



## THE BUSINESS VALUE OF MICROSOFT DYNAMICS 365

### Dynamics 365 is the new cloud based solution from Microsoft in which Dynamics CRM and AX have been packaged with Office 365, PowerBI and Azure services.

This whitepaper takes a look at the reasons behind the development of Dynamics 365 and the benefits it is likely to bring to businesses of all sizes.

### What's behind Dynamics 365?

Before Microsoft Dynamics 365, Microsoft had Dynamics AX, NAV and CRM available as standalone business applications that could be integrated when desired.

Now Microsoft Dynamics 365 is a total solution offering, available in the Cloud, for organisations to use as modules, based on processes and / or roles, to use what they need, when they need it.

Dynamics 365 give users familiar productivity tools that provide built-in insights and business intelligence.

Its software applications help companies manage fundamental business areas from sales and marketing, to human resources and customer management and beyond, by grouping these functions together in a unified cloud, and analysing the data produced.

Microsoft's aim is to streamline data management across apps and business processes; Dynamics 365 apps can be integrated with Office 365 using a common data model with Microsoft's Office-in-the-cloud service.

The structured workflow of Dynamics 365 is connected to Office 365 giving employees the productivity tools they need.

Moving to Dynamics 365 is a straightforward transition for customers using Dynamics CRM online or Dynamics AX online.

Alternatively, Microsoft Dynamics AX and CRM are still available as independent products for companies that want to run them separately in their own on-premise data centres.

**“We took a major step forward with the introduction of Microsoft Dynamics 365, to empower business users with built-in insights and intelligence within the business applications they're working in – apps like field service, sales, finance, operations.”**

Satya Nadella, CEO, Microsoft

### A role-based licensing approach

Dynamics 365 features apps that can be independently deployed to support users in specific business areas such as financials, field service, sales, operations, marketing, customer service and project service automation. This method offers organisations the flexibility they need to support diverse employee roles.

It is a move away from the traditional method of using CRM or ERP – with Dynamics 365, you buy a service that suits your function; users can purchase products based on their job role rather than using a full product suite.

A role-based licensing approach means companies only pay for what they need, starting with independent apps that fit roles, industries and businesses. This customer-centric business model allows organisations to buy and build just the capabilities they need rather than a whole new suite.

The result is that companies can grow at their own pace, adding new apps as and when required.

## The business advantages of Dynamics 365 and the cloud

The beauty of Dynamics 365 is that as a cloud-based ERP solution, businesses gain the flexibility, scalability, and cost effectiveness of an online platform.

Cloud computing provides a platform to support future growth because it allows you to proactively adapt to evolving market, business and service needs.

Users of Dynamics 365 will be in a position to take advantage of new opportunities and revenue streams and focus on specific customer needs based on the insights and predictive intelligence received.

Workflow optimisation is delivered through easy-to-use mobile experiences with offline capabilities.

With enterprise-ready intelligent business apps from the cloud, Dynamics 365 helps organisations:

- Track leads
- Automate field service
- Drive sales
- Improve operations

With access to Microsoft's business intelligence and Cortana software within the apps, sales agents can receive automatic predictions on cross-selling opportunities while field agents receive warnings of devices that are expected to fail. Each role within an organisation will be able to access the data they need to be successful in their jobs.

**“Businesses of all sizes in every country will not just use digital technologies, but become digital companies themselves. Each company is attempting to digitally transform to achieve the same four outcomes – to engage customers, empower employees, optimize operations and transform products.”**

Satya Nadella, CEO, Microsoft

## The next generation of business apps in the cloud

As the Internet of Things allows companies to take business actions based on the data received from their devices, Microsoft anticipates that a more comprehensive picture will emerge when this data is integrated with all other areas, including: financial planning and sales.

With the launch of Dynamics 365, Microsoft has combined CRM and ERP platforms under one cloud service to provide built-in, actionable intelligence to enable greater productivity and profitability.

Microsoft has always had entries in these categories but by bringing CRM and ERP together, they create a new business perspective.

By joining CRM data with ERP data in a company's infrastructure, Dynamics 365 offers vital capabilities to produce rich business interactions.

“Microsoft Dynamics 365 is our next generation of business apps in the cloud. These apps bring together the full power of Microsoft across productivity, advanced analytics, Power BI and IoT, with the strength of Azure and a new application platform and common data model. As such, the new name reflects the significance of the offering and the coming together of the two worlds; structured business processes and unstructured personal productivity so our business customers can achieve more.”

**Jujhar Singh, Corporate Vice President, Microsoft Dynamics CRM**

