



Customer Journey-in-a-Box | Playbook

Dynamics 365 Business Central SMB

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

\$1 =
USD



\$6.70
Western Europe



\$6.10
Total (Worldwide)



For every \$1 of
Microsoft revenue

Resale-led
partners make
\$2.21
in economic value

Services-led
partners make
\$5.75
in economic value

Software-led
partners make
\$7.86
in economic value

Customer Journey Insights

Dynamics 365 Business Central provides a connected cloud business management solution for growing small and midmarket (SMB) organizations. Connected means you can bring together your finance, sales, services, and operations teams within a single application to get the insights needed to drive your business forward and be prepared for what's next

⚡ Priority

- Land New customers
- Migrate OP to Cloud

🔄 Segment

- SMB Scale & Midsized SMB

🗃️ Solution Area

- Business Apps

★ Hero SKU

- D365 Business Central

🏠 Up/cross sell path

- OP2Cloud
- Sales Pro
- Power Apps
- Power Automate
- Power BI

📊 KPIs

- # Customer adds
- New CSP Growth

Audience, workshops & assessments

Solution Play: SMB Business Management (Business Central)

Target customers: : SMB Scale and Midsized SMB, Customer size: 25-300 employees,

Industry: All industries

Products: Business Central

Targeting Tool

Microsoft CloudAscent

Buyer persona

- Business Owner in smaller companies
- CEO or CFO/controller in mid-sized companies

Campaign material

BOM and campaign related materials

- Dynamics Partner Portal GTM assets – Landing Page
- Better Together Assets O365 and D365
- Migrate customers to Cloud – GTM assets and prospecting kit
- High Volume Program assets: Dynamics 365 Partner Portal (microsoft.com)
- Digital Marketing Content (DMC) Campaigns
- Partner led marketing guidelines
- Brand Central
- **Other Resources**
- Demo resources
- Business Central Pricing | Microsoft Dynamics 365

Partner

Criteria

- ✓ **Partners (SIs/Resellers):**
 - [Catalyst Accredited Partners](#)
- ✓ Or
 - BC SaaS Partners with MCPP Designation
- Or
 - LEGACY: Small and Midmarket Bus Apps Option Competency [Business Applications Partner Offer Eligibility - Power BI](#)
- Or
 - Advanced Specialized Partners: [Small and Mid-sized Business Management](#)
- ✓ • BC Cloud Partners with NAV install base to migrate to Cloud Customer Add
- ✓ • MW Partner wanting to expand to D365 Practice

Skilling and enablement

- [Business Applications SMB Practice Building, Readiness](#)
- [Accelerate and scale your SMB-focused Dynamics 365 practice: Partner series \(microsoft.com\)](#) – High Volume Program
- [Business Central specific materials and enablement](#)
- [Catalyst Readiness](#)
- [SMB Dynamics 365 Sales School – Microsoft Dynamics 365 Story: Offerings for SMB](#)

How To: [Leverage Co-op Marketing Funds](#)

BizApps Enablement Guides: <https://aka.ms/enablementguides>

Partner Training Calendar: [Partner Training Calendar \(microsoft.com\)](#)

3 questions you should ask the customer:

- What obstacles do you face with managing your accounting and finances today?
- How many different systems are you using?
- In what way would you like to improve insights and access to information across your organization?

Customer Journey

Tactics

Funding & Incentives



Listen & Consult

Partner led Digital Campaigns, Telemarketing, Events, Webinars

- All partner led marketing campaigns should ideally be based on a Packaged Offer and drive demand to 1.few and 1:1 engagements 1:few Customer webinar, 1:1 Build Intent Demo/workinars or Catalyst Presales Workshops.

Run DMC Campaigns without additional investment.
High Volume Program Assets and Tactics

Through Partner Marketing (1:many)

- Marketing funds are available for the partner led demand gen based on local subsidiary prioritization



Inspire & Design

1:1 Workshop/Workinar and where relevant on larger Scale following Catalyst Journey leveraging Partner Offer Program funding

BizApps Solution Assessment

1:1 Partner Offer Presales activities (workshops) to build intent to purchase following the MCEM/ Catalyst Customer Journey: Envisioning Workshop, Business Value Assessment, Solution Assessment, Tailored Demo, Pilot.

1:1 Partner Offer Presales activities (workshops)
MSX Qualified Oppty 20% stage with D365 ACV of min \$20k. Payout From 1,5k-100k,



Empower & Achieve

CSP incentives: Rewards activities during pre-sales phase that lead to new or existing customers acquiring new Microsoft D365 Online seats.

Partner Incentives MPN
Portal: aka.ms/partnerincentives

- Partner Center Incentives-specific support

Microsoft Commerce Incentive (CSP Breadth motion):

- Business Applications billed revenue 4.75%
- Accelerator D365 Business Central 5%
- Accelerator D365 Sales Pro, Power Apps, 10%
- Accelerator Customer add – Business Applications billed revenue, 20% see details in Portal



Realize Value

Post Sales activities to increase usage and reduce paid to active gap in existing installed base.: Envisioning and Value Realization, Success Enablement, Center of Excellence, Solution Optimization, Change Management.



Manage & Optimize

Usage Incentive: Helps partners develop a sustainable annuity business for growth of customers' usage of Microsoft Dynamics 365.

Portal: aka.ms/partnerincentives

Partner Center Incentives-specific support

CSP incentives usage

MAU * Rate Card * 15%

Power Suite / Customer Insights Usage