

What is Dynamics 365?

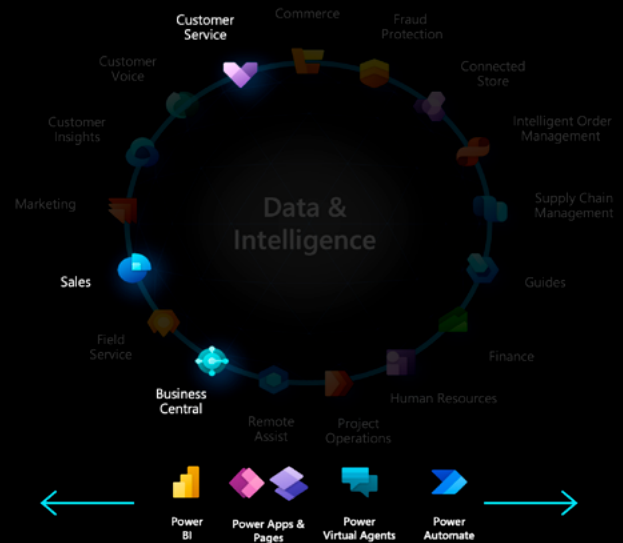
Dynamics 365 is a portfolio of intelligent business applications that delivers superior operational efficiency and breakthrough customer experiences enabling businesses to become more agile and reduce complexity without increasing costs.

Simplify

- 85% of all Dynamics 365 sales in the SMB Channel is through Business Central, Sales and Customer Service.

Benefits to Microsoft Partners

- Less than 8% of Microsoft Partners transact all Microsoft Clouds, yet they're responsible for over 60% of annual revenue.
- Increase ACV deal size on Microsoft 365 by 600% on top of increased customer adds.
- Dynamics 365 is driving more Azure consumption, as well as Power Platform and Microsoft 365 upsell.
- Partners transacting Dynamics 365 are growing the fastest in the Channel and have the lowest churn.
- 40% of a business's tech spend is on their CRM and ERP solutions. Where are they currently getting this from?
- Partners transacting all Microsoft clouds see on average 2500% more billing revenue each year than partners transacting just 1 cloud.
- Partners have reported higher gross profit after adding Dynamics 365 to their offering, across licensing margins, services and Microsoft incentives.



End Customer Value

- Microsoft Dynamics 365 delivers up to \$20 return on investment for every \$1 spent.
- Seamless integrations with Microsoft 365.
- Increased productivity, agility, conversions, customer loyalty and even more benefits over competitor CRM/ERP solutions.
- Improved user experience, business intelligence and analytics.
- Reduced total cost of ownership.
- Access data from anywhere at any time & gain a 360-degree view of the business.
- More value for customers can be found [HERE](#) and clicking into individual solutions and capabilities.

Next Steps (Routes to Market)

Schedule a call with a [Pax8 Dynamics 365](#) rep to discuss the different routes to market and how Pax8 can enable you to market faster with the fastest time to increased customer value and growth.

The fastest and most effective way to go to market is via P2P, we can enable with practice build but would always advise P2P as a first step. We do the work, our Partner sells the licensing, earns the benefits & incentives and keeps a customer sticky to them.

P2P with Pax8

- Go-To-Market fast
- No cost profit
- Training provided
- Licensing support
- Implementation services
- Lead generation with Cloud Ascent
- Sales support & Demo services
- Post implementation support

Build a Practice

- 18 months to 2 years
- Investment required
- Microsoft & Pax8 resources to support
- Solutions Partner Designations attainment
- Use Co-op for Microsoft Training
- GTM Resources available via Dynamics 365 Partner Portal