



# 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.

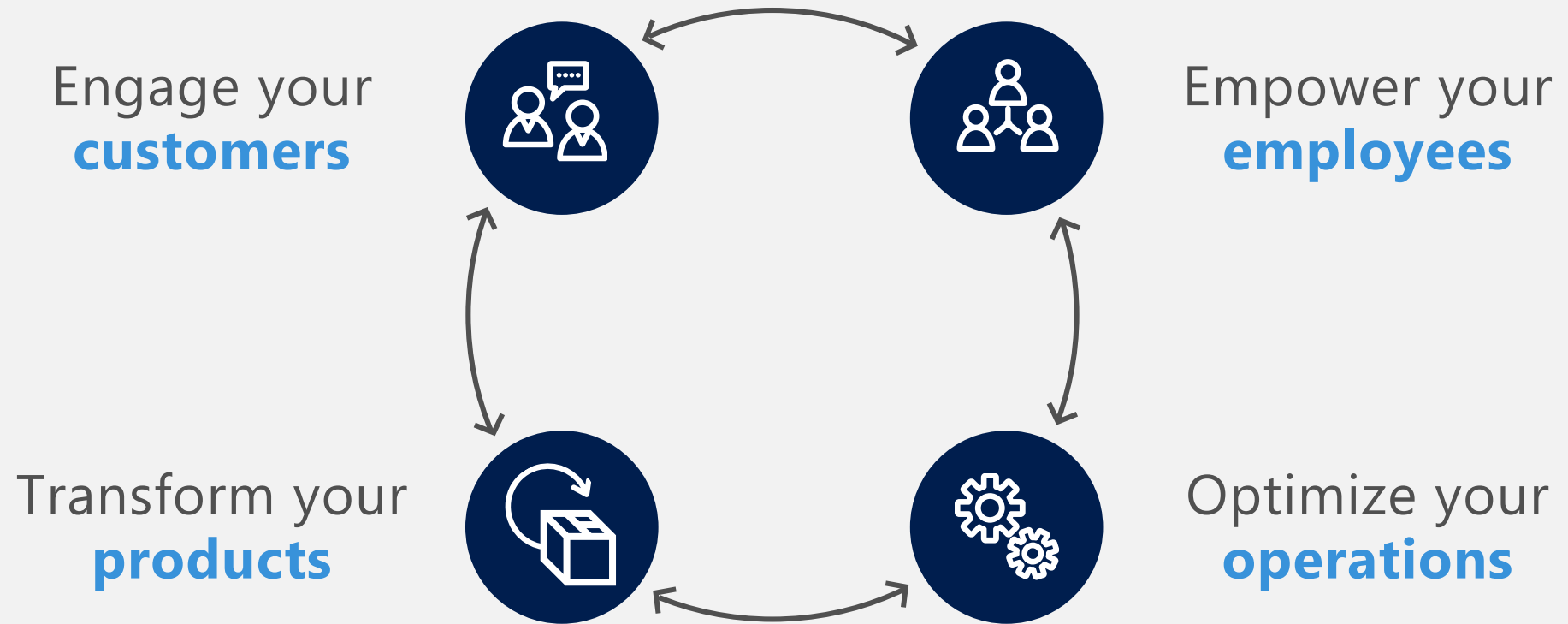
**\$100M**

## Speed of Business

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



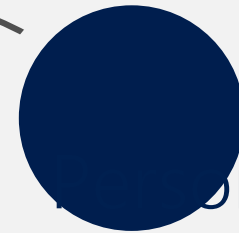
# Digital Transformation





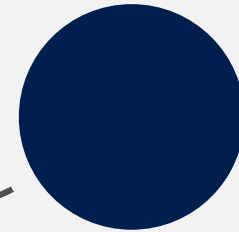
Engage your  
**customers**

Engage your  
**customers**



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



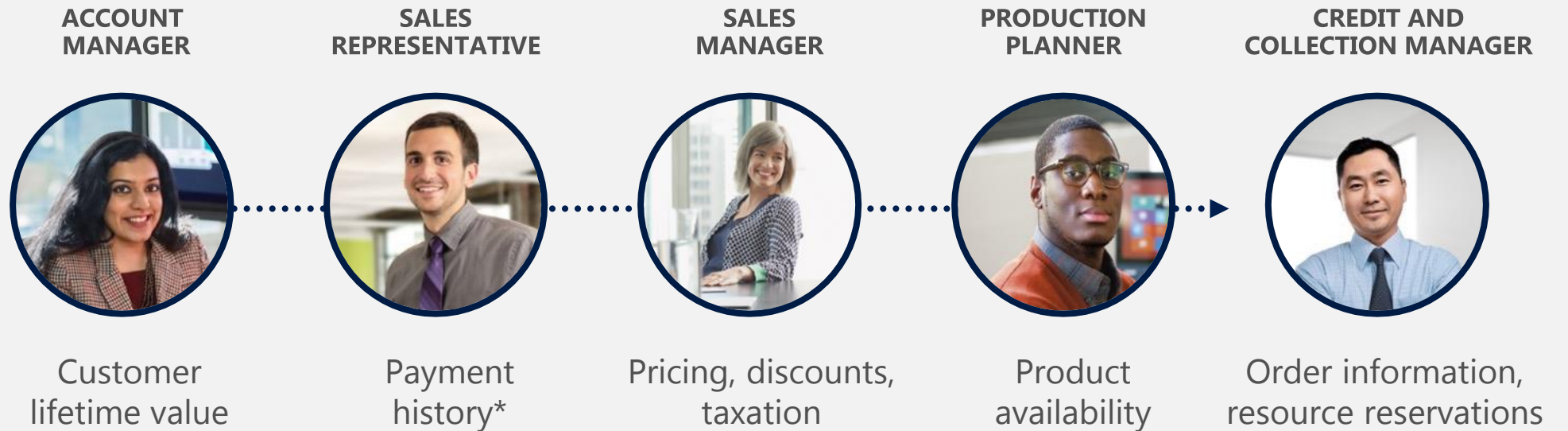
# Purpose-built end-to-end business process

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

