Microsoft Dynamics 365
- The future business platform

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Reimagine the brand in the luxury segment...

...and be recognized as the Digital Leader in the Car Industry
DISNEY’S $1 BILLION BET ON A MAGICAL WRISTBAND

The Magicband wields access to the park, replacing virtually every transaction you’d make inside. © BOB CRSLIN
Retail is transforming

Devices & Form Factors
Cloud & Core OS
Predictive & proactive - Machine Learning
Bringing Online Experience In Store
IoT and Network of Devices
Case – Business model

Extended supply chain
Stores
Easy access to a variety of music and movies

Vendor
Enterprise resources
Operations
Intellectual assets

Channels
Sales
Market assets

Customer

Value Proposition

Costs
Revenue

High operational costs
Customer information?
Product sales
Case – Business model

Vendor
- Enterprise resources
  - Operations
  - Intellectual assets

Channels
- Sales
  - Subscription partners
  - Online streaming site

Customer
- Value Proposition
  - Unlimited access to digital music and digital movies

Costs
- Low operational costs

Revenue
- Customer information
  - Ongoing subscriptions
The New Customer Shopping Journey

Unfolds Everywhere, Anytime, On Any Device

And creates a multitude of opportunities to connect with them...

Awareness
- Advertising
- Events
- Blogs
- Press

Consideration
- Word of Mouth
- Reviews
- Social Network

Evaluation
- In-Store
- Manufacturer Website
- Mobile

Buy
- Retailer Website
- In-Store
- Pop-up Stores
- Manufacturer Website

Post-Purchase
- Retailer Website
- In-Store
- How-To Video

Relationship Management
- CRM Activities
- Media
- Loyalty Programs
The New Customer Shopping Journey

Unfolds Everywhere, Anytime, On Any Device
And creates a multitude of opportunities to connect with them...

Opportunity to build a RELATIONSHIP at every step along the way
Microsoft Dynamics 365

Business applications

CRM

ERP
Dynamics 365 Characteristics

- Purpose-built
- Productive
- Intelligent
- Adaptable
Adobe and Microsoft announced plans for a strategic partnership. Microsoft will make Adobe Marketing Cloud its preferred marketing service for Dynamics 365 Enterprise edition.
Common application platform: PowerApps, Microsoft Flow, Common Data Model
Dynamics 365
A new approach to business application licensing

“LIGHT USERS”

Team Members

Light use, knowledge sharing & embedded business intelligence

“FULL USERS”

Apps

Operations
Sales
Field Service
Customer Service

App specific extensibility, workflow, & embedded business intelligence

Plans

Operations
Sales
Field Service
Customer Service

Full extensibility, workflow, & embedded business intelligence
# Microsoft Dynamics 365
Evolution from current offerings

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<tbody>
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<td>Dynamics CRM</td>
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<tr>
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