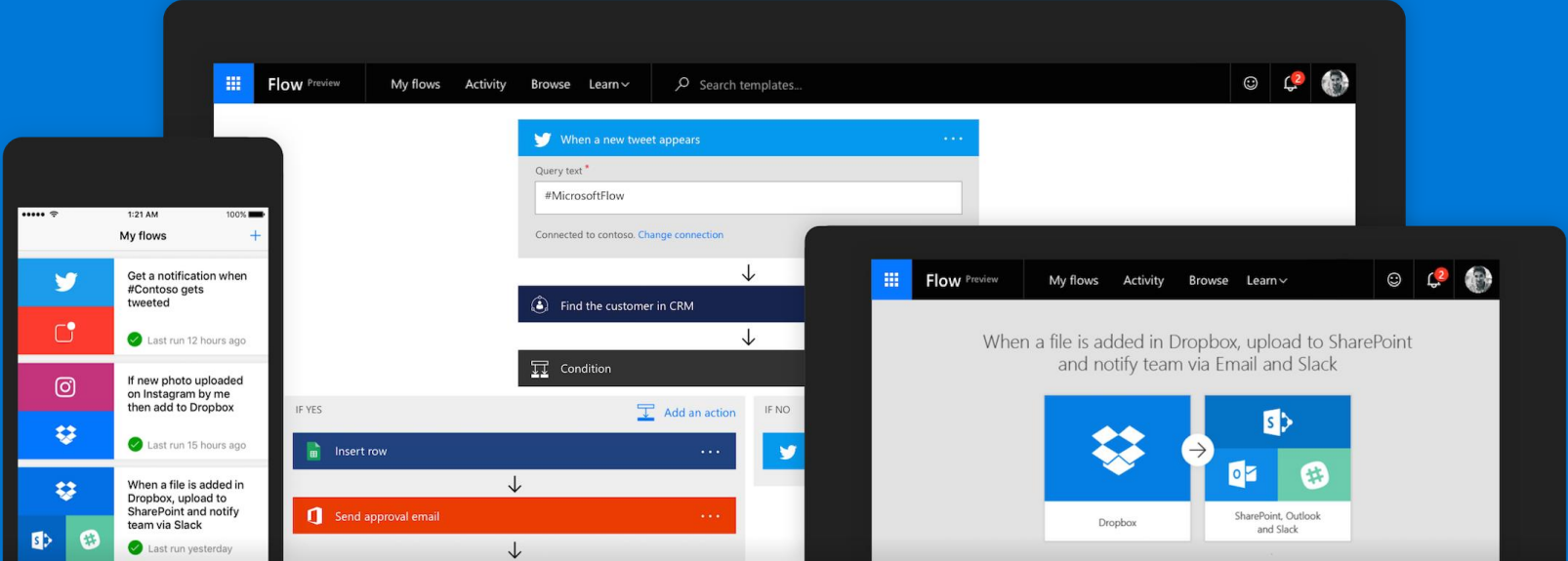
# Common Data Service: Dynamics 365 + Office 365 + Partner Industry Solutions



# 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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# Welcome to the Intelligent Future

