

What is Dynamics 365?

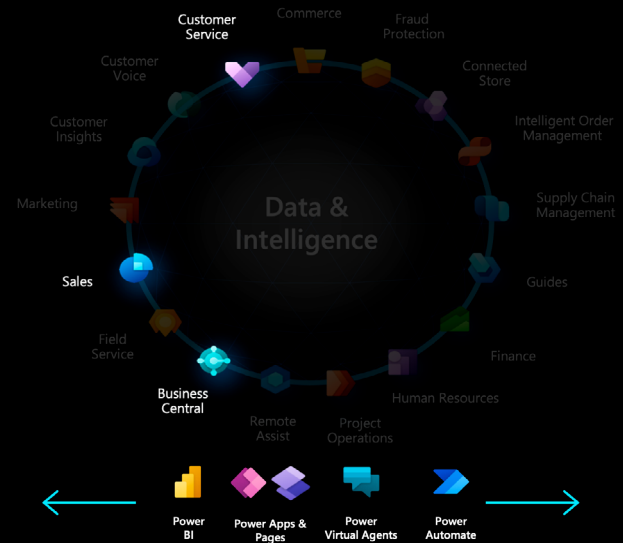
Dynamics 365 is a portfolio of intelligent business applications that delivers superior operational efficiency and breakthrough customer experiences, enabling businesses to become more agile and reduce complexity without increasing costs.

Simplify

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

Benefits for Microsoft partners

- Fewer 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 additions.
- 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 2,500% more billing revenue each year than partners transacting just one cloud.
- Partners have reported higher gross profits after adding Dynamics 365 to their offering, across licensing margins, services and Microsoft incentives.



End customer value

- Microsoft Dynamics 365 delivers 16.97 USD for every dollar spent¹.
- 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 and gain a 360-degree view of the business.
- More value for customers can be found [HERE](#) by navigating to individual solutions and capabilities.

Next steps (routes to market)

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

The fastest and most effective way to go to market is via P2P – we can enable it with a practice build but would always advise P2P as a first step. We do the work, our partner sells the licensing, earns the benefits and incentives, and retains customers.

P2P with Pax8

- Go to market fast
- No-cost profit
- Training provided
- Licensing support
- Implementation services
- Lead generation with CloudAscent
- Sales support and demo services
- Post-implementation support

Build a practice

- 18 months to two years
- Investment required
- Microsoft & Pax8 resources to support
- Solutions partner designation attainment
- Use co-op for Microsoft training
- GTM resources available via Dynamics 365 Partner Portal

¹Nucleus Research, <https://info.microsoft.com/ww-landing-Nucleus-Research-ROI-Report-ebook.html>