



# Welcome *To Dubai*

DynamicsPact CEO Conference 2023

20  
2024 - 20th Year  
**ANNIVERSARY**



# Introduction & Welcome

- Apologies for Absence
  - Cluster Reply – Italy
  - Digia – Finland
  - Pacific Business – Japan
  - DIS - Greece
  - Grupo Staff - Mexico
  - Sycor – Germany
- New Members
  - Pargesoft – Turkey
  - Caraboa Solutions – Malta

# Delegate Introductions

## Introduce Yourself

Your position and roles within your organisation.

## Introduce Your Organisation

Organisation

Market Focus & Expertise

Apps, IP, & Solutions

# Microsoft Keynote

Sameer Verma, Partner CPO

Microsoft's approach to AI led ERP. Strategy, Vision and Roadmap of Dynamics 365 Finance and SCM.

This session will focus on the approach that Microsoft is taking to drive AI led ERP, how AI will fundamentally change ERP and SCM. Sameer will also share the roadmap and recent innovations for Dynamics 365

**# LINK TO PRESENTATION**

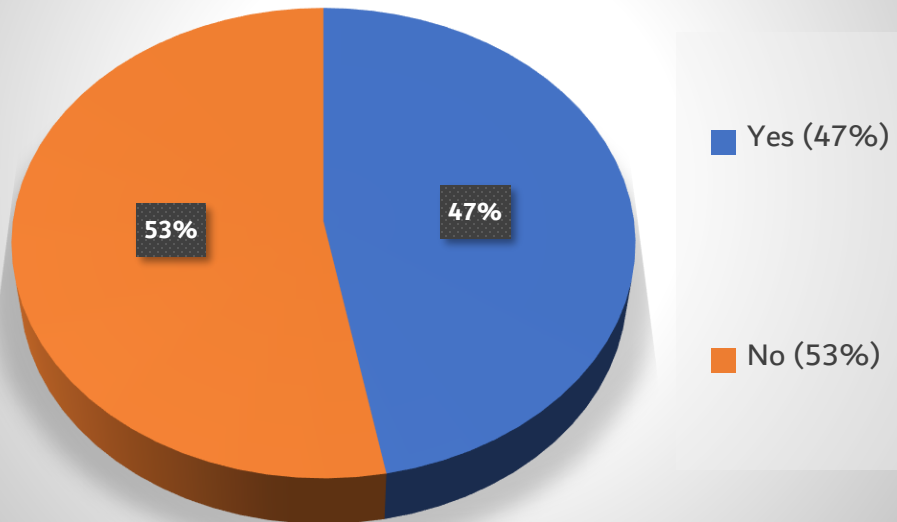
# Survey Review

Keith Dunkinson, Michael Blatherwick

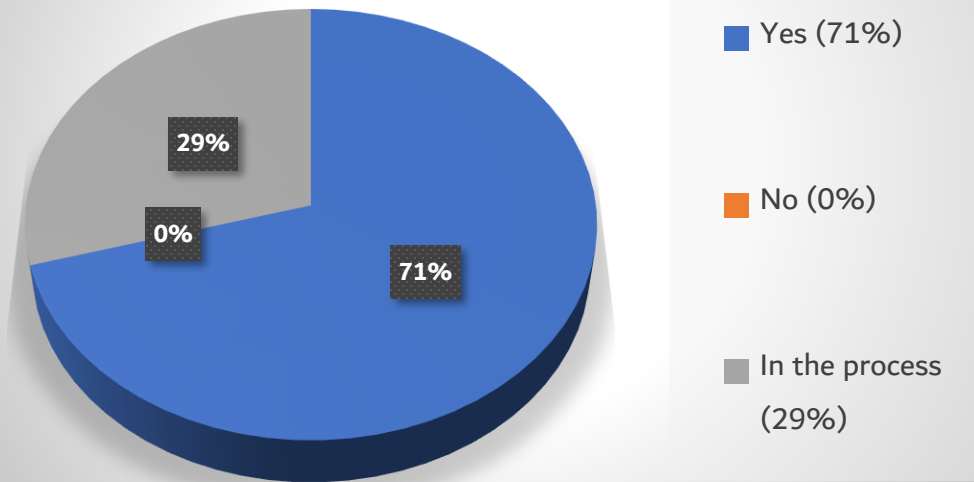


# General Business

Q1, Do you sell Dynamics Business Central?

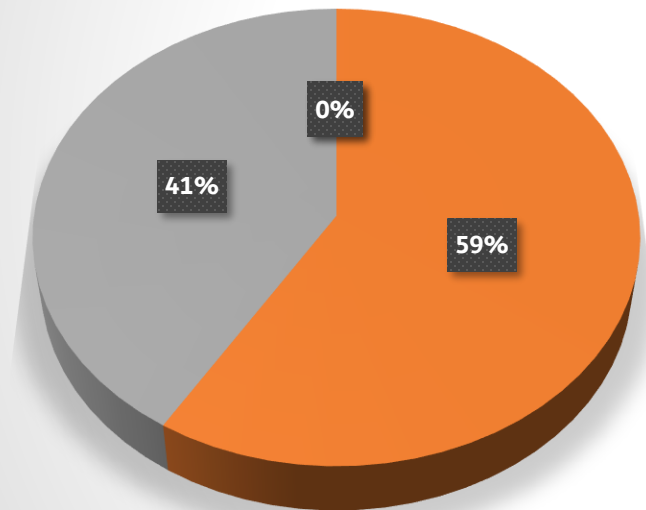


Q2, Have you achieved the MPCC Business Application Designation?



# General Business Health

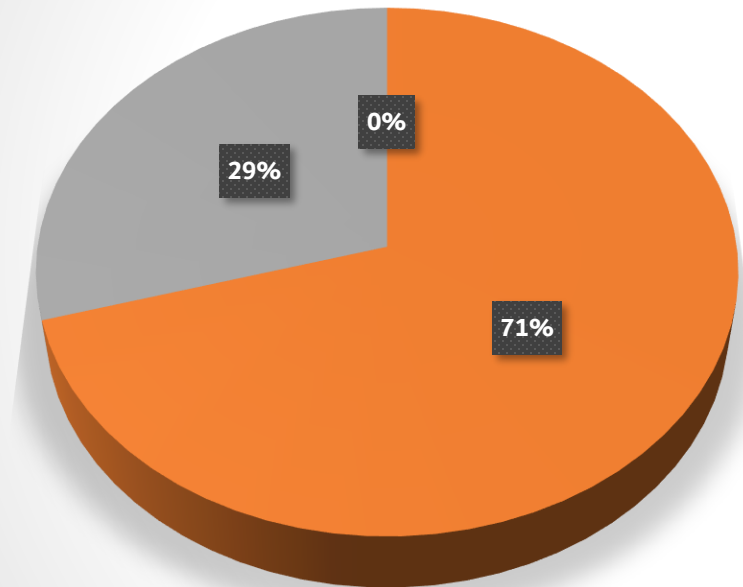
Q3, Which of the statements below best reflects your growth expectations for D365 FO Licence Revenue in the coming year?



- We expect it to reduce. (0%)
- We expect it to be about the same as the previous year. (59%)
- We expect it to grow - up to 50% (41%)
- We expect very high growth - more than 50% (0%)

# General Business Health

Q4, How do you feel about your future as a strong profitable Partner?



■ Unsure and less confident (0%)

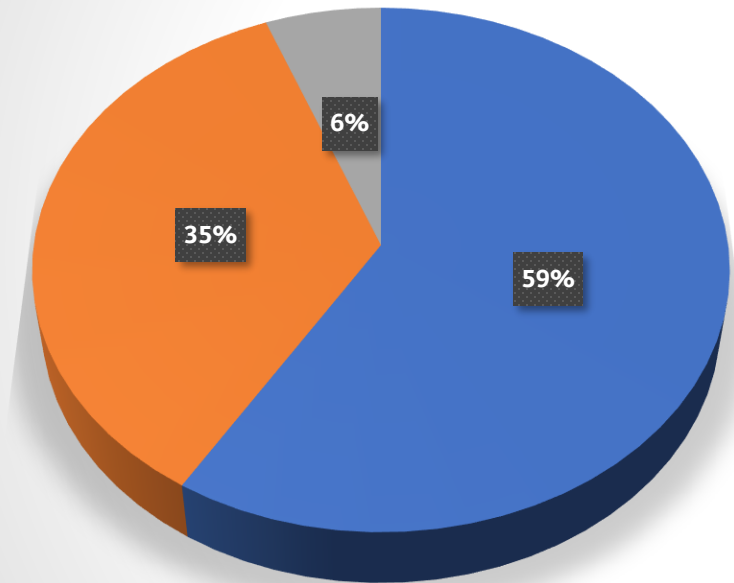
■ Moderately confident (71%)

■ Very confident. (29%)



# General Business Health

Q5, How has the average number of consultancy days sold changed over the past 3 years?



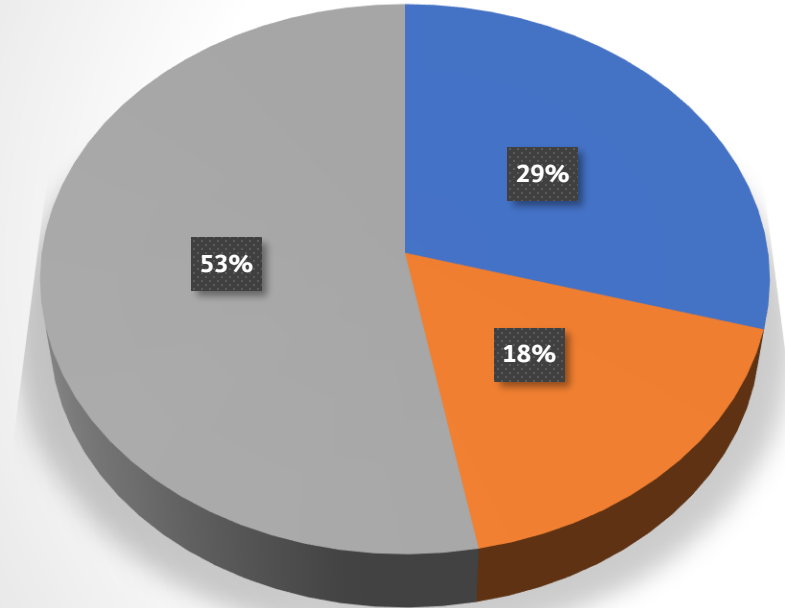
■ The average days sold has increased (59%)

■ About the same (35%)

■ The average days sold has decreased (6%)

# General Business Health

Q6, How is Licence Revenue profitability compared with a year ago?



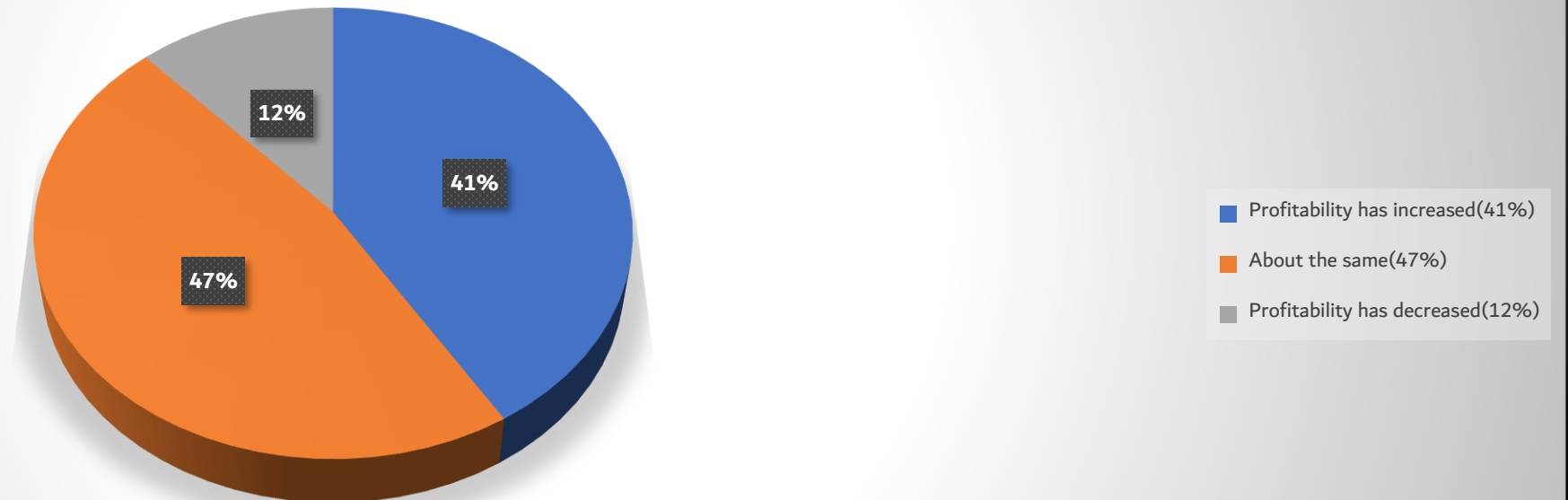
■ Profitability has increased(29%)

■ About the same(18%)

■ Profitability has decreased(53%)

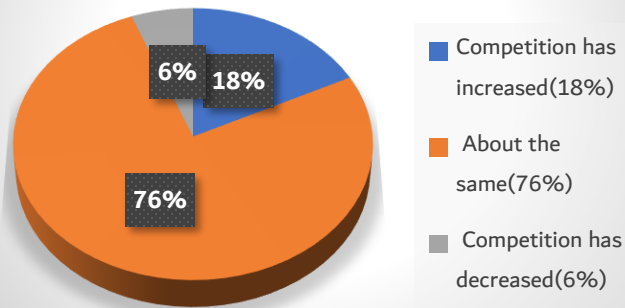
# General Business Health

Q7, How is Project Services profitability compared with a year ago?

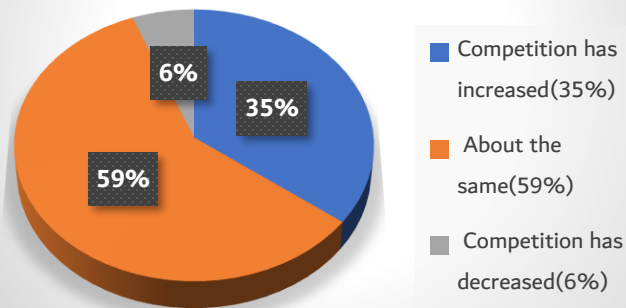


# General Business Competition

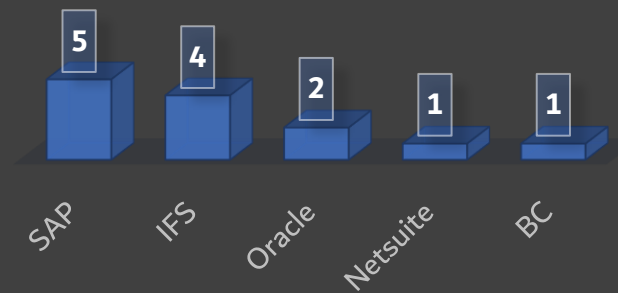
Q8, How is the competition from other Microsoft Partners compared with a year ago?



Q9, Are you seeing more or less competition from non- Microsoft solutions?

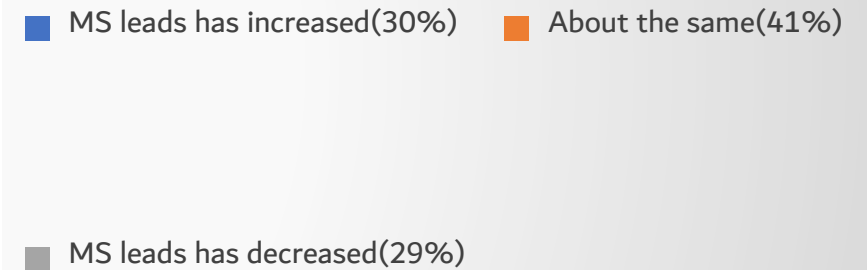
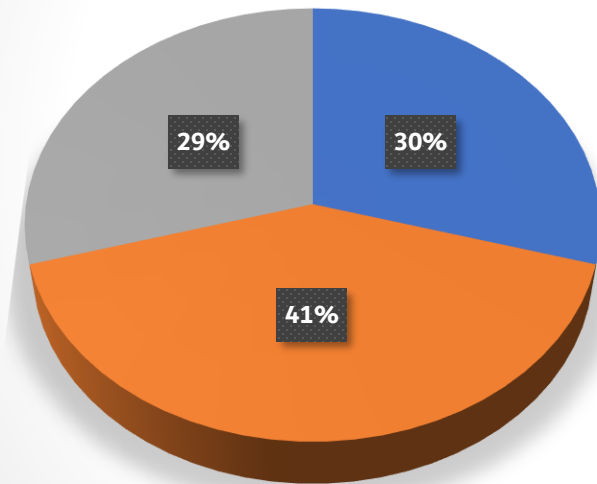


Q10, PLEASE MENTION ANY SPECIFIC SOLUTION OR PARTNER THAT IS PROVING TOUGH TO BEAT.



# Lead Generation & Sales

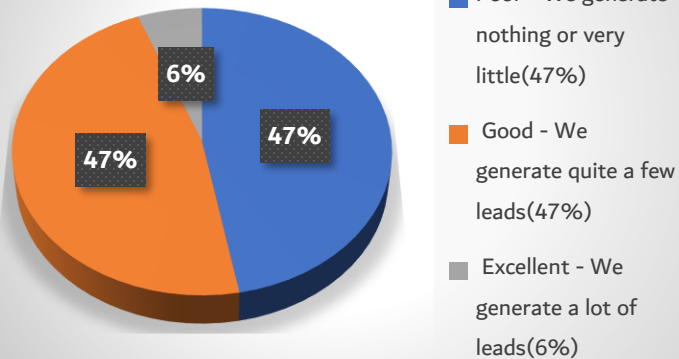
Q11, Has the number of leads provided to you by Microsoft in the last year, increased, decreased, or remained the same?



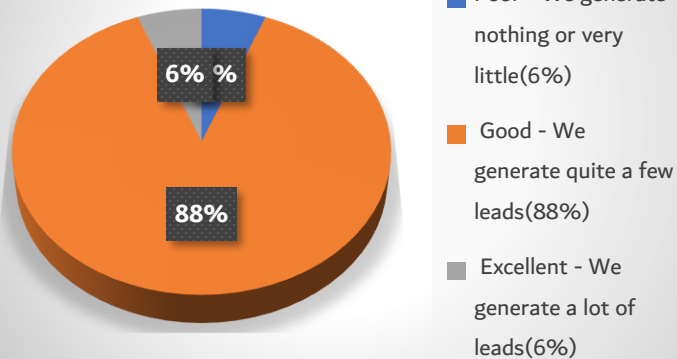
# Lead Generation & Sales

## Rate the Medium for Lead Generation

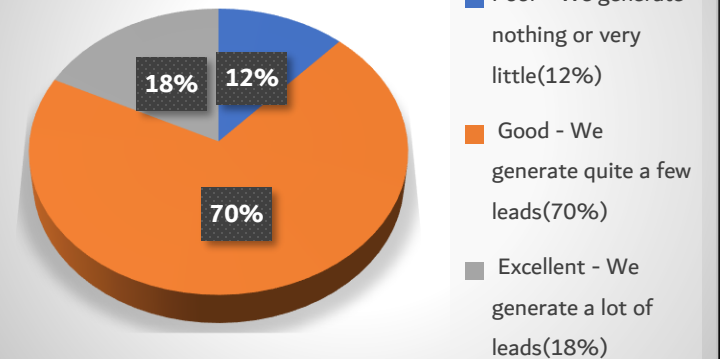
### Q12, Leads from Microsoft



### Q13, Customer Referrals



### Q14, Internal Sales Team



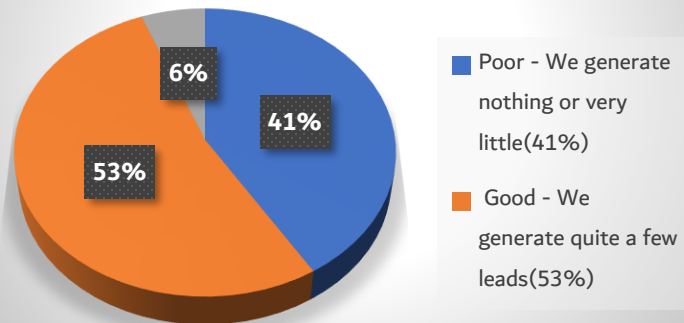
# Lead Generation & Sales

SLIDE 3 OF 4

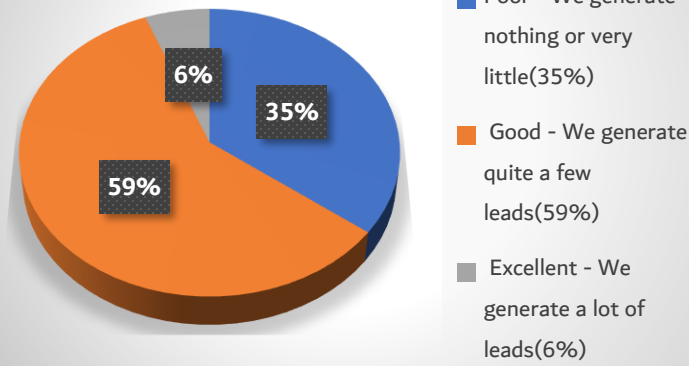
- Discussion Points
- #
- #
- #
- #
- #

## Rate the Medium for Lead Generation

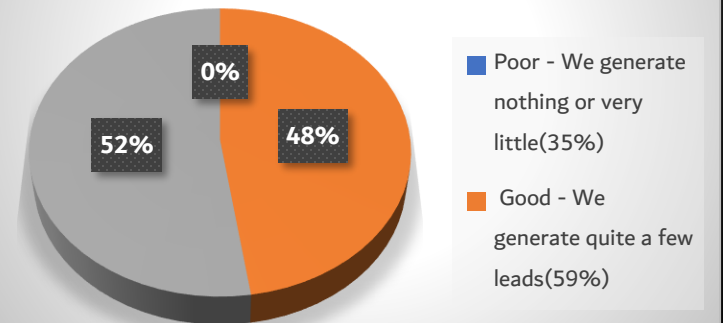
### Q15 - Outsourced Third Party Lead Generation



### Q16 - Events



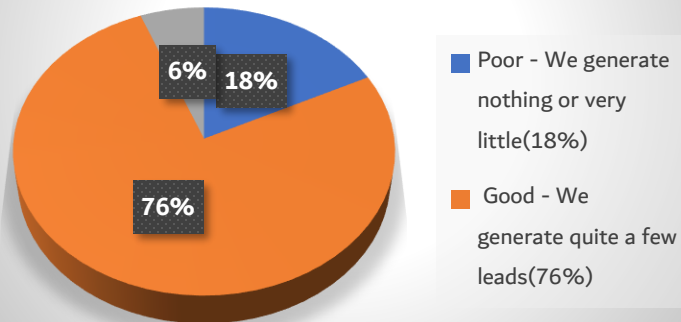
### Q17 - Advertising: Industry and Trade Publication



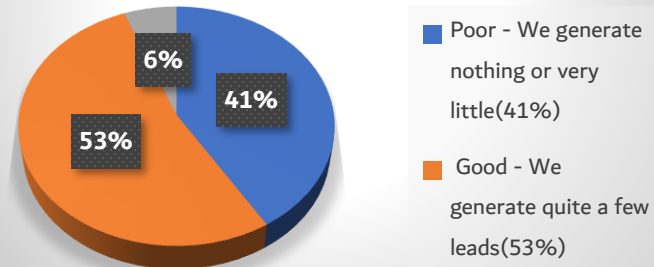
# Lead Generation & Sales

## Rate the Medium for Lead Generation

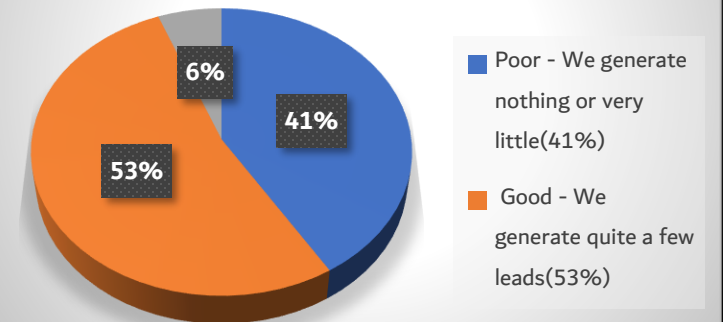
Q18 - Digital Presence:  
Company Website



Q19 - Digital Presence:  
Social Media (Twitter 'X',  
Instagram, Facebook, Tik...



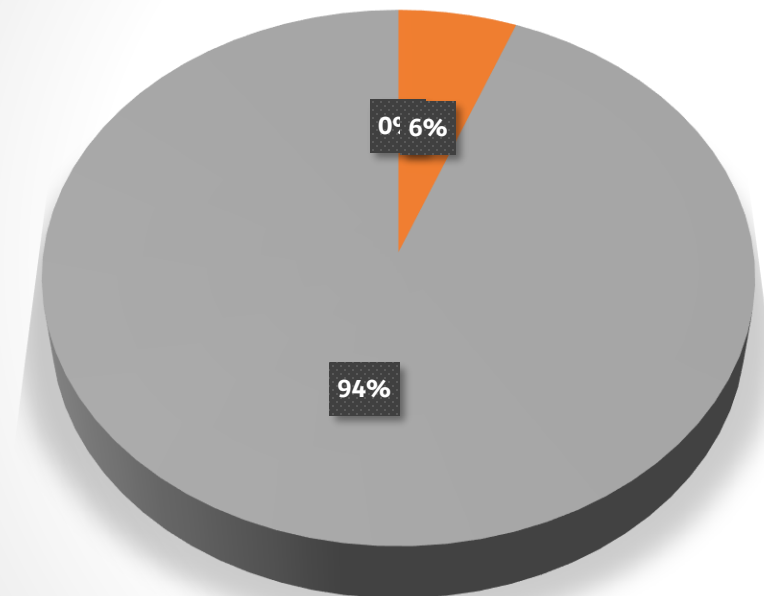
Q20 - Digital Presence:  
LinkedIn





# Human Resource

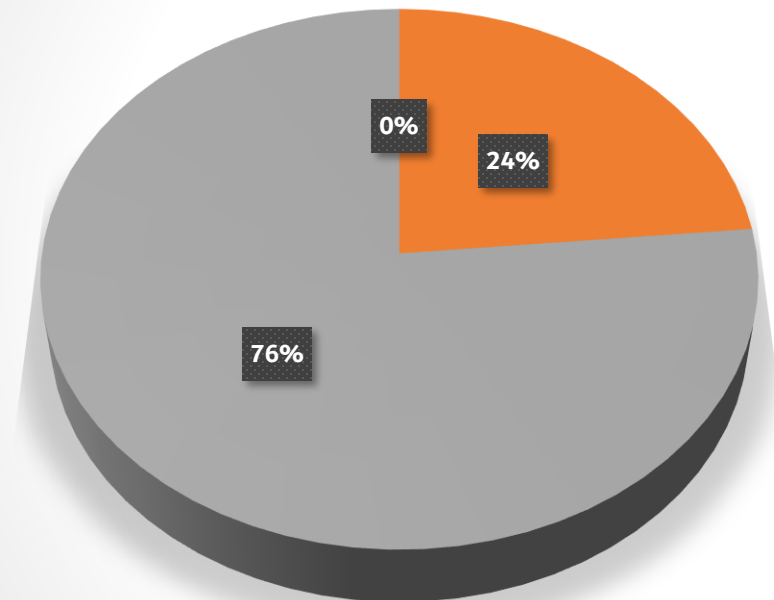
Q22, How many people work within your company overall compared with a year ago?



■ Less(0%) ■ About the same(6%) ■ More(94%)

# Human Resource

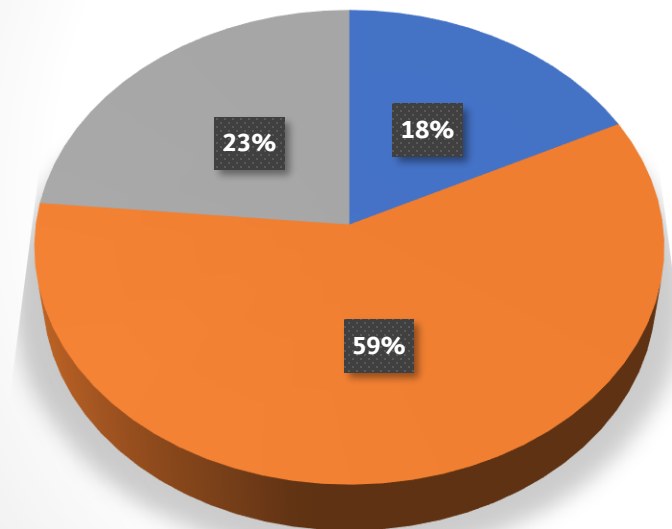
Q23, How many people work within your D365 FO division compared with a year ago?



■ Less(0%)   ■ About the same(24%)   ■ More(76%)

# Human Resource

Q24, Is staff retention and employee turnover easier or more difficult than this time last year?



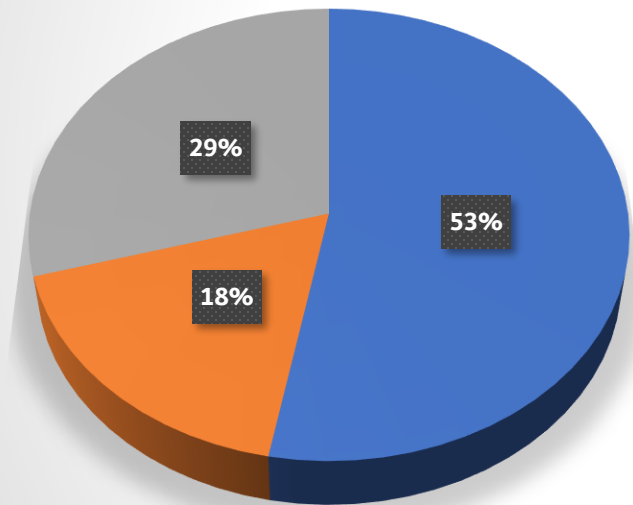
Less Difficult (18%)

About the same (59%)

More Difficult (23%)

# Human Resource

Q25, Has the ratio between your own employees and external contractors increased or decreased in the last year?



- About the same
- The ration has increased (we have more contractors)
- The ratio has decreased (we have more own employees)

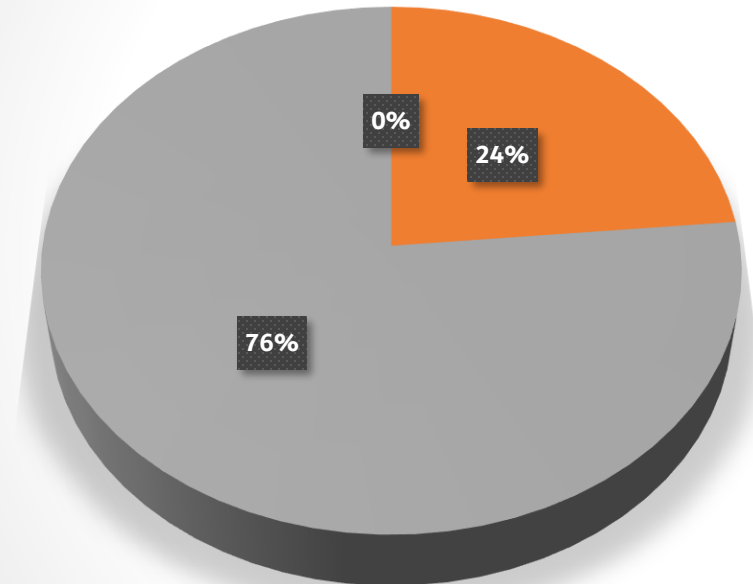
# Human Resource

SLIDE 5 OF 7

- Discussion Points

- #
- #
- #
- #
- #

Q26, Has the cost of resources increased or decreased in the last year?



Decreased(0%)

About the same(24%)

Increased(76%)

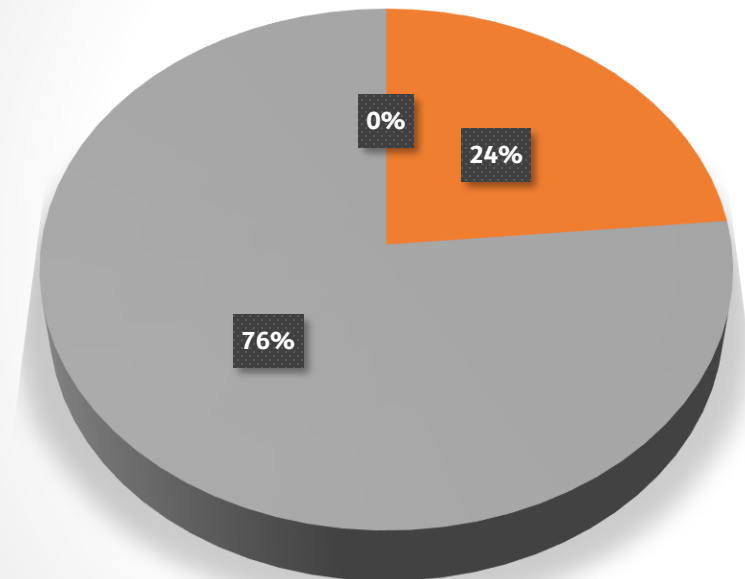
# Human Resource

SLIDE 6 OF 7

- Discussion Points

- #
- #
- #
- #
- #

Q27 - Has your charge our rates increased or decreased in the last year?



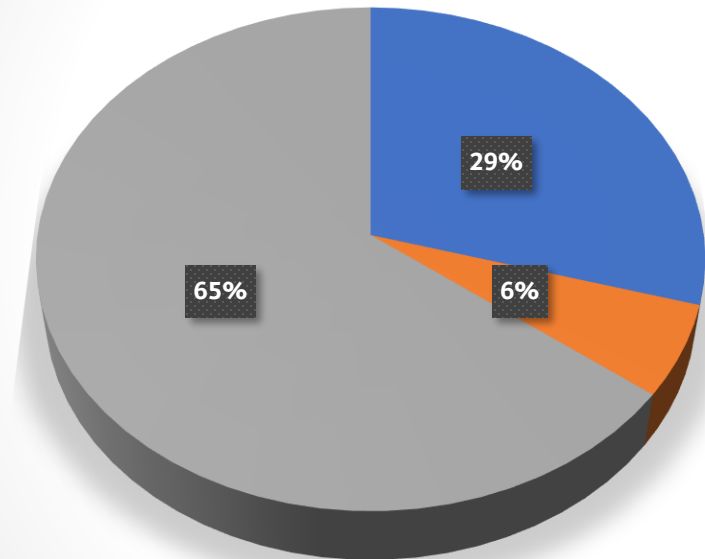
■ Decreased(0%)

■ About the same(24%)

■ Increased(76%)

# Human Resource

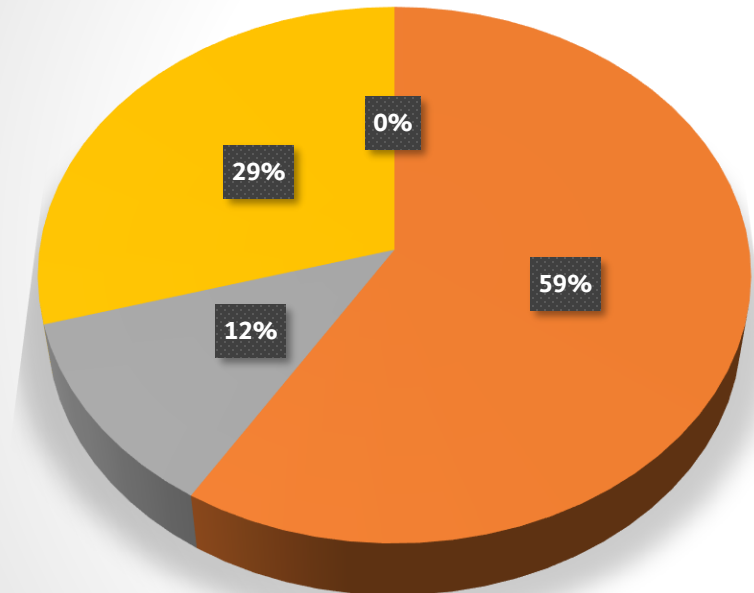
Q28, Do you use external recruitment companies or head-hunters?



■ Yes(29%)   ■ No(6%)   ■ Occasionally(65%)

# Working with Microsoft

## Q29 - How has the One Commercial Partner programme (OCP) affected your new business?

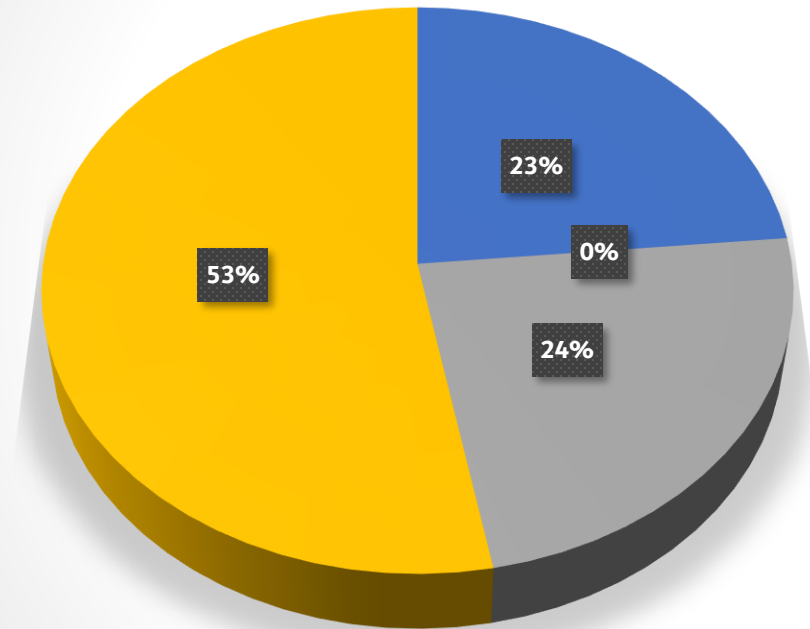


- It is an advantage / better(0%)
- About the same, no effect(59%)
- It is a disadvantage / worse(12%)
- Still unsure(29%)



# Working with Microsoft

Q30 - Do you work with Microsoft in the PSP (pre-sales process)?



Not at all(24%)

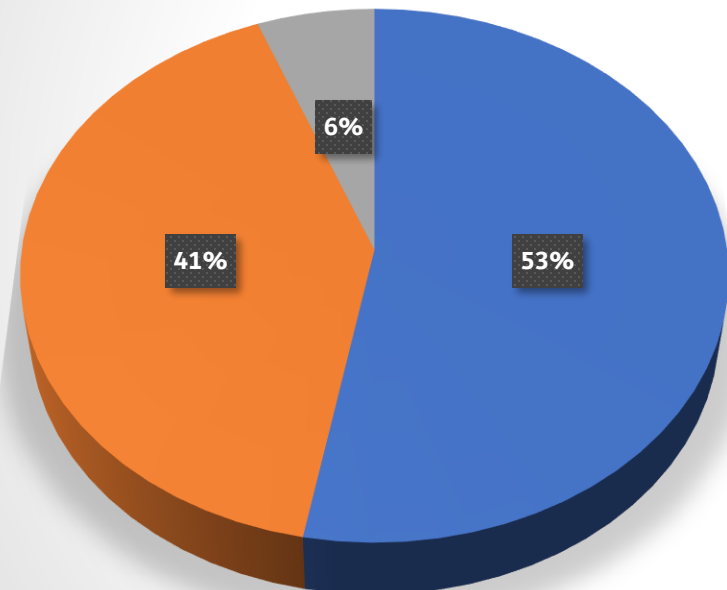
Sometimes(0%)

Quite a lot(24%)

All the time(53%)

# Working with Microsoft

**Q31 - Has Microsoft improved their engagement and investment into PSP (pre-sales process) in the last few years?**



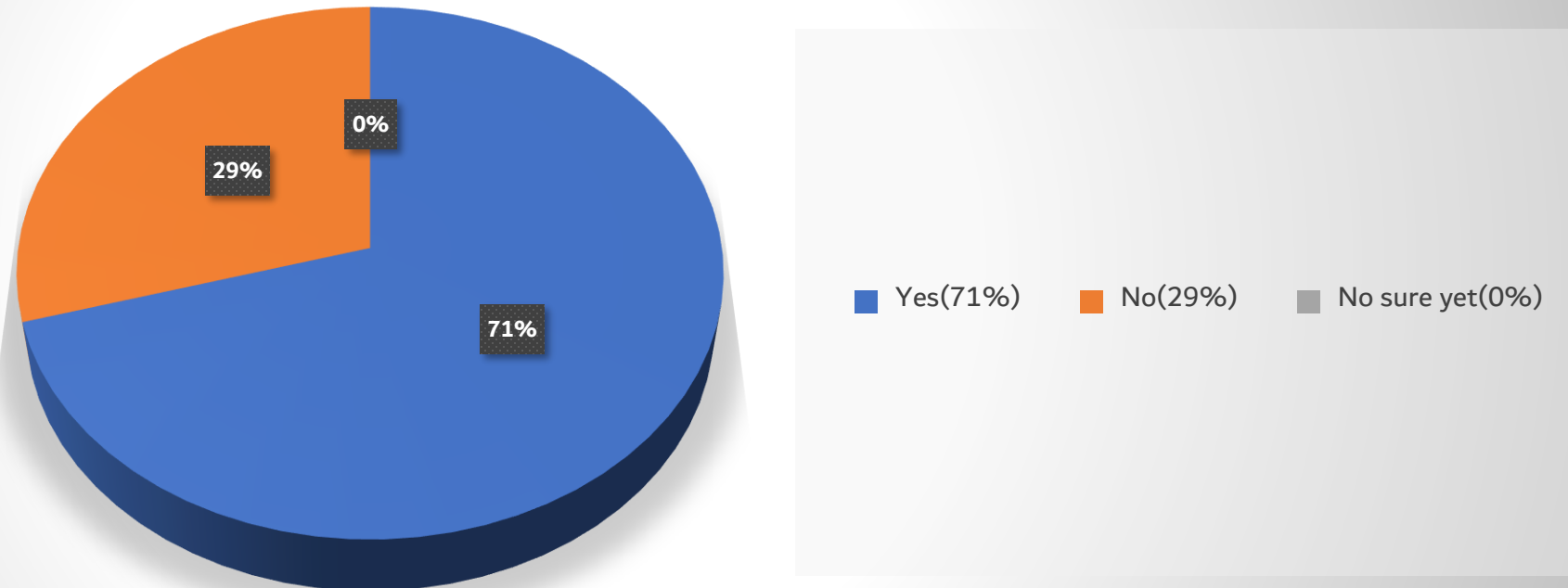
■ No, it is the same.(53%)

■ It has improved a little(41%)

■ It has improved a lot, we are impressed(6%)

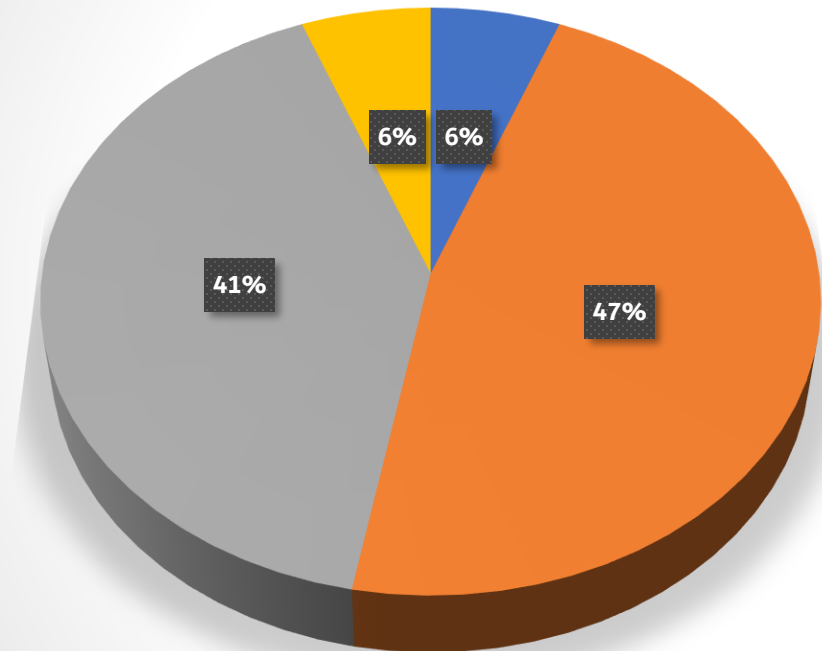
# Working with Microsoft

Q32 - In your experience is there a conflict between CSP and EA?



# Working with Microsoft

Q33 - In the last year what % of D365FO deals were licensed through EA's?



■ Less than 20% (6%)

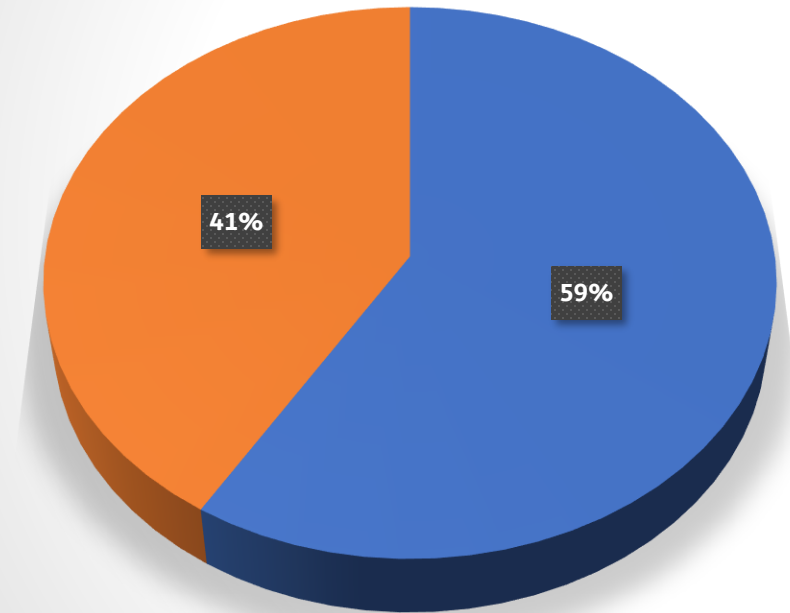
■ 20%-50% (47%)

■ 50%-75% (41%)

■ More than 75% (6%)

# Working with Microsoft

Q34 - Do you have a clear vision where a deal is going once an EA is on the table? Do you understand who does what?

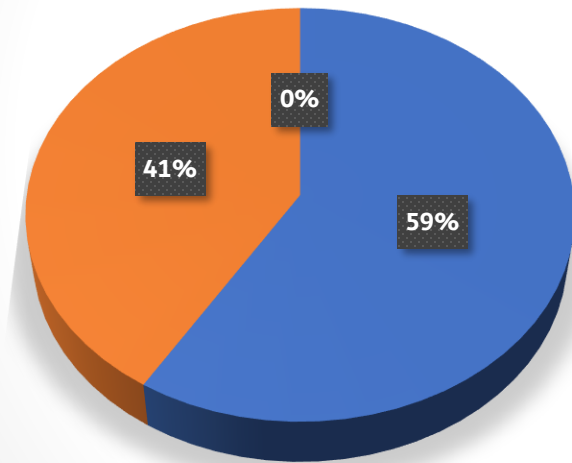


■ No, it can be confusing(59%)

■ Yes, we have worked it out(41%)

# Working with Microsoft

**Q35 - Do you feel the trend towards CSP and EA's has increased or reduced overall margins for you (after pre-sales investments)?**



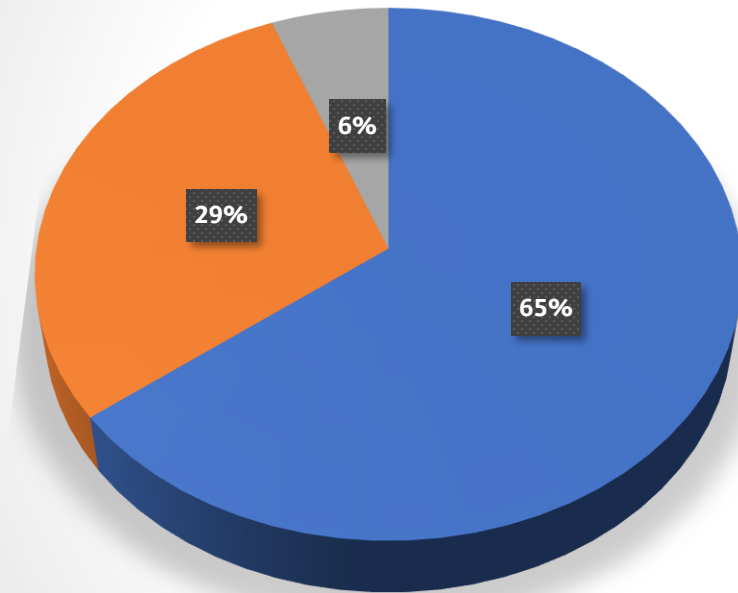
■ Reduced(59%)

■ About the same(41%)

■ Increased(0%)

# Working with Microsoft

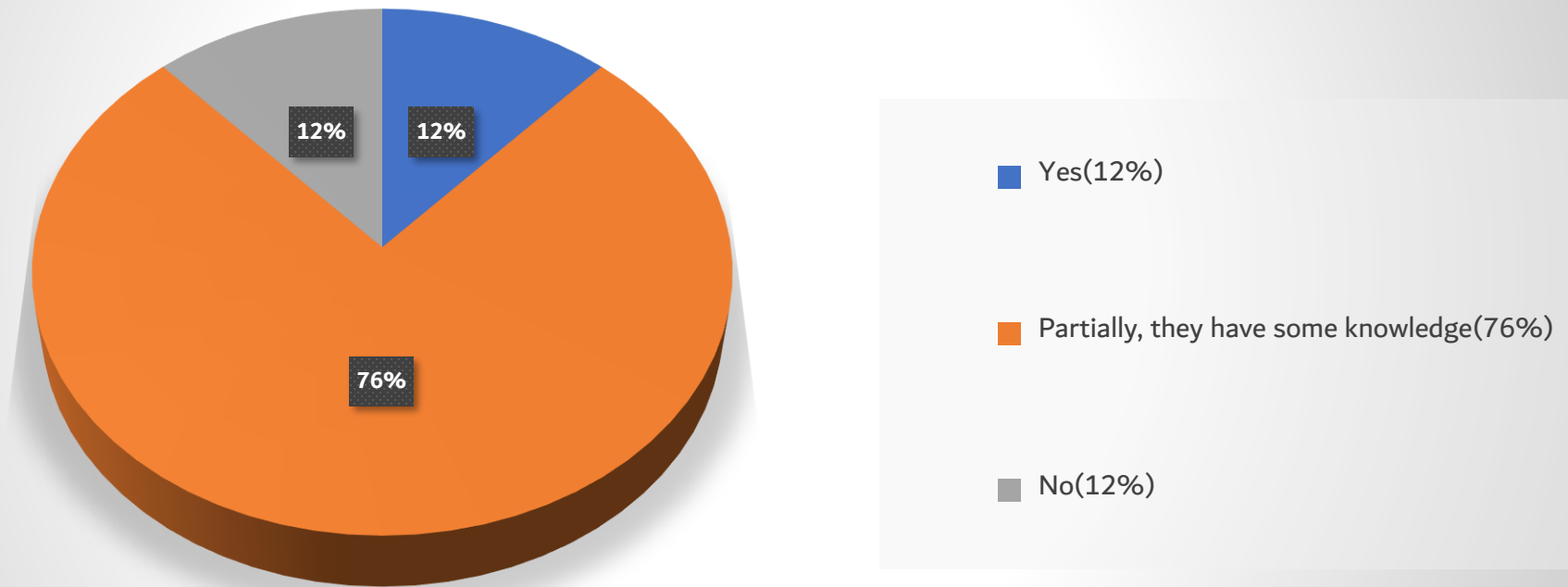
Q36 - Do your customers understand CSP?



■ Yes(65%)   ■ Partially, they have some knowledge(29%)   ■ No(6%)

# Working with Microsoft

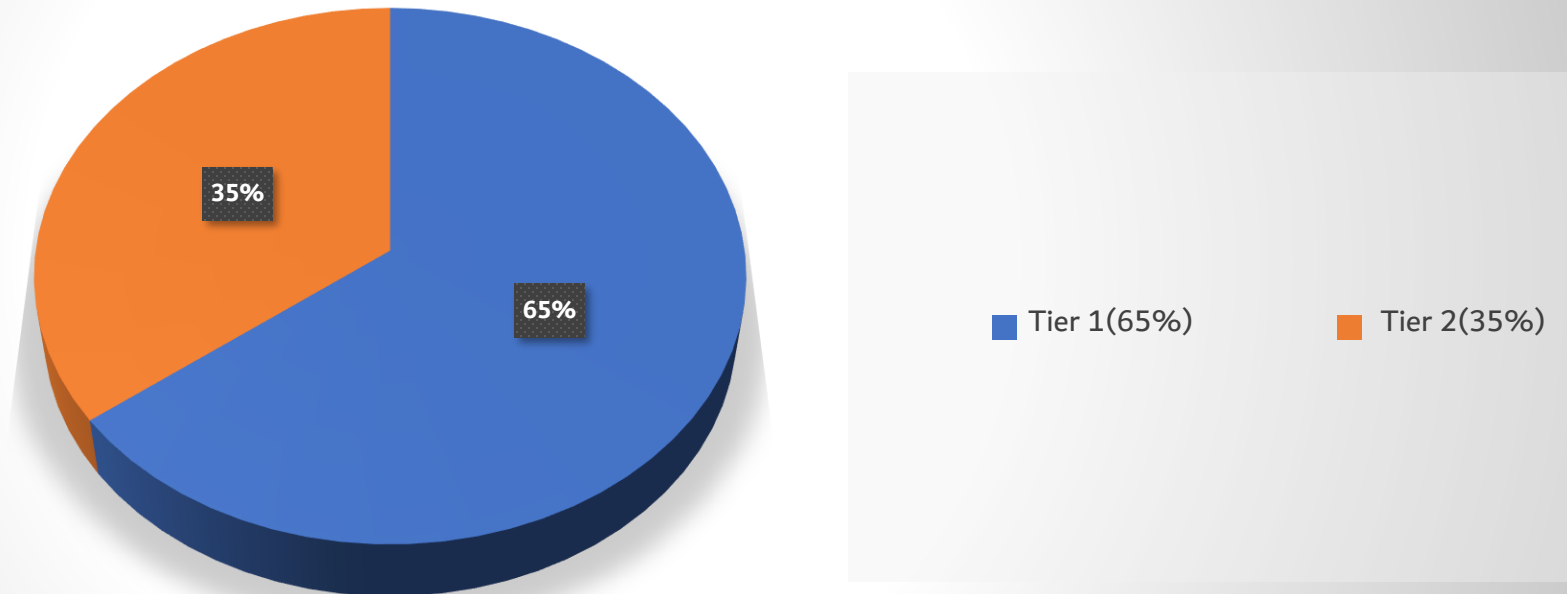
Q37 - Do customers understand licencing including Power Platform?





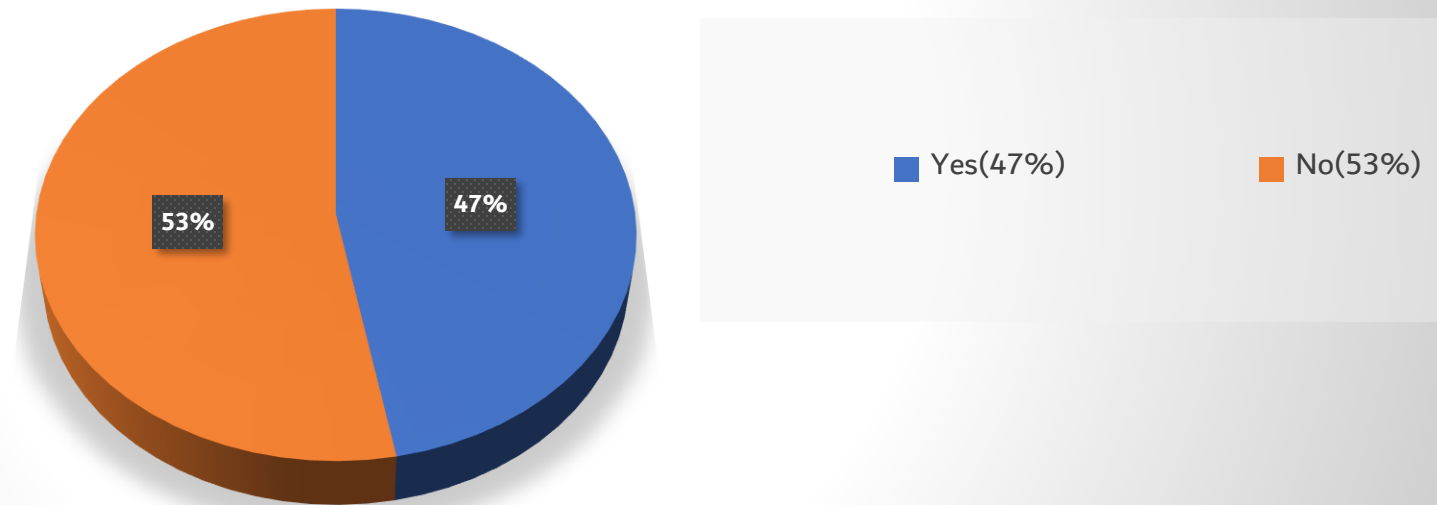
# Working with Microsoft

Q38 - What level CSP are you?



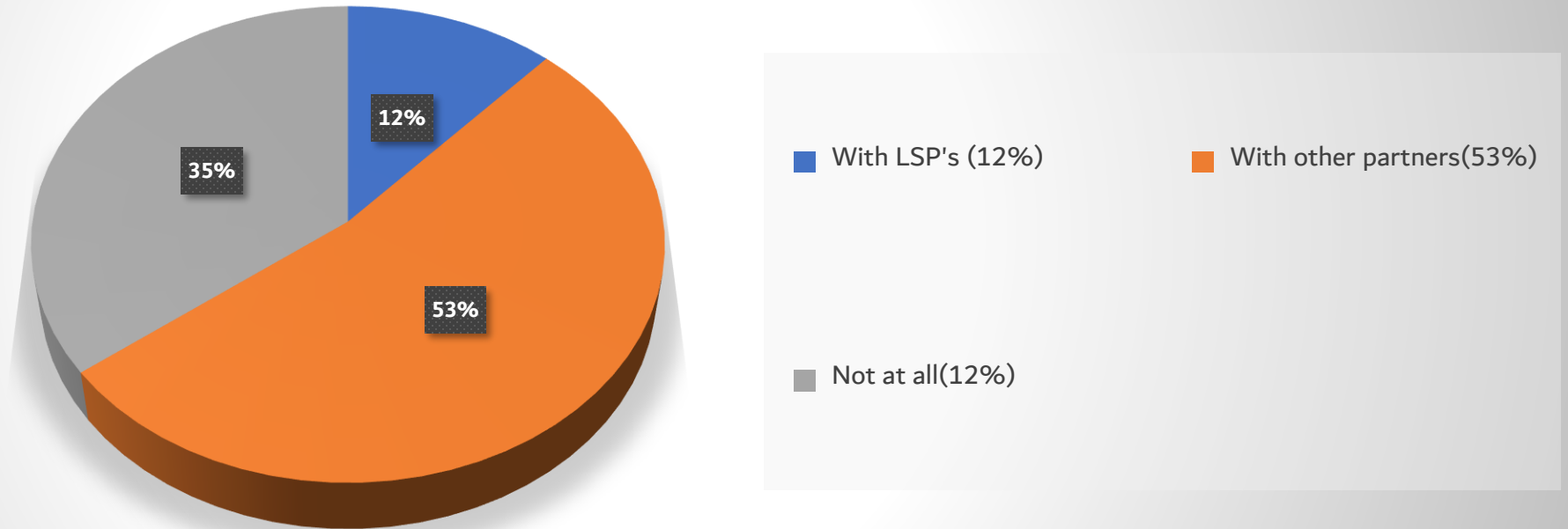
# Working with Microsoft

**Q39 - Are the support obligations contractually imposed by the Microsoft CSP contract clear and transparent?**



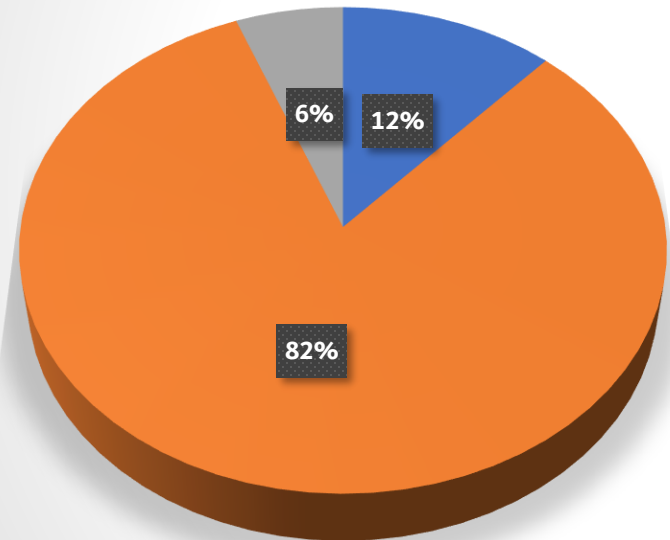
# Working with Microsoft

Q40 - How do you manage sales under CSP outside your geographic zone:



# Working with Microsoft

**Q41 - Would it be helpful to continue building DynamicsPact Resourcing to provide a confidential, professional, and cost-effective recruitment service.**



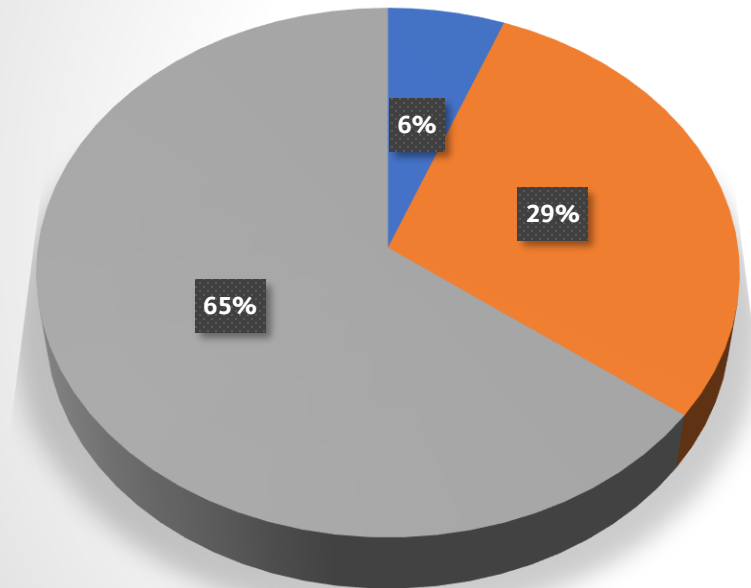
■ This is of no interest(6%)

■ Maybe of use to us in the future(82%)

■ Extremely helpful, please focus on this(12%)

# Working with Microsoft

**Q42 - Would it be helpful, to have an up-to-date catalogue of local IP or solutions needed for localization and potential costs?**



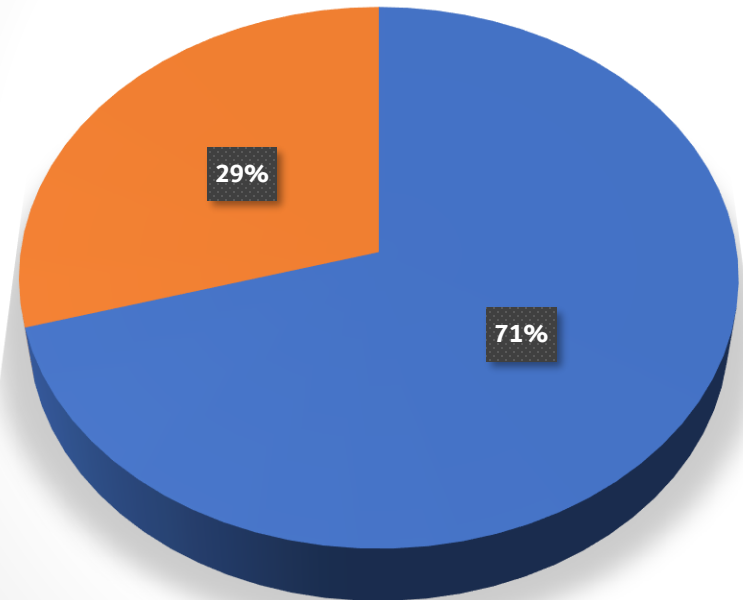
■ This is of no interest(6%)

■ Maybe of use to us in the future(29%)

■ Extremely helpful, please focus on this(65%)

# Working with Microsoft

**Q43 - Would it be helpful to have a group discussion about tender engagement rules and obligations around things like GDPR, Cyber Security, 24/7 Support etc...?**



■ Yes(71%)

■ No(29%)



Coffee Break



# Partner Programme Update

Ian Herlevsen, Prodware



# Microsoft Q&A

- Roadmap or plans to facilitate ""single logistics"" concept for international companies with interconnected supply chain. (managing operations from within one entity without being tied to legal structure but with automatic interco processing).
- In which industries, type of companies, regions are we most successful with D365FO and why. This can help us with better positioning.
- Vision around Composable Business Applications and how DYnamics 365 fits this trend and how will this impact the roadmap.
- What is Microsoft's vision for Advanced Planning & Scheduling (APS)?
- As Microsoft continues positioning Dynamics 365 SCM as a tier-1 solution, more and more intercompany operational capabilities is required. What is your vision and roadmap in this area?
- Where does he in general feel Microsoft is situated in the ERP market at present and why?
- How does Microsoft see resilient and sustainable supply Chains. Do the competitor see it differently?
- What direction/innovation does he see happening. ( I presume would cover lot AI and RPA)
- What should we as partners be doing about it. Can we make it commercial and how.

# Lunch



# Global Deployment

Hasse Bergman & Jesper Outze – Scales

- Key differentiators for winning these deals as a DynamicsPact member.
- Typical deployment characteristics – 3 different approaches
- Joint input discussion on approaches used and joint messaging.

# Microsoft Gulf

**Ramy Yassa: Business Applications Solution Specialist, Microsoft Gulf**

Empowering businesses to deliver seamless customer service and engagement through digital channels.

# Microsoft Gulf

**Reynald Janssen: Partner Marketing Manager, Microsoft Gulf**

Driving market share growth, partner incentives & investments



# Coffee Break



# Microsoft Gulf

Umar Bari : Partner Technology Strategist, Microsoft Gulf

Accelerating partner growth with GPS, building capability & skillset to drive success.

# AI Transformation

AI Transformation and the Impact on our Business - Marco Arndt - Arineo

- Current AI Portfolio
- Impact For Partners & Our Business



Overspill, Round Up & Any Other Business