

Microsoft
Partner Network

Increasing the speed of doing business with Dynamics AX

Cloud Partner Profitability



Business productivity with Dynamics AX

Customer Needs

- Increase the speed of doing business by enabling people to make smarter decisions, optimize business processes and drive business growth
- Gain deep and real-time insights into operations and customers
- Collaborate and work faster
- Access key data anywhere and on any device

Market Opportunity

- ERP is the largest software category in the world, totaling \$50B in annually*
- The overall growth rate in this market is 7.3% CAGR through 2019 with ERP solutions delivered in the public cloud growing at 15.8%¹
- ERP integration with office productivity applications reduces customer operations costs by 13%²
- Extending ERP functionality to mobile users increases employee productivity by 17%²

Partner Opportunity

- Increase strategic importance of the partner to the customer
- Increases the total revenue opportunity of the partners' solution offerings
- Enables faster, more reliable deployments using Azure and cloud based lifecycle management tools
- Leading Dynamics AX partners report EBITDA results on the business between 12% - 20%



Intelligent Business Operations

Intelligent business operations is about increasing the speed of doing business by:

- Enabling people to make smarter decisions
- Optimizing business processes
- Fueling business growth



Faster, Informed Decisions

Focus on what matters and make better decisions.

- Gain real-time, contextual operational insights
- Collaborate and work faster with familiar and simple tools
- Access data anywhere and on any device



Drive Business Growth

Grow at the desired pace with flexibility and choice

- Choice of tested and validated partner solutions
- Choice of private, hybrid or public cloud with an ability to scale globally
- Security and peace of mind with a trusted cloud



Transform business faster

Rapidly redesign business processes to stay competitive

- Utilize proven methodologies and best practices
- Validate process and automate the application lifecycle
- Ability to develop, manage, diagnose and update customer applications in an automated fashion

Dynamics AX: Partner Opportunity

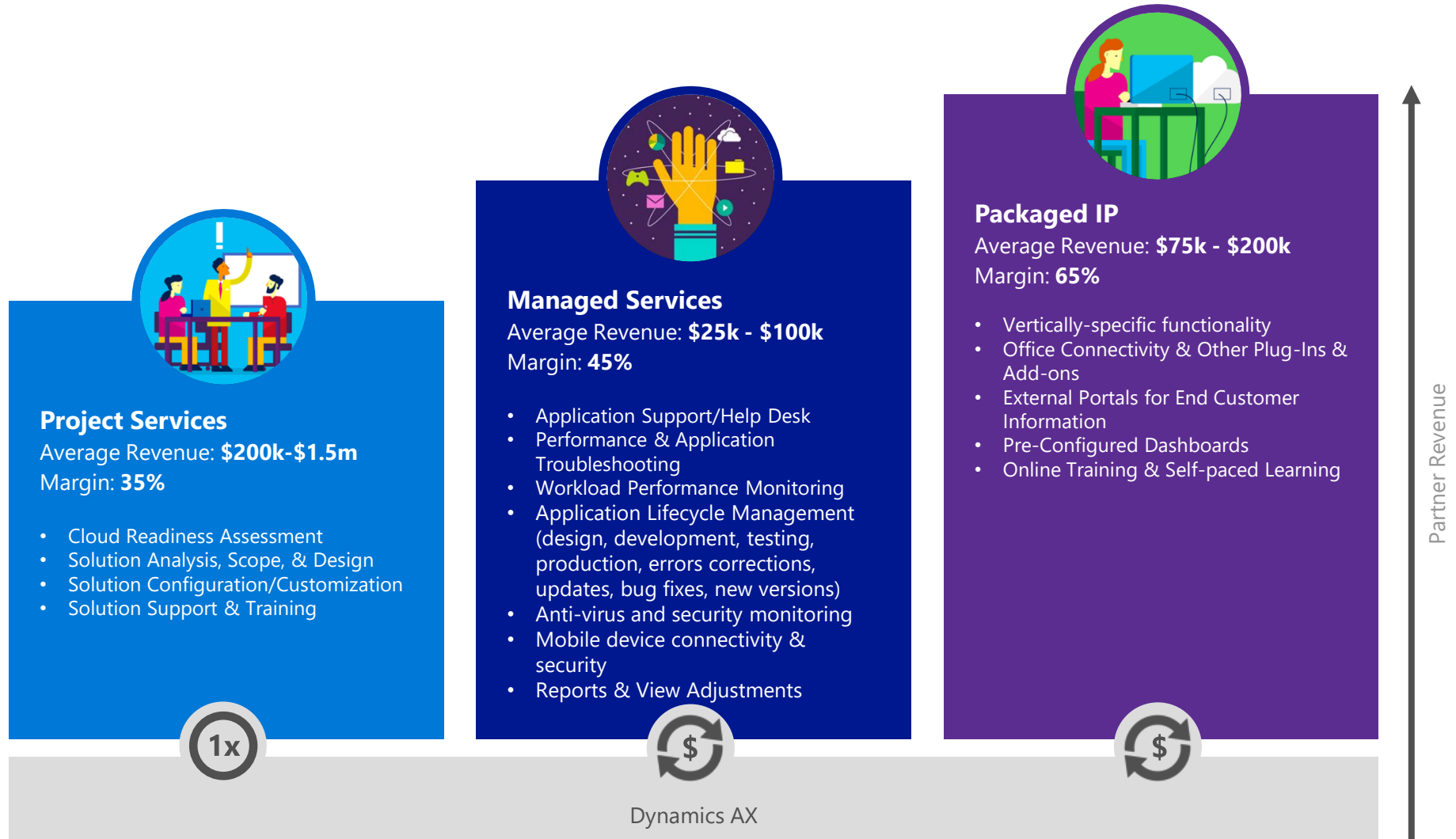
Build long-term, value-added solutions to drive optimal business operations

Capitalize on the market opportunity

- ➔ 15.8% Public cloud ERP market growth¹
- ➔ Valuable integration opportunities with BI, O365, CRM OL and IoT
- ➔ Ability to create or source ISV solutions to deliver deep vertical solutions

Insights to maximize profitability

- ➔ Develop packaged solutions that deliver value to the customer quickly, at relatively low cost to you
- ➔ Include your own vertically-specific IP
- ➔ Expand your footprint and wrap a managed service around your complete solution set



1. Source: IDC Technology Spotlight, sponsored by Microsoft – The Double Digit Growth Opportunity in ERP for Partners – April 2016