



# 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
- Utilize data from multiple sources
- Bridge the gap from data to decisions
- Better visualize data for an easy-to-read approach

## Power Virtual Agents

- Handle inquiries 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

- \$12.5 billion low-code services market size (based on a ratio of 3:1 services to licensing)
- Number one adopted low-code platform worldwide
- 25 million active Power Platform users, and growing
- 70%+ of new apps built today are through low-code platforms (up from 25% in 2020)
- Differentiate and increase value to customers, reducing churn while augmenting upsell and cross-sell opportunities.

### End customer value

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

# 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 go to market faster to increase customer value and growth potential.

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 the [6 Steps to Success](#), [Train the Trainer Courses](#), [App in a Day](#), and [the Power Platform Partner Portal](#), among others. We ensure you're using the right resources at the right time to build a strong practice to bring 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
- Wasted time via manual processes resulting in lack of time to learn 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 modernize 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 centralized security management

### Dynamics 365 customers:

- Line of business apps don'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