

Microsoft Dynamics 365: Reinventing Productivity and Business Processes

by Merit Solutions





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1. Introduction to Microsoft Dynamics 365

When Satya Nadella took over as Chief Executive Office of Microsoft Corporation, he set out with a very clear ambition: “to reinvent productivity and business processes. In a world of infinite information and computing and finite attention and time, we aim to help everyone get more out of every moment and change the nature of digital work within organizations of all sizes.”

In one of his first major steps towards that goal, we saw the decision to move the Microsoft Dynamics business unit into the mainstream engineering, marketing, and sales teams. The implications of this reorganization suggested that the Microsoft Dynamics ERP and CRM products would become more central pieces of Microsoft’s growth strategy – and more pervasive in the marketplace.

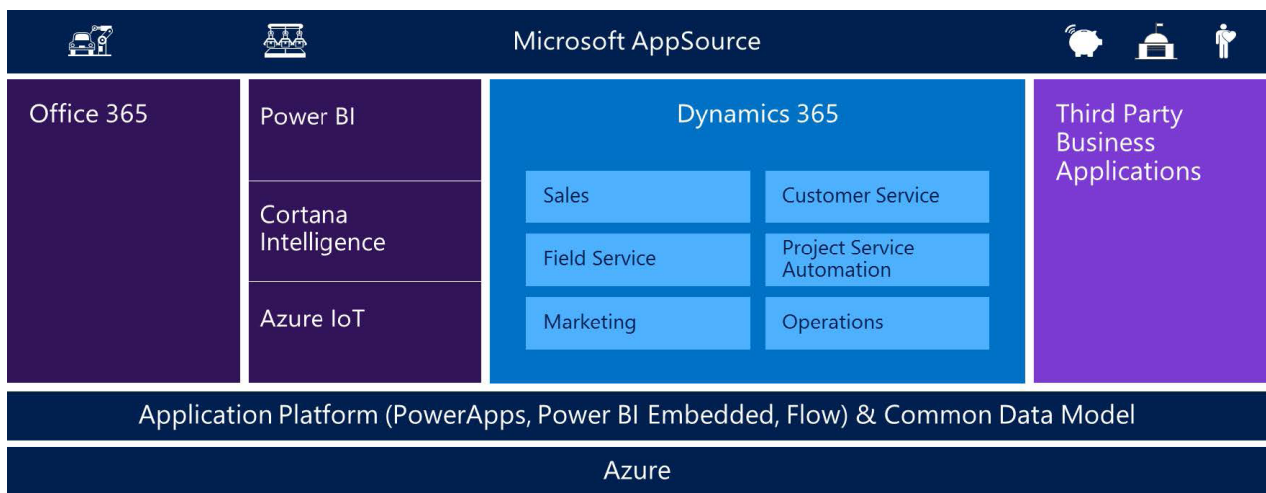
Microsoft Dynamics 365 is the next step forward:

- Business leaders, imagine a world where your employees are empowered with predictive insights, prescriptive advice and actionable next steps.
- IT professionals, imagine a world where you can quickly build and deploy what you want and pay for just the capabilities you need.
- Digital workers, imagine a world where you can respond to a customer request or replan production as easily as you can find a new restaurant or book a ride.

It’s here.

Just five years after the release of Office 365, we now have Dynamics 365, the combination of Microsoft’s sales and resource planning software in one suite that empowers business users with built-in insights and intelligence within the business applications they’re working in – apps like field service, sales, finance, and operations.

Microsoft Dynamics 365 tightly couples best-in-class ERP (Dynamics AX for Enterprises and Dynamics NAV for SMBs) and CRM systems with the industry-standards for productivity apps (Office 365), business intelligence (Power BI), predictive intelligence and analytics (Cortana Intelligence), and IoT data (Azure). It also comes with connectors that let you integrate with other applications and services from third party partners - including custom API’s and on premise systems.



2. Microsoft Dynamics 365 and Digital Transformations

Microsoft Dynamics 365 is a direct response to, and innovative offering for, the increasing number of organizations pursuing digital transformation strategies. From global enterprises to local small businesses, organizations of all sizes, in all industries, and across geographic locations will not just use digital technologies - but become digital companies themselves.

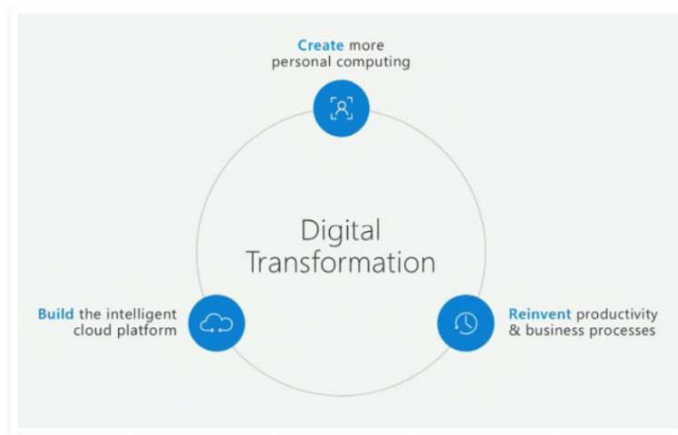
Each company is looking for a way to connect their people, processes and technologies for improved performance in a digital future. And they are driven by the same four common results – to engage customers, empower employees, optimize operations and transform products.

But let's be very clear: digital transformation can't happen by bolting on another cloud app, further customizing legacy systems, or through a giant multi-million-dollar implementation of monolithic and closed business application packages that take half a decade to deploy and another for employees to begrudgingly learn how to use.

Digital transformation requires:

- systems of intelligence that are tailored to each industry, each company, each micro-task performed by each person.
- systems that can learn, expand and evolve with agility as the world and business changes.

- unlocking data stored in silos and suites of applications so employees can combine them to derive new insights, extend and modify their business processes quickly, and surface them in the communications and collaboration tools millions of people use at work every day.



Digital transformation can only occur when each system of intelligence is tailored for individual users and encompass anything that user needs in the context of their role. Per Nadella, "This means removing the impedances that exist between the business solutions people work across today; breaking down barriers between productivity, collaboration and business processes; and creating a new customer-centric business model aligned to the realities of these roles today."

Microsoft Dynamics 365 is well suited for organizations embarking on digital transformation strategies because it:

- Does away with the costs and headaches associated with juggling a handful of business systems to run your business.

Enables companies to start with and pay for only what they need, and easily add functionality and grow at their own pace.

- Helps organizations move from monolithic application suites to purpose-built, SaaS applications with intelligence built in.

- Minimizes the amount of time spent switching between apps, which can waste up to 40% of an employee's productive time.

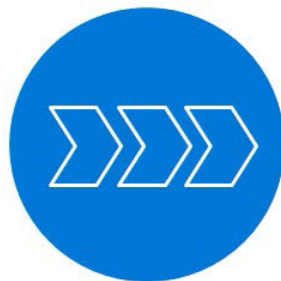
- Provides seamless integration with other tools, including Microsoft Office 365, Power BI, Cortana Intelligence, Azure, LinkedIn (future integration expected), and third party ISV applications.

The motivating force behind Microsoft Dynamics 365 is to empower companies to make things - and make things happen. With Dynamics 365, businesses can reinvent business processes for a world where devices, data, intelligence and connectivity can be everywhere.



Start with what you need

Start with the right fit for your business and grow at your own pace in the cloud.



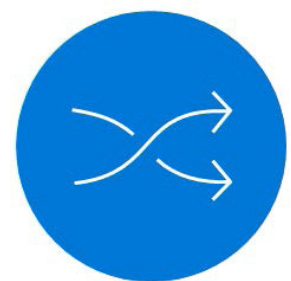
Productivity where you need it

Empower employees with productivity tools surfaced in context of processes.



Built-in intelligence

Help employees reach optimal outcomes with embedded intelligence.



Ready for growth

Stay nimble and adapt in real time with flexible, extensible applications and platform.

3. Microsoft Dynamics 365 Editions

Microsoft Dynamics 365 comprises a range of end-to-end, cloud based, intelligent business applications and will be available in Business and Enterprise editions.

The Business Edition is targeted towards small businesses with up to 100 users. Dynamics 365 Business Edition will combine the sales and marketing engines of Microsoft Dynamics CRM online with the small business financials package previously named Project Madiera. The Dynamics 365 Enterprise Edition is targeted towards medium and large enterprise organizations who need robust ERP and CRM capabilities that can improve performance across global operations.

The Enterprise Edition will include robust functionality for operations, sales, marketing, customer service, field service, and project service automation.

| Microsoft Dynamics 365 Business Edition | Microsoft Dynamics 365 Enterprise Edition |
|--|---|
| <p>Financials Sales* Marketing*</p> <p>*Available Q2 CY 2017</p> | <p>Operations Sales Marketing Customer Service Field Service Project Service Automation</p> |

Both Business and Enterprise editions include embedded intelligence, PowerApps, and Flow – and leverage capabilities from across Microsoft’s wider portfolio of products and services.

Power BI and Cortana Intelligence are natively embedded to help companies achieve their business goals with predictive insights, prescriptive advice and actionable next steps. Azure IoT brings device data to enable preemptive action to business functions like field service.

Deep integration between Dynamics 365 and Office 365 brings together the two worlds of business process and personal productivity. Historically users have been the point of integration between business processes and the email, spreadsheet and word processing tools they use. This meant lot of time flipping between apps and a lot of cutting and pasting. With Dynamics 365, we connect the structured workflow of business apps with the unstructured work of collaboration and productivity for empowered employees and a much more productive experience.

In addition Dynamics 365 comes with connectors that let you integrate with applications and services from Microsoft and third party partners. Many of these applications and services will be found on [Microsoft AppSource](#) – the new destination for business users to easily find and evaluate line of business SaaS apps, add-ins and content packs, including those built on top of Dynamics 365, Office 365, Cortana Intelligence and the Azure platform.

4. Microsoft Dynamics 365 and Merit Solutions

It is well known that ERP initiatives often fail. In fact, Gartner has estimated that between 55% - 75% of ERP projects fail to achieve their desired objectives. As organizations adopt transformative, next generation solutions like Microsoft Dynamics 365, you can only expect those numbers to increase.

[Merit Solutions](#) is well positioned to enable your digital transformation with Dynamics 365 because:

- We have been working with [Microsoft Dynamics AX](#) for more than 10 years and have clients around the globe. With Microsoft Dynamics AX becoming the core operations app for Dynamics 365, this will be a seamless transition for our team.
- We know the cloud, having deployed one of the first Microsoft Dynamics AX 2012 clients on the Microsoft Azure platform.

- Our [MeritCare team](#) is already partnering with Microsoft Dynamics AX clients, providing 24x7x365 issue resolution, ongoing support, managed services, and systems optimization services.

- We understand the importance of lean implementations and rapid time to value and have a proven implementation methodology - both for [enterprise transformations](#) and rapid, pre-configured, and best practices deployments (see [AXcelerateSM](#)).

If your team is ready to invest in the last business application platform you'll ever need, please contact Merit Solutions to learn what Microsoft Dynamics 365 can do for you! With industry leading ERP and CRM capabilities, embedded BI and predictive analytics, the largest cloud services network (with datacenters in more countries and regions than AWS and Google Cloud combined), and ongoing support partnerships with Merit Solutions – you can future proof your business today.

About Merit Solutions

Merit Solutions is a global business process consultant and systems integrator with offices in North America and Europe. We are a focused-strategy company with the goal of being the very best at helping clients automate, grow, and transform their business through process mapping and optimization, change management, and innovative IT consulting and development services.

Merit Solutions works with clients to understand and triangulate their exact business needs in terms of people, workstreams, and enabling systems. From future state business process mapping to systems analysis, fit-gap process definition and scoping, sourcing, design and deployment, integration with other systems, and on-going support - we provide end-to-end global services that help clients successfully transform their business and build a foundation that continuously flows value to their customers.

Our clients are typically medium to large, global enterprises who are challenged by inefficient workstreams that cost money, waste time, and reduce quality; information flows and systems that no longer support the goals of the company; and lack of visibility into business data which impedes effective decision making.

Additional Resources

Related resources to this white paper include:

- [Microsoft Dynamics AX vs SAP](#)
- [Microsoft Dynamics AX vs QAD](#)
- [Cloud Security: Myths and Misconceptions](#)

Information on Merit Solutions or other publications can be found on www.meritsolutions.com