



Microsoft Dynamics 365

Intelligent Business Applications

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State of the Market

2020

Customer Experience

By 2020, **customer experience will overtake price and product** as the key brand differentiator.

40%

Productivity

40% of a worker's productive time is lost when switching tasks. This costs the global economy \$450B per year.

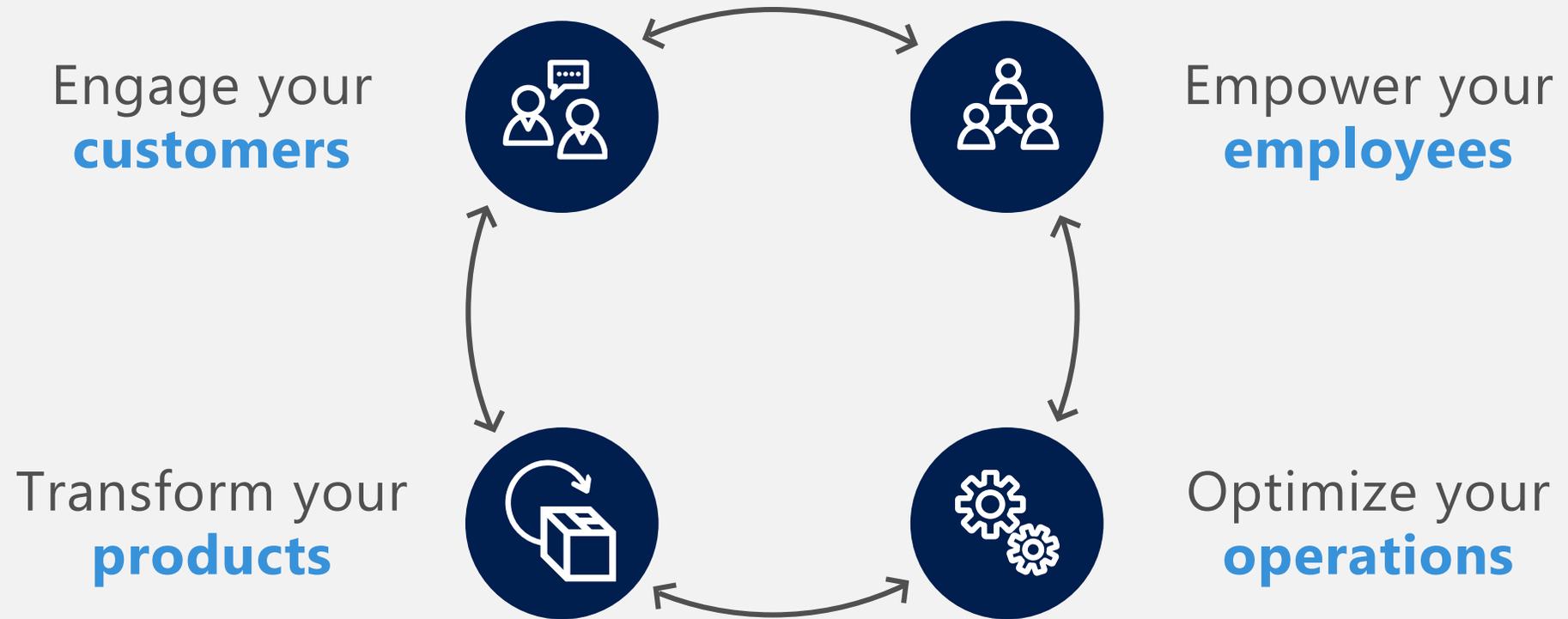
\$100M

Speed of Business

Organizations embracing digital transformation generate an average of **\$100M more income each year.**



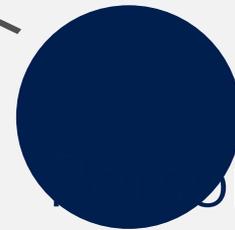
Digital Transformation





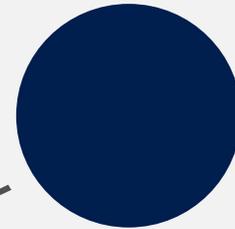
Engage your
customers

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Personalized experiences,
across all channels

Smartly engage customers from
consideration to purchase to support



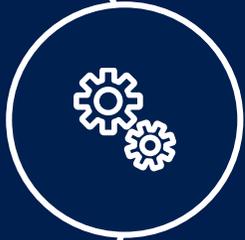


Empower your
employees



Familiar tools, in context
of business processes

Enable people to do their best work
with processes and productivity



Optimize your
operations



Intelligent processes,
predictive guidance

Anticipate and manage business from
manufacturing to finance to retail



Transform your
products



Extensible platform,
integrated applications

Innovate with new business models and
shift from reactive to proactive faster

Next Generation Intelligent Business Applications



Next Generation Intelligent Business Applications



Purpose-built end-to-end business process

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

PROCESS



PERSONAS



Purpose-built end-to-end business process

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

PROCESS

Prospect

Cash



MASTER DATA

Products



Operations

Sales

Accounts



Operations

Sales

TRANSACTIONAL DATA

Orders



Operations

Sales

Dynamics 365

Intelligent business applications in the cloud

Microsoft AppSource

Microsoft Dynamics 365



Sales



Customer Service



Operations



Field Service



Project Service
Automation



Marketing +
Adobe

Customer Insights

 Office 365



Power BI

Cortana
Intelligence

Azure IoT

Common application platform: PowerApps, Microsoft Flow, Common Data Model

