



WESTCOAST CLOUD

ACTIVATE DIGITAL SELLING DYNAMICS 365 SALES PLAYBOOK

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WESTCOAST CLOUD



BUSINESS OPPORTUNITY



DIGITAL IS THE NEW NORMAL, CONTACTLESS SELLING & SERVICE IS MANDATORY

CONSUMERS WANT PERSONALIZATION... AND ARE SHIFTING TO NEW WAYS OF BUYING...
THAT COULD LAST FOR A LONG TIME.

47%

of digital customers desire a consistent
personalized shopping experience from
one channel to the next¹

87%

year over year increase of buy-online-
pickup-in-store orders between Feb
and March 2020²

38%

of global consumers said brands that
helped people during the outbreak will
influence which ones they buy from³

THE B2B BUYING JOURNEY HAS MOVED TO DIGITAL AND A DIFFERENT BUYER GROUP

2x

Digital-enabled sales interactions are
at least 2x more important now than
they were pre-COVID⁴

120%

Preference for self-service
evaluation increased 120%
between 2016 & 2020⁴

Millennials

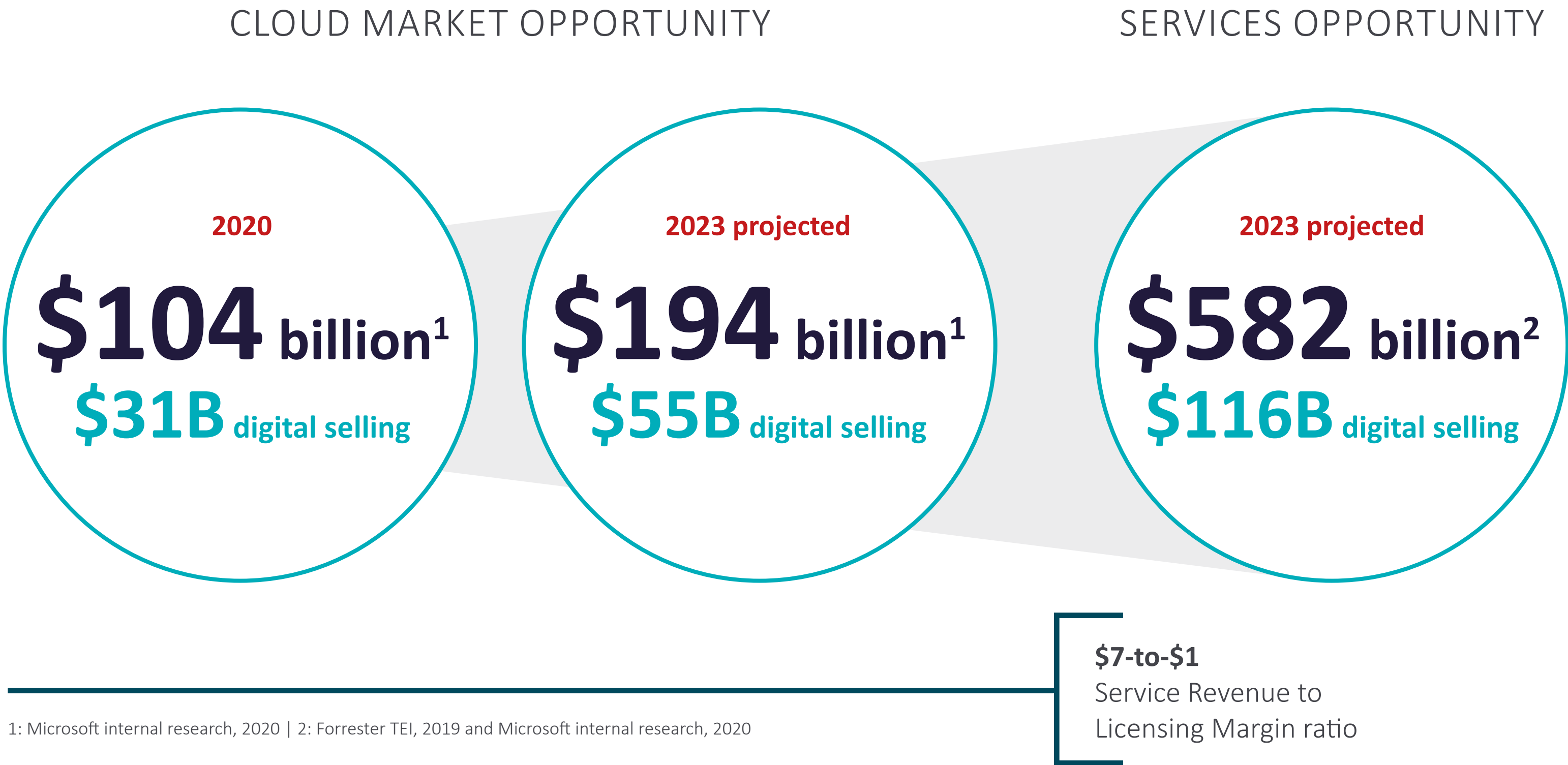
Buyers want a B2C-like experience.
Millennials make up the single biggest
B2B buyer group⁵

1.Invesp | 2.USAToday | 3.Adobe | 4.McKinsey | 5.TrustRadius

For Microsoft Dynamics 365 Partners Under NDA, Not for External Use



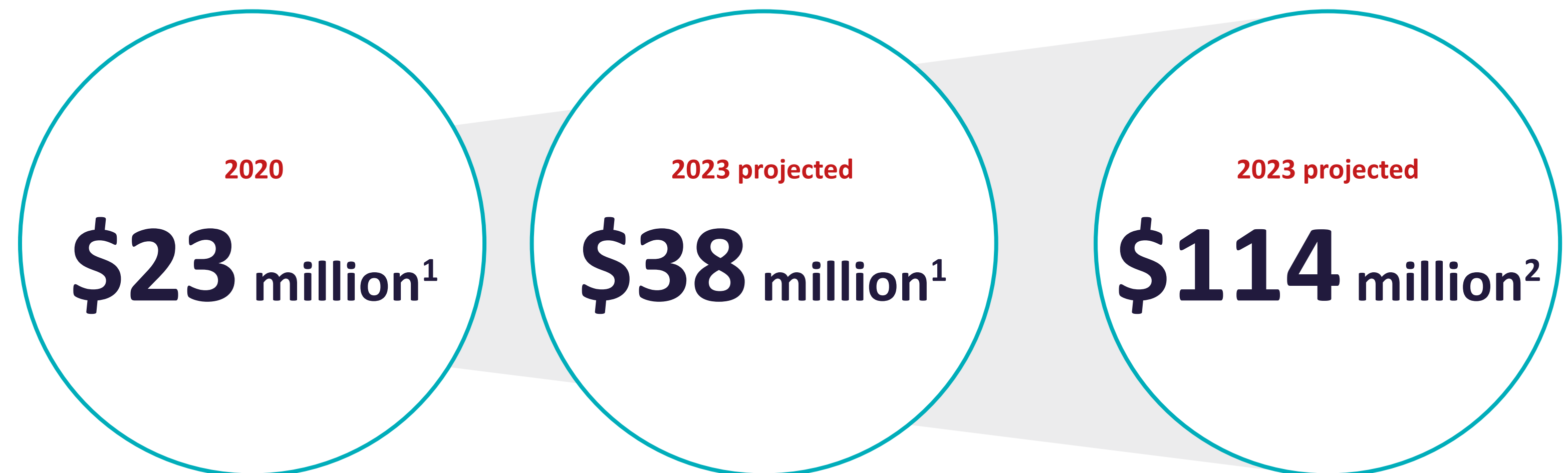
ACTIVATE DIGITAL SELLING PARTNER OPPORTUNITY



CUSTOMER ENGAGEMENT SMC PARTNER OPPORTUNITY

CLOUD MARKET OPPORTUNITY

SERVICES OPPORTUNITY



1: Microsoft internal research, 2020 | 2: Forrester TEI, 2019 and Microsoft internal research, 2020

\$3-to-\$1
Service Revenue to
Licensing Margin ratio



IN FY21, ENTER THESE MARKETS...



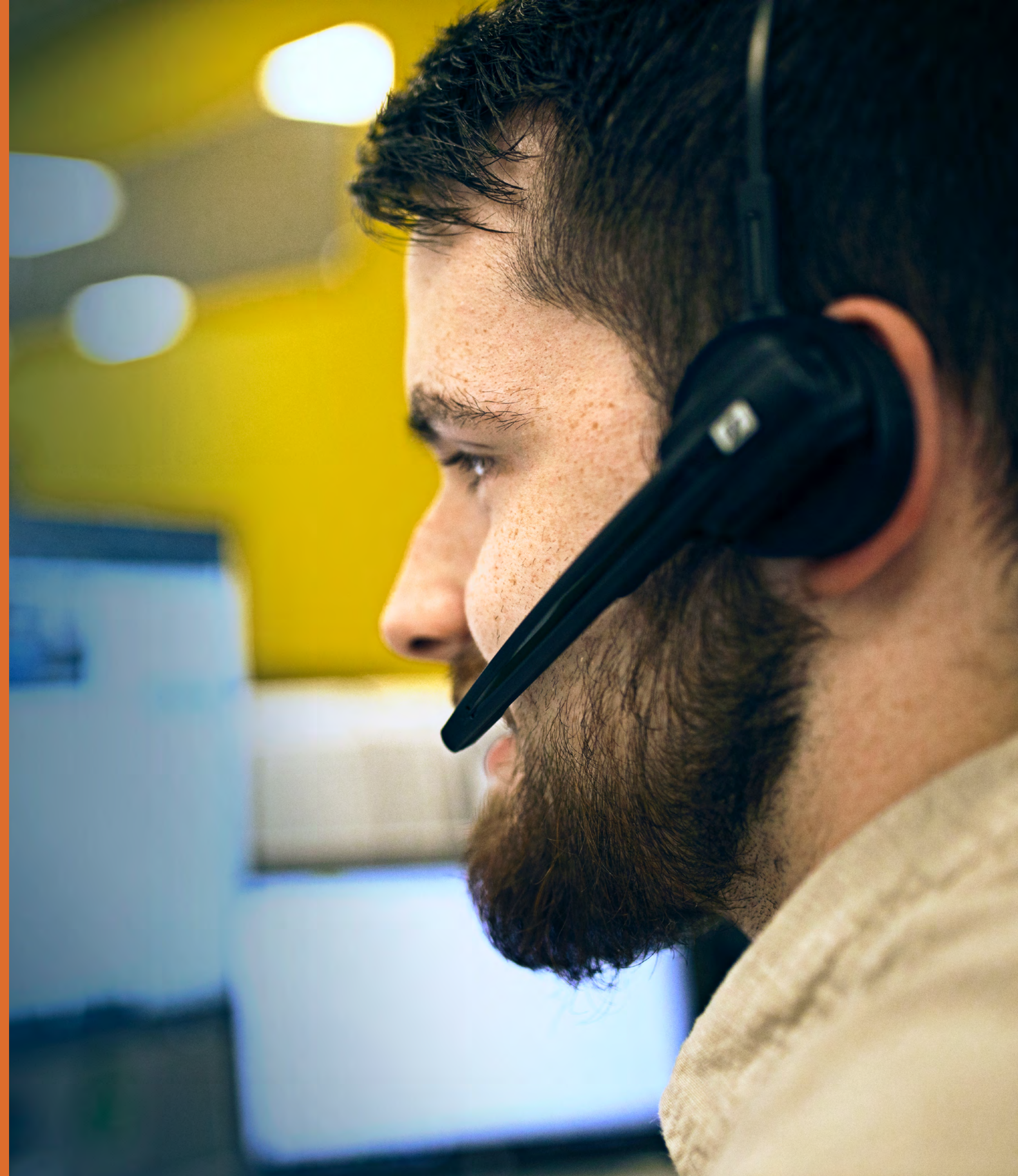
CUSTOMER
ENGAGEMENT



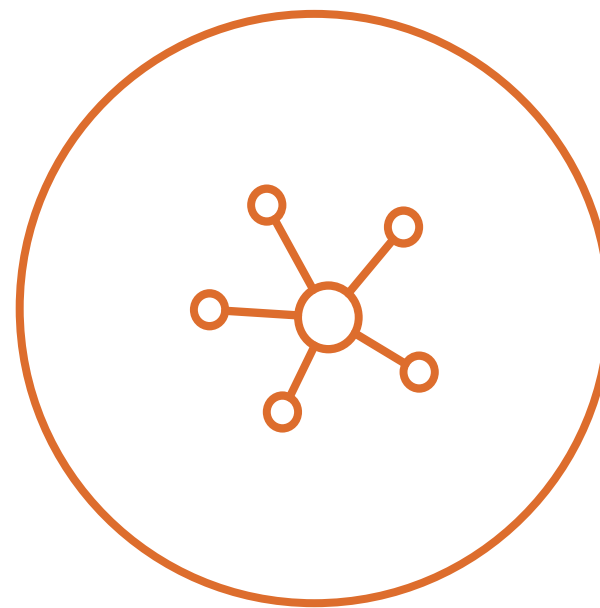
CUSTOMER DATA
PLATFORM (OPTIONAL)

WITH ACTIVATE DIGITAL SELLING SALES PLAY

WHY MICROSOFT



WHY MICROSOFT BUSINESS APPLICATIONS



MICROSOFT CLOUD PLATFORM

Join thousands of other partners on a market-leading platform that offers unified, customizable, and intelligent business applications and IP that span across industries



ACCELERATE BUSINESS GROWTH

Build your practice with competencies. Easily expand your practice through connected, unified, and intelligent workloads



REACH MORE CUSTOMERS

Grow and expand your practice with access to Microsoft's channels, partner ecosystem, go-to-market support, co-sell opportunities, and Microsoft AppSource

WHY ACTIVATE DIGITAL SELLING

Empower organizations to provide an end-to-end digital buying experience, across every stage of the customer's journey, making it quick for customers to evaluate and buy without the need for face-to-face engagements.



GROW YOUR PRACTICE WITH MICROSOFT CLOUD PLATFORM

MICROSOFT CLOUD PLATFORM



BROAD PORTFOLIO OF APPLICATIONS AND INNOVATIONS TO START AND GROW

Start and grow your practice from any of our innovation areas across Customer Engagement, Operations, Customer Data Platform, Business Intelligence, Application Platform, or Automation Platform



20,000+ SOLUTIONS ON MICROSOFT APPSOURCE; 1,200+ BUSINESS APPS CERTIFIED APPS

Use our growing ISV solutions and add your own to the marketplace



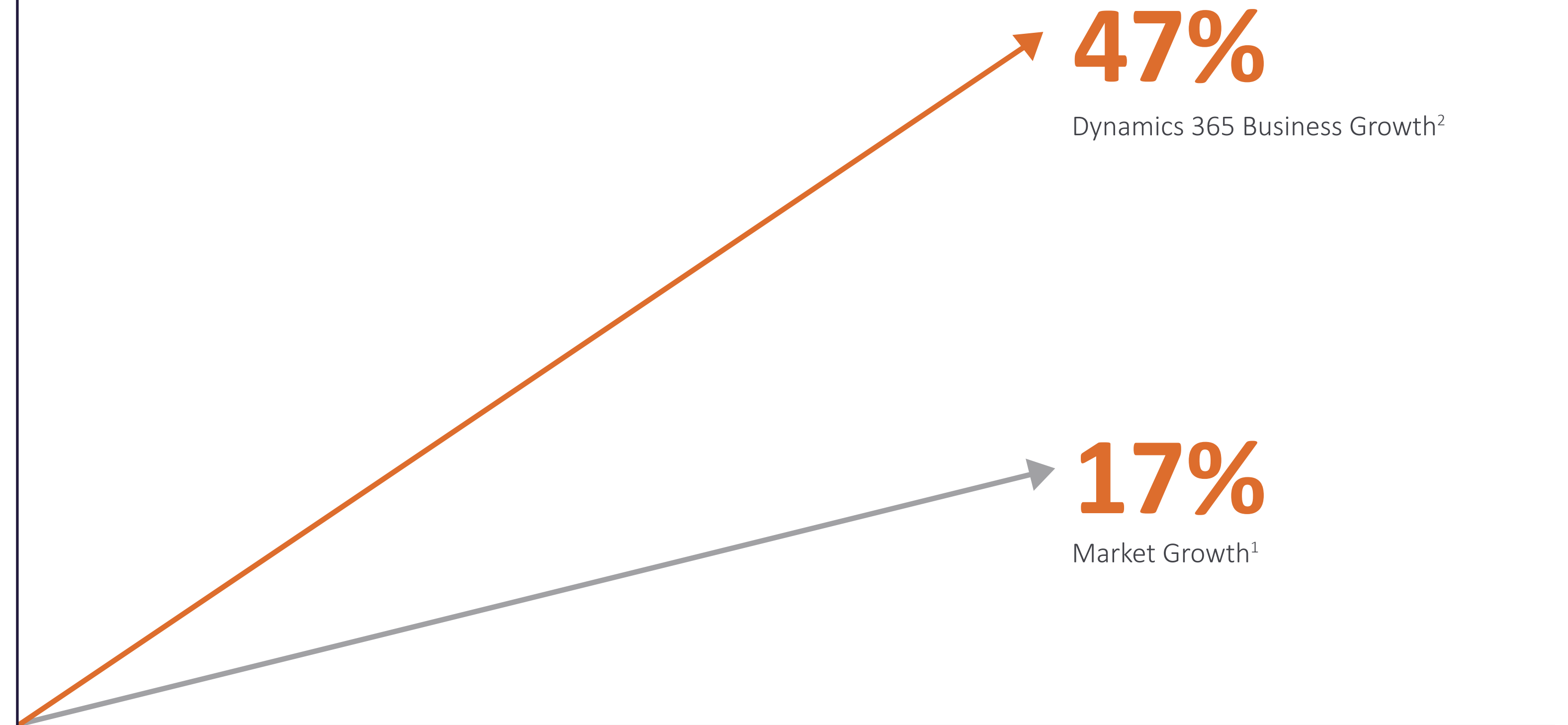
EXTEND AND BUILD ACROSS THE MICROSOFT CLOUD PLATFORM

Take advantage of the easiest cross compatibility on the market from Azure, Dynamics 365, and Power Platform and extend them with your solutions



ACCELERATE BUSINESS PRACTICE GROWTH

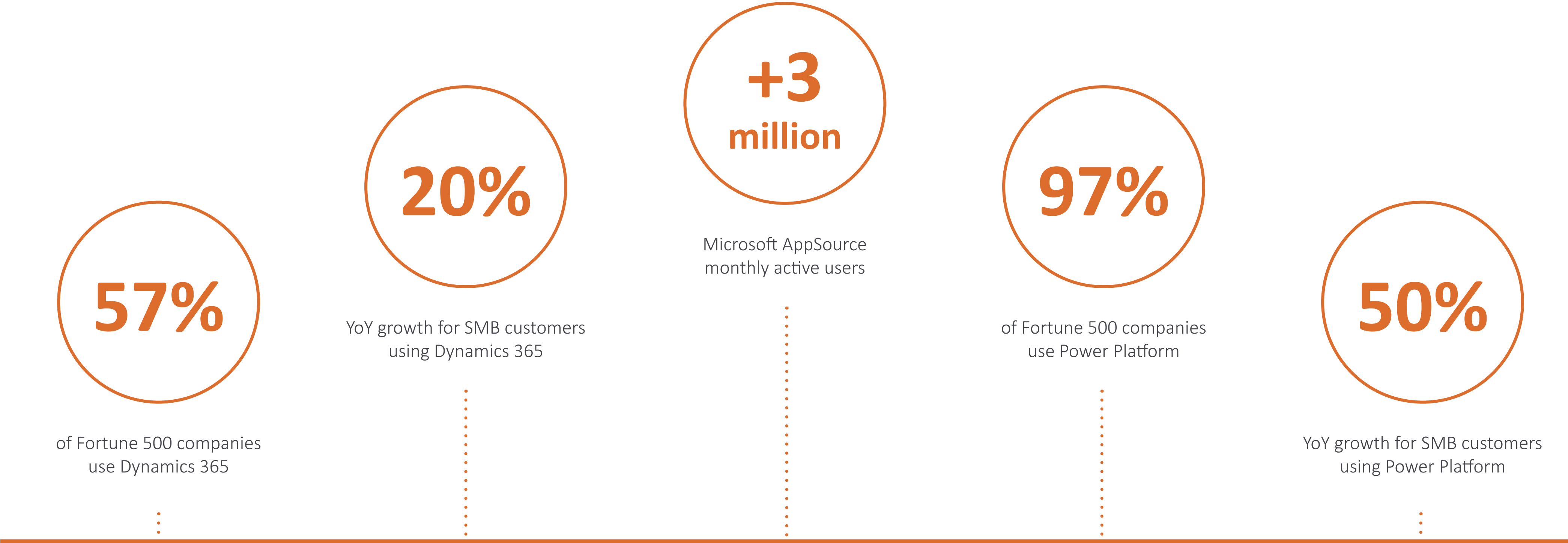
DYNAMICS 365 IS GROWING AT **3X** THE MARKET RATE



1. Market Growth research, Gartner, 2019 | 2. Microsoft Earnings, earnings report, 2019

REACH MORE CUSTOMERS

REACH MORE POTENTIAL CUSTOMERS WITH MICROSOFT’S BUSINESS APPLICATIONS SALES AND SERVICES ENGINES



BUSINESS APPLICATIONS MOMENTUM

JOIN OUR RAPIDLY GROWING ECOSYSTEM IN BUSINESS APPLICATIONS

7,400+

Partners selling Dynamics 365

45%

Growth from last year in SMC
partners transacting PowerApps

20,000+

of solutions on AppSource

40%

YoY growth in partners
selling Power Platform

15%

Growth from last year in SMC
partners transacting Dynamics 365

MICROSOFT NAMED A LEADER IN THE 2020 GARTNER MAGIC QUADRANT FOR SALES FORCE AUTOMATION

We believe our recognition validates our ability to help organizations:

ADAPT WITH DIGITAL SELLING

ENABLE SELLERS TO BUILD RELATIONSHIPS REMOTELY

BOOST SALES PRODUCTIVITY WITH SEAMLESS TOOLS

IMPROVE COACHING AND SALES PERFORMANCE

INNOVATE WITH SALES SOLUTIONS BUILT TO EVOLVE



Gartner Magic Quadrant for Sales Force Automation, Theodore (Tad) Travis, et al, July 2020
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BETTER TOGETHER

INCREASE SALES PRODUCTIVITY BY 15%

ACCELERATE TIME TO CLOSE

BOTTOM LINE: COMBINING SALES NAVIGATOR
+ DYNAMIC 365 FOR RELATIONSHIP-BASED
SELLING HELPS SELLERS CLOSE DEALS FASTER

RESEARCH NOTE
PROGRAM: CUSTOMER RELATIONSHIP MANAGEMENT
DOCUMENT R120 • JUNE 2017



MICROSOFT LAYS OUT
LINKEDIN CRM STRATEGY

ANALYSTS
Kelsey Anspach, Rebecca Wettemann

THE BOTTOM LINE

Earlier this spring, Microsoft announced the Microsoft Relationship Sales solution, which combines Microsoft's Dynamics 365 for Sales and LinkedIn's Sales Navigator Enterprise edition, scheduled for availability July 1. Nucleus found the new solution can drive a productivity increase of 12 to 15 percent for sales people while accelerating time to close.

OVERVIEW

In April, Microsoft announced the Microsoft Relationship Sales solution which combines Microsoft's Dynamics 365 for Sales with LinkedIn Sales Navigator. Sales people will have access to information from the world's leading professional network that will make it easier for them to find prospects and strengthen relationships. The solution offers:

- Access to 500 million LinkedIn professional profiles including photos, current roles, and work history. With this, sales people can both gain a better understanding of their current customers and use the network to identify new leads.
- Recommendations for users' next-best action within Dynamics 365 based on combined signals from e-mail, customer relationship management (CRM) software, and LinkedIn. Suggested actions are artificial intelligence (AI) based and include suggestions for introductions and connection requests, as well as suggestions for sending InMail and messages.

Nucleus Research Inc. 100 State Street Boston, MA 02109 NucleusResearch.com Phone: +1 617 726-0000

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HOW TO BUILD YOUR PRACTICE WITH ACTIVATE DIGITAL SELLING



A MATURITY MODEL TO SCALE YOUR PRACTICE WITH MICROSOFT BUSINESS APPLICATIONS

1 BUILD FOUNDATION

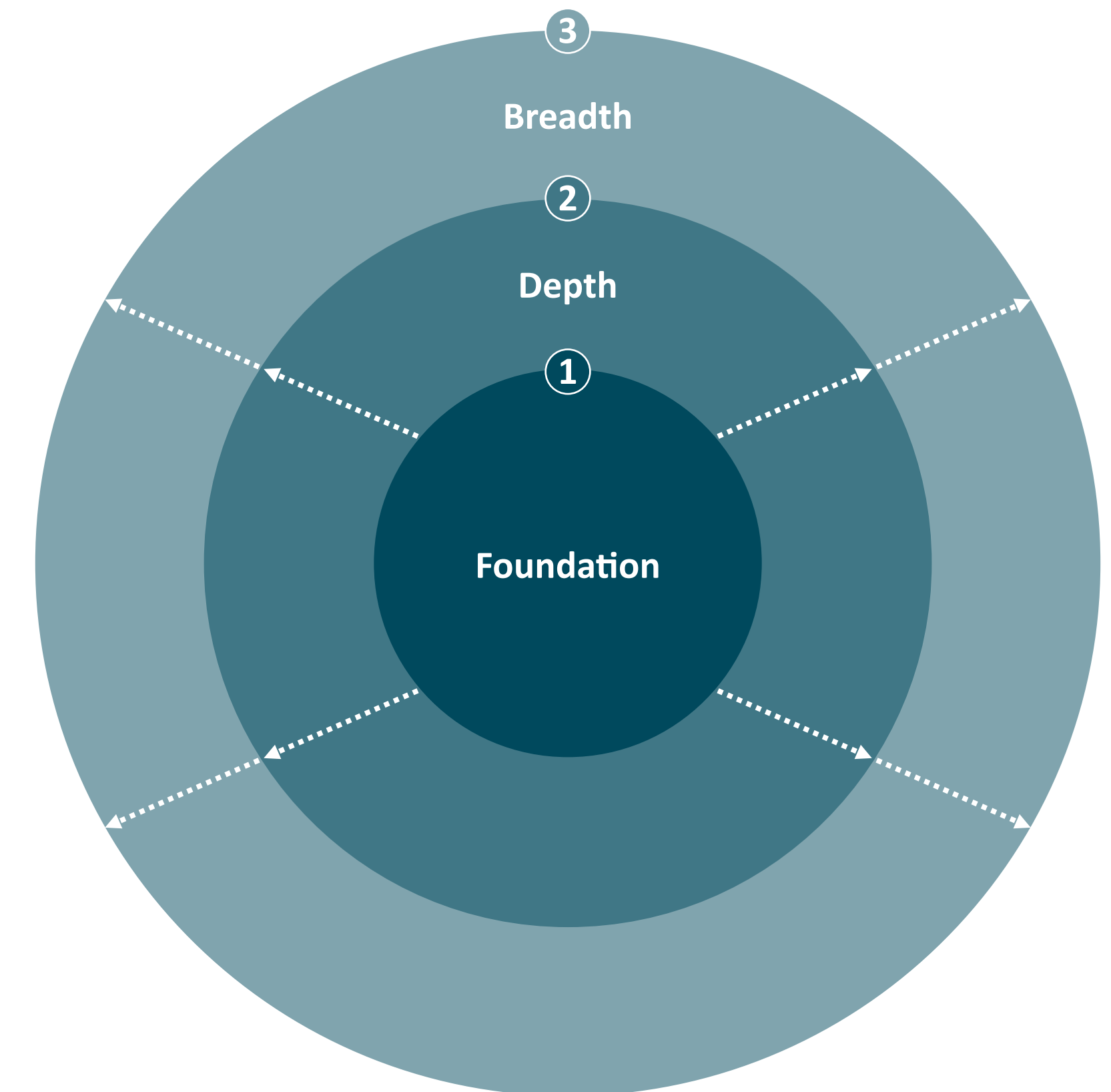
Establish the foundation of your practice with core technical capabilities that address customer needs

2 ADD DEPTH

Enhance your foundation with new capabilities within your existing practice

3 ADD BREADTH

Expand and scale your practice with new workloads

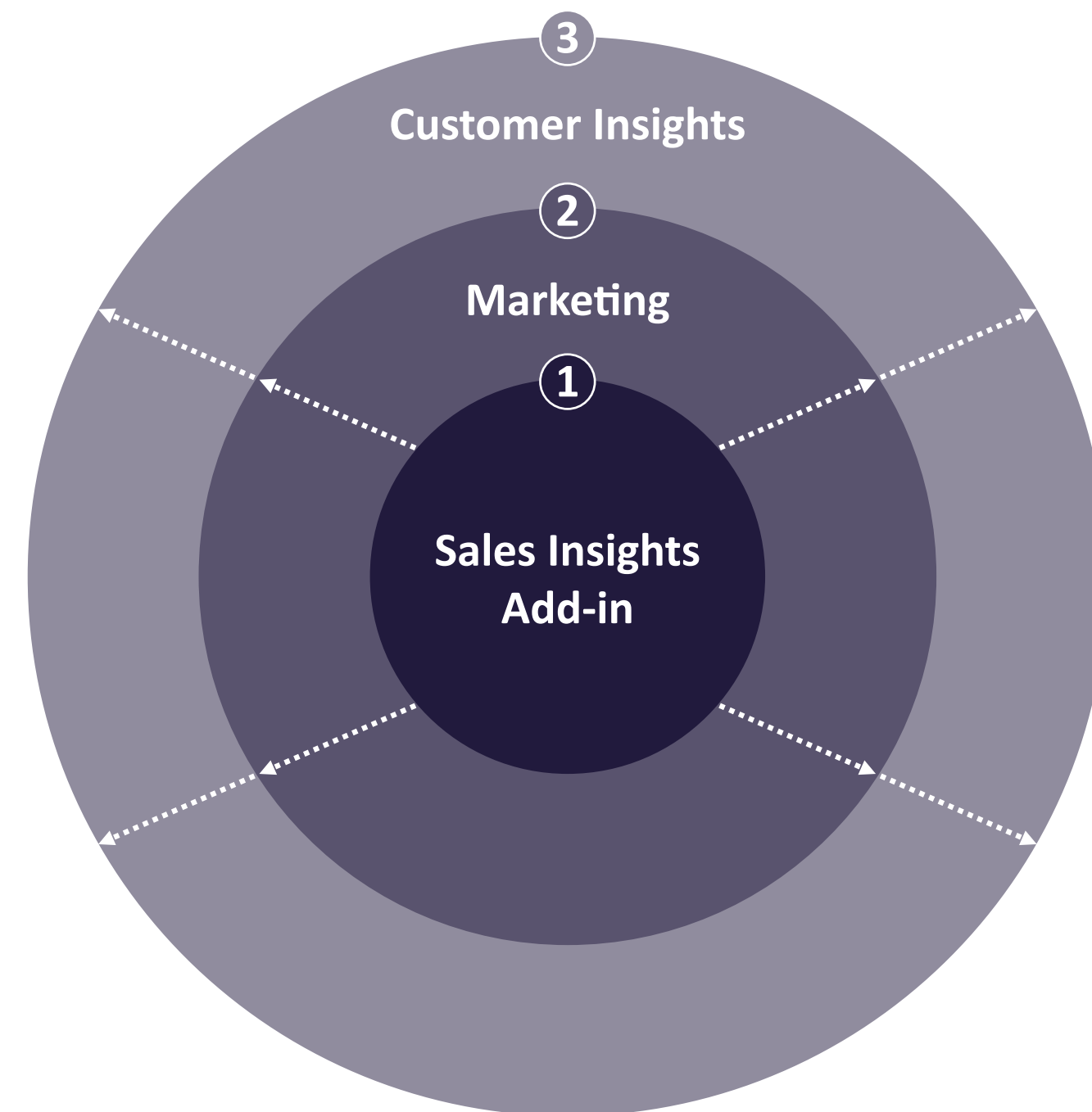


TWO SUCCESS PATHS FOR ACTIVATE DIGITAL SELLING PRACTICE

REACH MORE POTENTIAL CUSTOMERS WITH MICROSOFT'S BUSINESS APPLICATIONS SALES AND SERVICES ENGINES

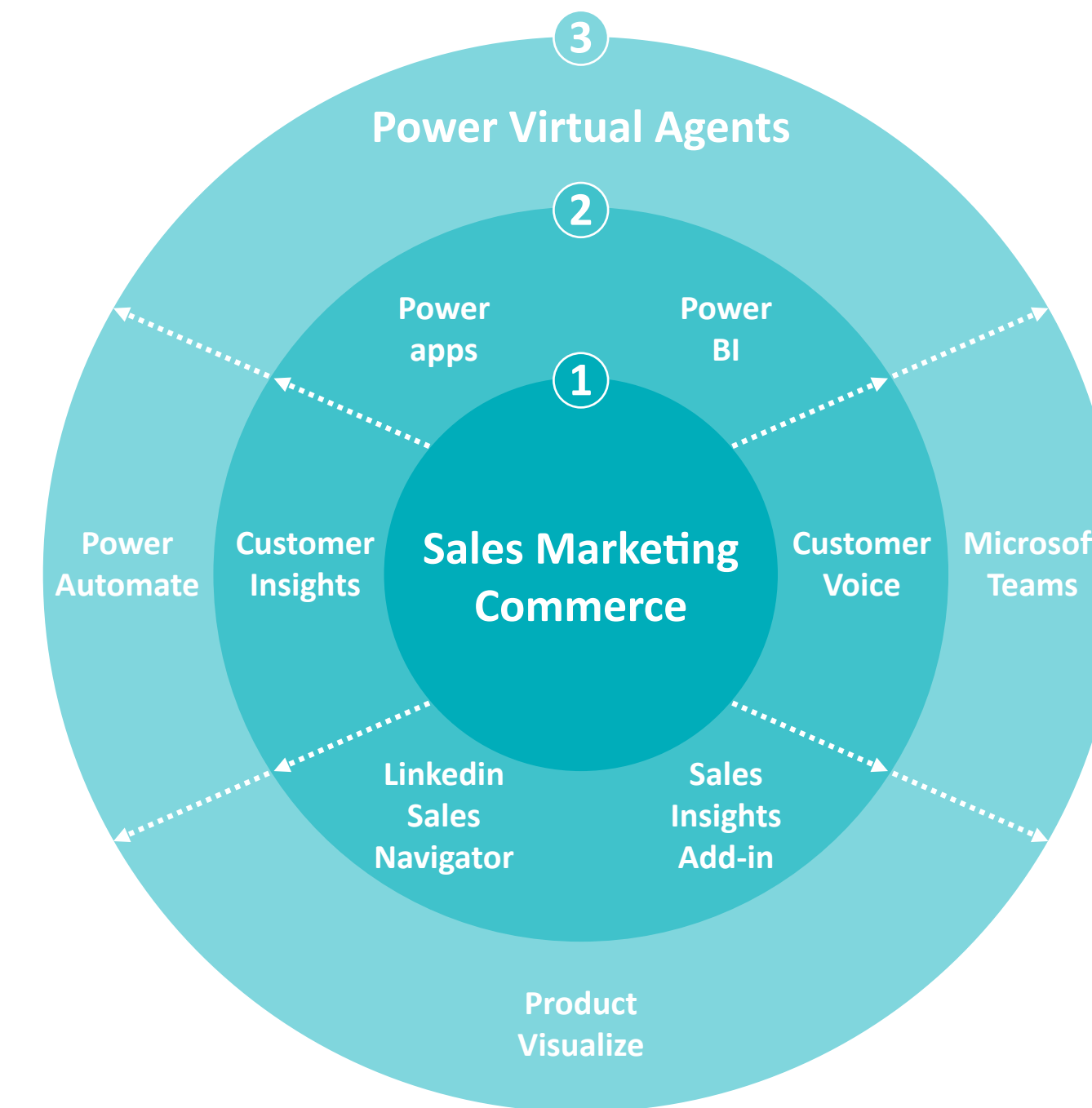
GROWING PRACTICE

- 1) Sales Process Optimization
- 2) Marketing Process Modernization
- 3) Insights Transformation



MATURE PRACTICE

- 1) Sales and Marketing Process Unification
- 2) Customer Insights Modernization
- 3) Remote Collaboration Enhancement & Automation



BUILDING AN ACTIVATE DIGITAL SELLING PRACTICE: GROWING

- 1 SALES PROCESS OPTIMIZATION
- 2 MARKETING PROCESS MODERNIZATION
- 3 INSIGHTS TRANSFORMATION

FOCUS INDUSTRIES:

Retail & CPG, Manufacturing, Financial Services, Energy, Media & Communications, Automotive, Healthcare, Professional Services.



ACTIVATE DIGITAL SELLING

GROWING PRACTICE



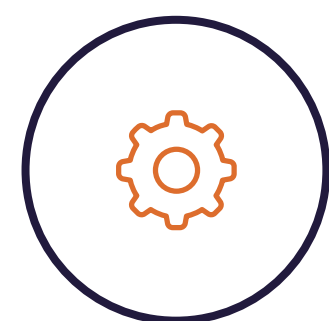
Illustrative Total Additive Annual Partner Opportunity* *assumes a \$7 service revenue for \$1 of licensing margin & incentives for CE



1 SALES PROCESS OPTIMIZATION

BUILD THE FOUNDATION OF YOUR DIGITAL SELLING PRACTICE WITH...

Key Competencies: Dynamics 365 Sales, Sales Insights Add-in for Dynamics 365 Sales



WHY BUILD A FOUNDATION WITH THESE COMPETENCIES?

- Build your practice with market-leading competencies
- Engage any customer with seamless integration into their Microsoft 365 suite
- Enrich your practice with the most robust AI intelligence offering
- Be on track to capitalize on the \$116B Activate Digital Selling services opportunity



DELIVER VALUE TO YOUR CUSTOMERS BY...

- Allowing your customers to optimize their sales data to reduce their costs
- Enabling your customers to use AI to always know the next best steps with their consumers
- Enhancing your customer's relationship analytics process to analyze more data sources



2 MARKETING PROCESS MODERNIZATION

ADD DEPTH TO YOUR DIGITAL SELLING PRACTICE WITH...

Key Competencies: Dynamics 365 Marketing



WHY ADD DEPTH WITH THIS COMPETENCY?

- Easily take your Activate Digital Selling practice to the next level with direct compatibility from your foundational competencies
- Quality you can trust
- The only solution with embedded insights to start adding insights to your practice



DELIVER ADDED VALUE TO YOUR CUSTOMERS BY...

- Equipping your customers to create and orchestrate buyer journeys to guide and establish business relationships
- Enabling your customers to run their entire business on a common data service
- Driving your customers to unify their sales and marketing data

3 INSIGHTS TRANSFORMATION

ADD BREADTH TO YOUR DIGITAL SELLING PRACTICE WITH...

Key Competencies: Dynamics 365 Customer Insights



WHY ADD BREADTH WITH THIS COMPETENCY?

- Scale your insights offering to span the entire customer journey
- Have the most comprehensive and enriched profiles to take to your customers
- Round out your practice with a trusted platform with unmatched security and scalability



EXPAND AND TRANSFORM YOUR CUSTOMER'S BUSINESS BY...

- Helping your customers to get a 360-degree view of their consumers for relationship trends and next-best actions
- Accelerating your customer's campaign creation with robust and customizable templates

BUILDING AN ACTIVATE DIGITAL SELLING PRACTICE: MATURE

- 1 SALES AND MARKETING PROCESSES UNIFICATION
- 2 CUSTOMER INSIGHTS MODERNIZATION
- 3 REMOTE COLLABORATION ENHANCEMENT & AUTOMATION

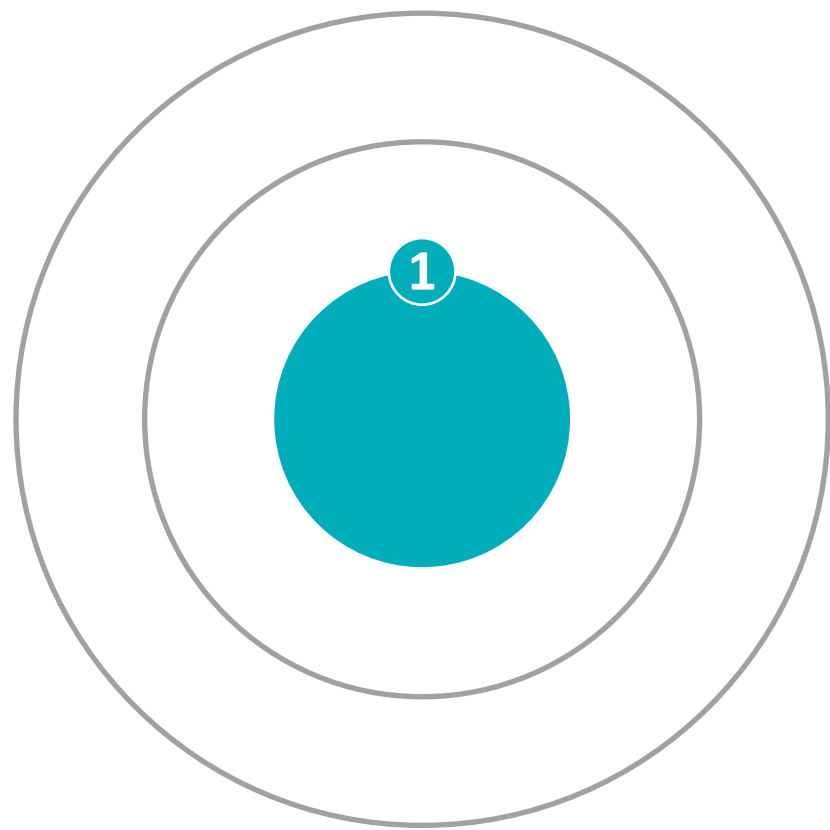
FOCUS INDUSTRIES:

Retail & CPG, Manufacturing, Financial Services, Energy, Media & Communications, Automotive, Healthcare, Professional Services.



ACTIVATE DIGITAL SELLING

MATURE PRACTICE



SALES AND MARKETING PROCESSES UNIFICATION

Sales, Marketing, Commerce

OPPORTUNITY: \$400K

+

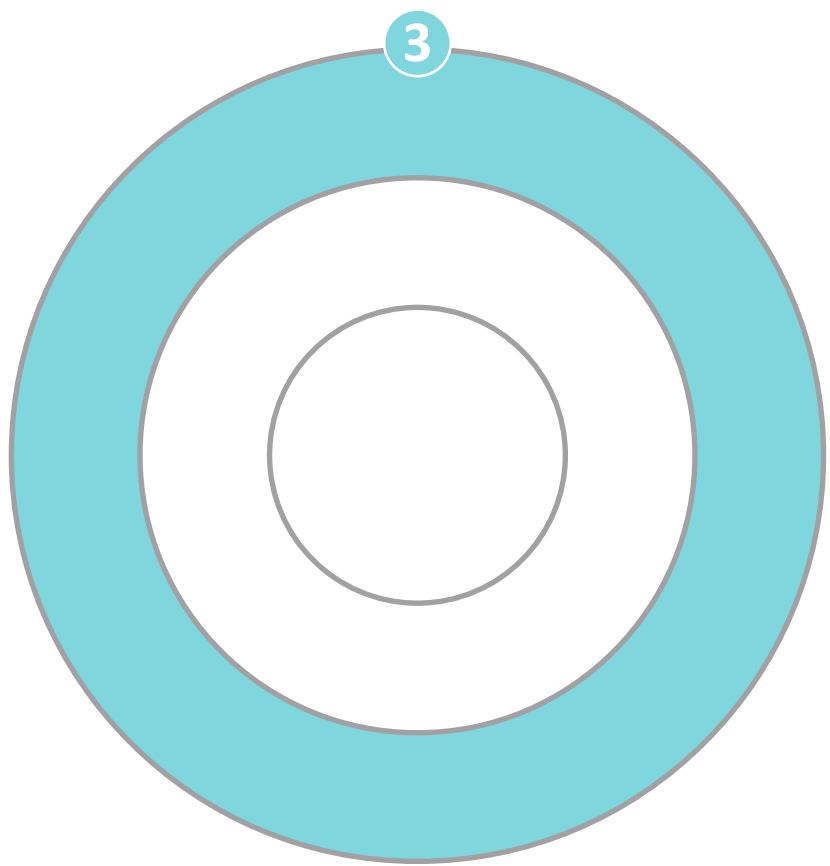


CUSTOMER INSIGHTS MODERNIZATION

Customer Insights, Sales Insights Add-in,
Customer Voice, LinkedIn Sales Navigator,
Power BI, Power Apps

OPPORTUNITY: \$800K

+



REMOTE COLLABORATION ENHANCEMENT & AUTOMATION

Power Automate, Power Virtual
Agents, Product Visualize,
Microsoft Teams

OPPORTUNITY: \$1.2M

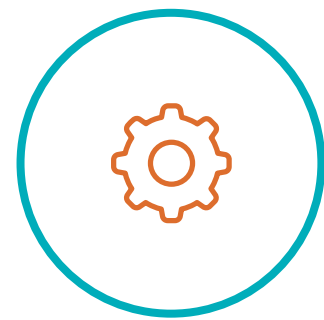
Illustrative Total Additive Annual Partner Opportunity* *assumes a \$7 service revenue for \$1 of licensing margin & incentives for CE



1 SALES AND MARKETING PROCESSES UNIFICATION

BUILD THE FOUNDATION OF YOUR DIGITAL SELLING PRACTICE WITH...

Key Competencies: Dynamics 365 Sales, Dynamics 365 Marketing, Dynamics 365 Commerce



WHY BUILD A FOUNDATION WITH THESE COMPETENCIES?

- Build your practice with market-leading competencies
- Engage any customer with seamless integration into their Microsoft 365 suite
- Quality you can trust from the start
- The only one-stop shop for retail/e-commerce
- Be on track to capitalize on the \$120B Activate Digital Selling services opportunity



DELIVER VALUE TO YOUR CUSTOMERS BY...

- Allowing your customers to unify their sales and marketing data to reduce their costs
- Enabling customers to jointly plan complex journeys for better targeting
- Driving your customers to keep connected with their consumers across all channels
- Equipping customers to create and orchestrate buyer journeys to guide and establish business relationships

2 CUSTOMER INSIGHTS MODERNIZATION

ADD DEPTH TO YOUR DIGITAL SELLING PRACTICE WITH...

Key Competencies: Sales Insights Add-in for Dynamics 365 Sales, LinkedIn Sales Navigator, Dynamics 365 Customer Insights, Customer Voice, Power Apps, and Power BI



WHY ADD DEPTH WITH THIS COMPETENCY?

- Easily take your Activate Digital Selling practice to the next level with direct compatibility from your foundational competencies
- Enrich your practice with the most robust AI intelligence offering
- Enhance your insights offering to span the entire customer journey



DELIVER ADDED VALUE TO YOUR CUSTOMERS BY...

- Helping your customers to get 360-degree view of their consumers for relationship trends and next best actions
- Empowering your customers to adapt to changes in demand or market
- Enabling your customers to gain real-time visibility into sales performance and insights

3 REMOTE COLLABORATION ENHANCEMENT AND AUTOMATION

ADD BREADTH TO YOUR DIGITAL SELLING PRACTICE WITH...

Key Competencies: Product Visualize, Power Automate, Power Virtual Agents, and Microsoft Teams



WHY ADD BREADTH WITH THIS COMPETENCY?

- Scale your practice to provide everything your customer needs and more for Activate Digital Selling
- Expand your markets and services by demonstrating the value of market-leading low-code platforms to any customer on any platform



EXPAND AND TRANSFORM YOUR CUSTOMER'S BUSINESS BY...

- Allowing customers to increase efficiency by automating routine, repetitive tasks and requests with low-code apps
- Propelling your customers to bring their products to life anywhere
- Enabling remote collaboration and timely communication with customers

PARTNER-TO-PARTNER



INCREASE REVENUE AND ADD MORE VALUE TO YOUR CUSTOMERS

84%

On average, when you help customers attach Dynamics 365 Sales to Microsoft 365, you can **increase revenue per Microsoft user by up to 84%**.
(Internal Microsoft Research)

42%

Customers often start with one Dynamics 365 workload and grow into more, resulting in an average **42% YoY Dynamics 365 net revenue growth**.
(Microsoft press release FY20 Q1)

\$8.8b

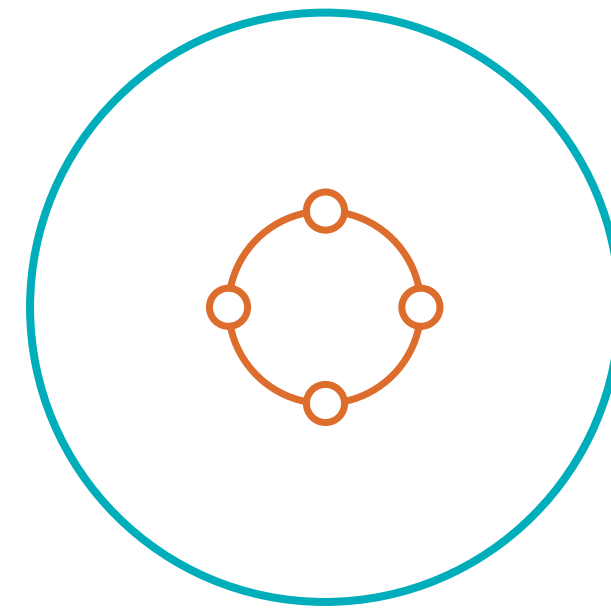
The CRM SaaS market is expected to reach **\$8.8 billion in SMB sales and services by 2023**.
(Microsoft US Partner blog)

THE WORLD'S CONNECTED BUSINESS CLOUD



CUSTOMER

Looking for a Business Applications
Cloud based solutions



YOUR COMPANY

Trusted Technology advisors with
Modern Workplace or Azure to build
your business practice on



INDIRECT PROVIDER

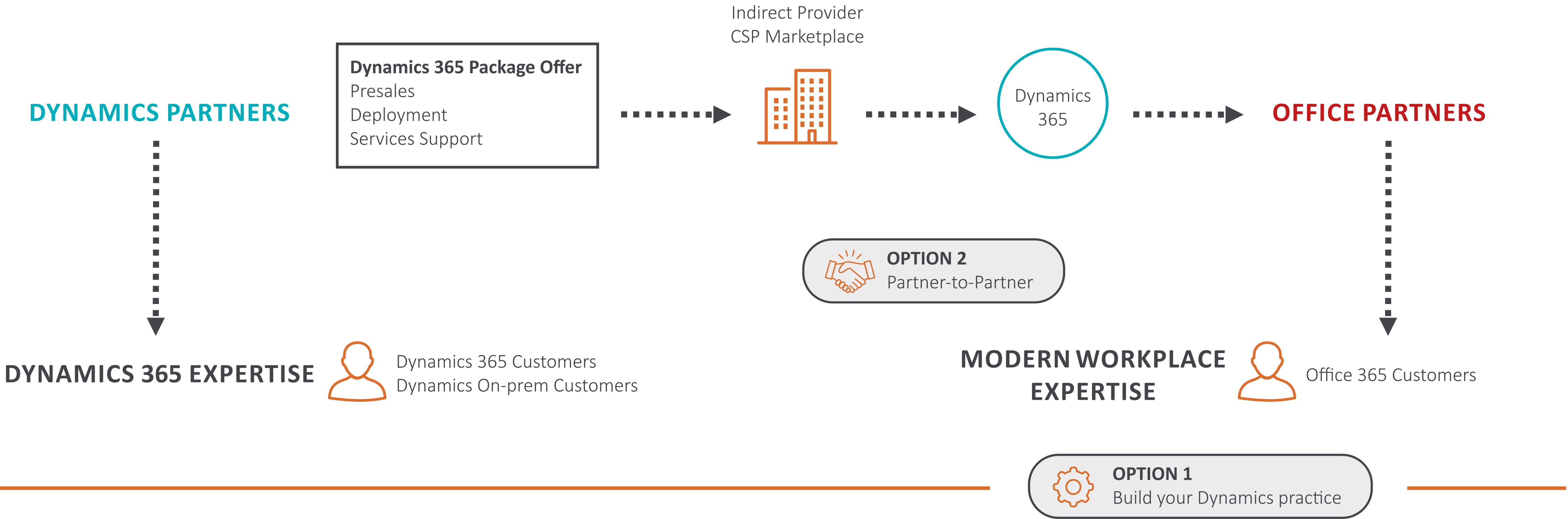
Dynamics 365 Bundle Offer that you
can sell to your customers while
continuing to own and maintain
your customer relationship



PARTNER-TO-PARTNER

Two unrelated partners from different
Microsoft ecosystems work together
to find and close new Microsoft
Dynamics 365 customers

BUSINESS APPLICATIONS PARTNER STRATEGY



PARTNER -TO-PARTNER VALUE CHAIN

MARKETING



OPPORTUNITY SPOTTING



SALES, SOLUTION DEPLOYMENT
& SUPPORT

INDIRECT PROVIDER

Responsibilities:

- Partner recruiting
- Ongoing Partner management and support
- Marketplace maintenance

MODERN WORKPLACE RESELLER

Responsibilities:

- Opportunity identification
- Lead generation
- Lead qualification
- Sometimes presales

DYNAMICS SOLUTION INTEGRATOR

Responsibilities:

- Pre-sales
- Deal close
- Solution deployment
- ISV add-ons
- Integrator IP add-ons
- End User support



PARTNER-TO-PARTNER BENEFITS

DYNAMICS 365 PARTNER

- Gain access to Modern Workplace partners customers to close new opportunities
- Cost-efficient practice that enables monetary wins for both parties
- Build a rapid deployment team capable of onboarding new customers at a rate not previously feasible
- Profitability model: 3x services
- Increase velocity of sales

MODERN WORKPLACE PARTNER

- Increase Customer Retention, keep your customer relationship
- There is a little to no shared resource or project risk taken on by either party
- Bundle the services and supply your customers with a single invoice
- High margin and incentives
- Option to choose to grow you own Dynamics practice or continue P2P

NEXT STEPS

Leverage Microsoft resources to help build and grow a practice

TAKE ADVANTAGE OF PARTNER INCENTIVES

Accelerate business growth with partner incentives that will help you reach more customers.

→ LEARN MORE

PARTNER-TO-PARTNER VALUE PROPOSITION

→ PARTNER-TO-PARTNER ASSETS

→ GUIDE: OFFICE 365 & DYNAMICS 365 SALES PROFESSIONAL

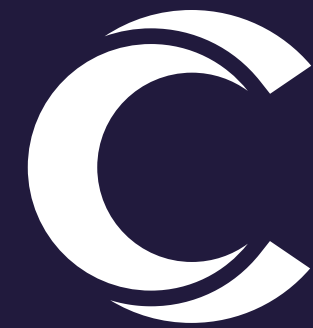
ADDITIONAL RESOURCES

→ MICROSOFT LEARN

→ MICROSOFT PARTNER CENTER

→ OVERALL PARTNER INFO AND READINESS MPN





WESTCOAST CLOUD