



# What is the Microsoft Power Platform?

The Microsoft Power Platform is an intuitive, collaborative and extensible platform of low-code tools that makes it easy to create efficient and flexible solutions.

## Power Apps

- Build low-code solutions to business challenges
- No-code/low-code app development
- Use any data source and scale with confidence
- Cost-efficient and easy to understand

## Power BI

- Discover intelligent insights in diverse data
- Easily share insights and show results
- Use data from multiple sources
- Bridge the gap between data and decisions
- Better visualise data for an easy-to-read approach

## Power Virtual Agents

- Handle enquiries at scale with conversational AI
- Increase productivity with easy-to-build, no-code intelligent chatbots
- Chatbots equipped with advanced natural language processing

## Power Pages

- Easily create professional websites
- Build more efficiently with templates
- Collect business data from site visitors safely and securely
- Create websites for customer self-service

## Power Automate

- Streamline processes with no-code automation
- Automate from anywhere, anytime
- Accelerate productivity from individual tasks to entire workflows
- Build flows quickly and securely with an easy-to-use solution

### Partner value

- Low-code services market size of \$12.5 billion USD (based on a ratio of 3:1 services to licensing)<sup>1</sup>
- Most widely adopted low-code platform in the world<sup>2</sup>
- 25 million active Power Platform users and growing<sup>3</sup>
- By 2025, 70%+ of new apps are expected to be built through low-code platforms (up from 25% in 2020)<sup>3</sup>
- Differentiate and increase value for customers, reducing churn while augmenting upselling and cross-selling opportunities

### End customer value

- 140%+ ROI with Power Platform Premium capabilities<sup>4</sup>
- ROI for specific areas include:
  - 365% ROI over three years on Power Automate<sup>4</sup>
  - 188% ROI over three years on Power Apps<sup>4</sup>
  - 150+ work hours saved using the Power Platform<sup>4</sup>
  - 27% faster time to insights with Power BI over competitor solutions<sup>4</sup>
- Reduce errors and increase speed for routine tasks
- Use Power Automate and Power Apps, removing the need for third-party applications and saving money
- 74% reduction in app development costs with less than six months payback on initial investment<sup>4</sup>

# Next steps (routes to market)

Schedule a call with a [Pax8 Power Platform rep](#) to discuss the different routes to market and how Pax8 can enable you to increase customer value and growth potential by getting to market faster.

The most efficient route to market is via P2P (partner-to-partner). However, we are always happy to help you build out your own Power Platform practice, including through the [In a Day workshops](#) and the [Power Platform Partner Portal](#). We ensure you're using the right resources at the right time to build a strong practice that brings the best value to your customers.

## Opportunities in your customer base

Below are some distinguishing characteristics of the various customers within your customer base.

### Microsoft 365 customers:

- Heavy use of Excel, Lotus Notes, etc.
- Lots of meetings and collaborative work taking place on Teams
- Content stored in SharePoint then extracted and processed automatically
- Emails and IMs used for approvals in an ad-hoc fashion
- Manual processes lead to wasted time and a resulting lack of capacity for familiarising themselves with new systems

### Azure customers:

- Core legacy systems make it hard to access and share data
- IT backlog of requests for custom apps and reports
- Can't migrate off on-prem systems but need data mobility
- Need to modernise legacy apps/build new line of business apps
- Want to carve off SAP/Oracle workloads
- Need better front-end user interfaces for working with data
- Lack of centralised security management

### Dynamics 365 customers:

- Line of business apps doesn't feed back into company data systems
- Internal teams can't collaborate and share data easily
- Legacy ERP requires complex builds to share data
- Disjointed systems create extra work
- Ticketed queues and one-off requests eat up personnel time

#### Sources:

1. [Low-Code Development Platform Market Research Report – Global Industry Analysis, Trends and Growth Forecast to 2023](#)
2. Internal Microsoft data
3. [Gartner Forecasts Worldwide Low-Code Development Technologies Market to Grow 23% in 2021](#)
4. [The Total Economic Impact™ of Microsoft Power Platform Premium Capabilities](#)