



DYNAMICSPACT
Global Microsoft Dynamics 365

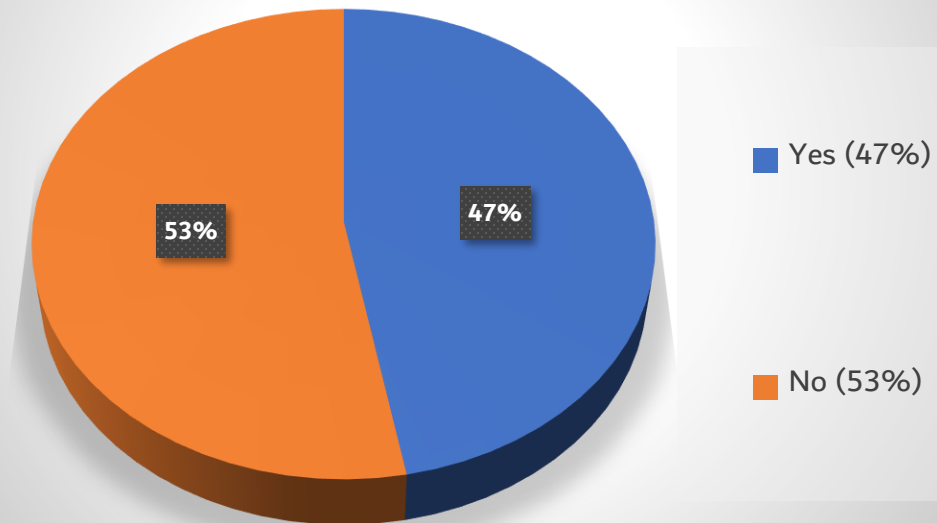
2023 Survey Results

20
2024 - 20th Year
ANNIVERSARY

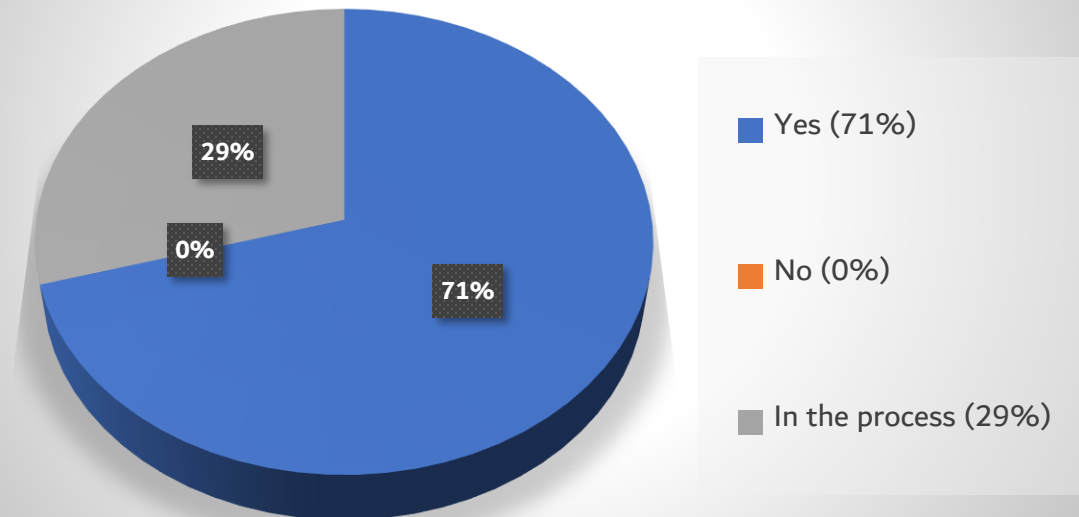


General Business

Q1, Do you sell Dynamics Business Central?

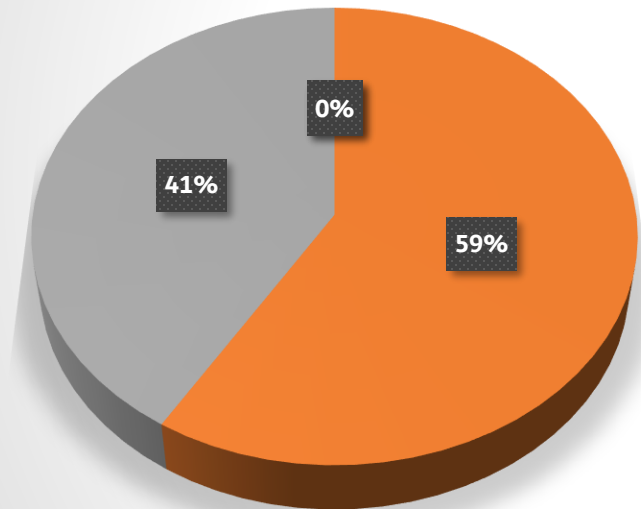


Q2, Have you achieved the MPCC Business Application Designation



General Business Health

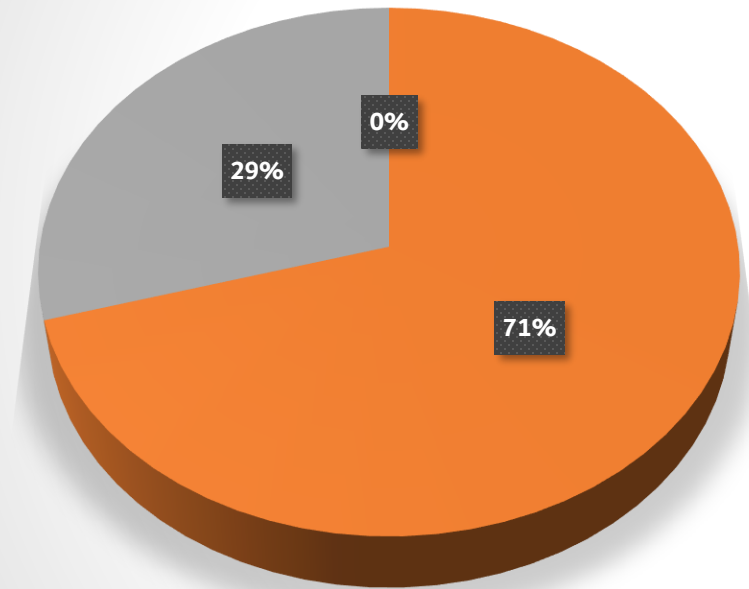
Q3, Which of the statements below best reflects your growth expectations for D365 FO Licence Revenue in the coming year?



- 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?



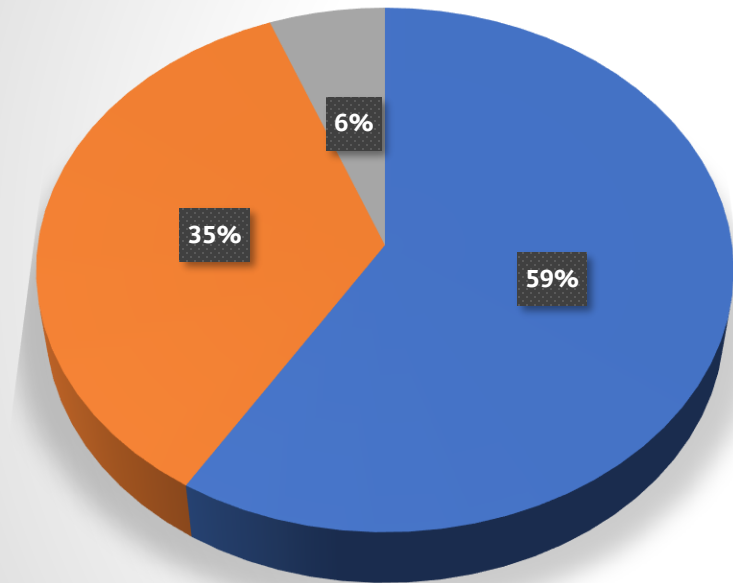
■ Unsure and less confident (0%)

■ Moderately confident (71%)

■ Very confident. (29%)

General Business Health

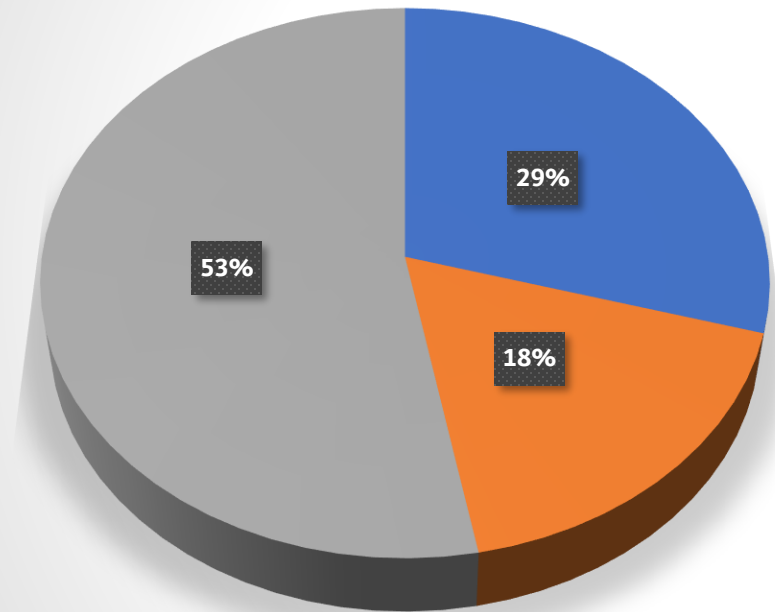
Q5, How has the average number of consultancy days sold changed over the past 3 years?



- 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?



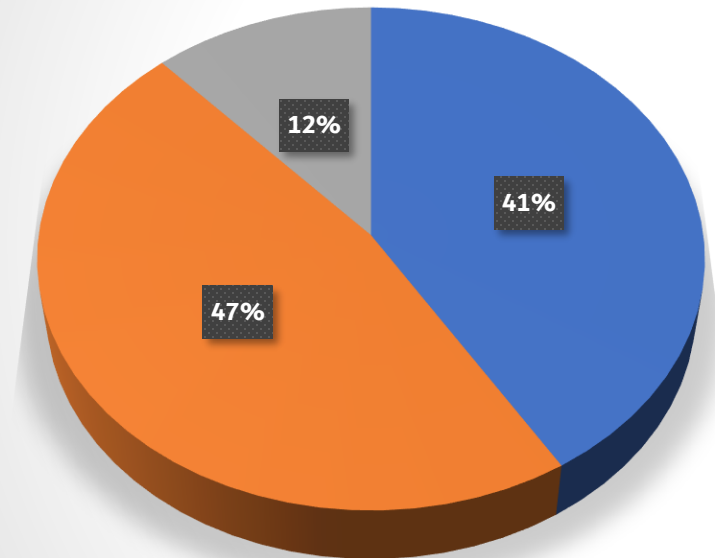
■ Profitability has increased(29%)

■ About the same(18%)

■ Profitability has decreased(53%)

General Business Health

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



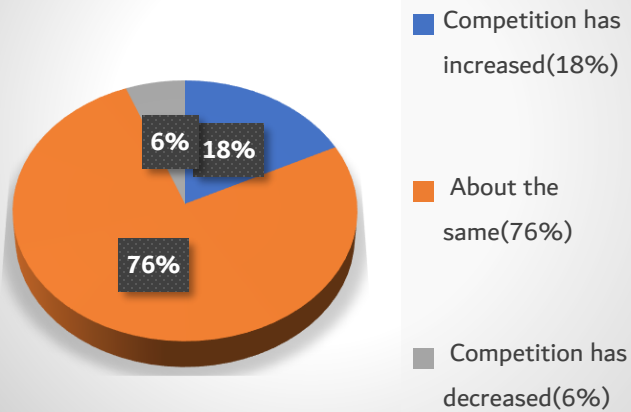
■ Profitability has increased(41%)

■ About the same(47%)

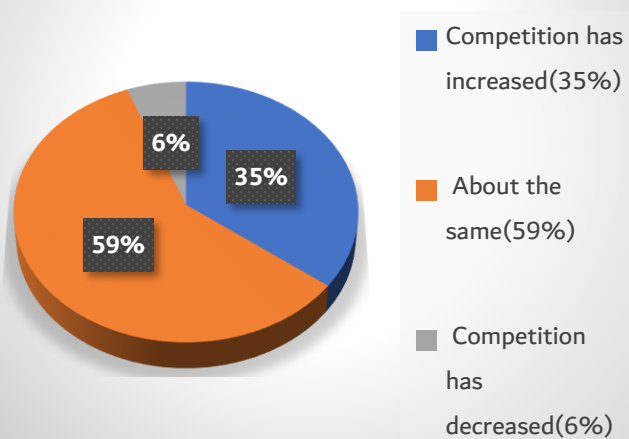
■ Profitability has decreased(12%)

General Business Competition

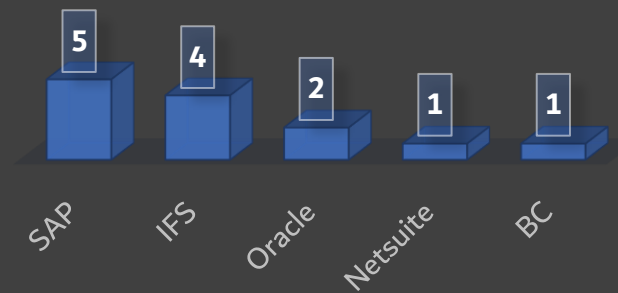
Q8, How is the competition from other Microsoft Partners compared with a year ago?



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

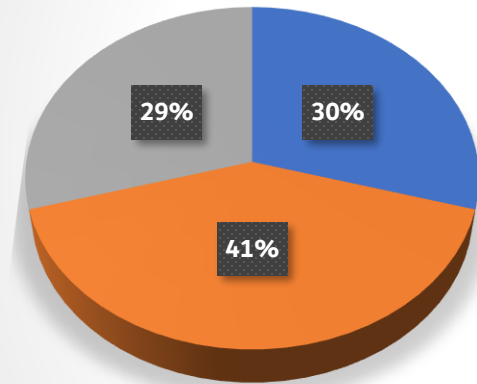


Q10, PLEASE MENTION ANY SPECIFIC SOLUTION OR PARTNER THAT IS PROVING TOUGH TO BEAT.



Lead Generation & Sales

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



■ MS leads has increased(30%)

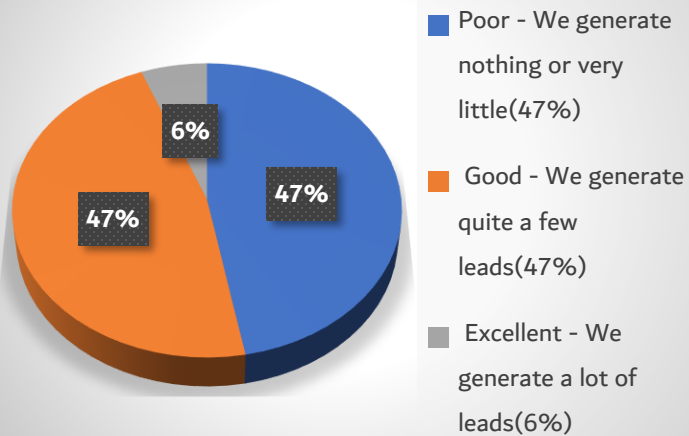
■ About the same(41%)

■ MS leads has decreased(29%)

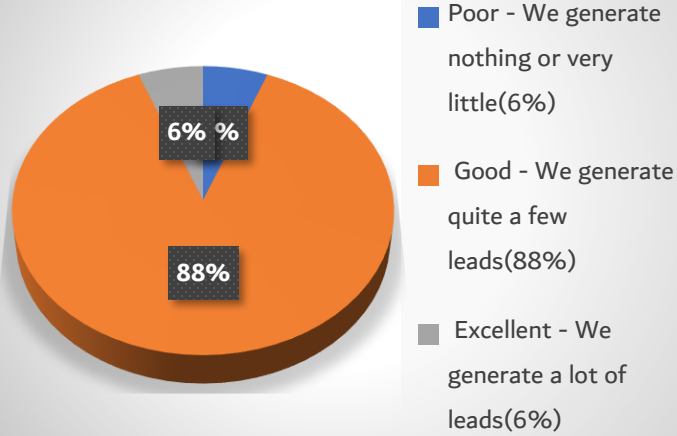
Lead Generation & Sales

Rate the Medium for Lead Generation

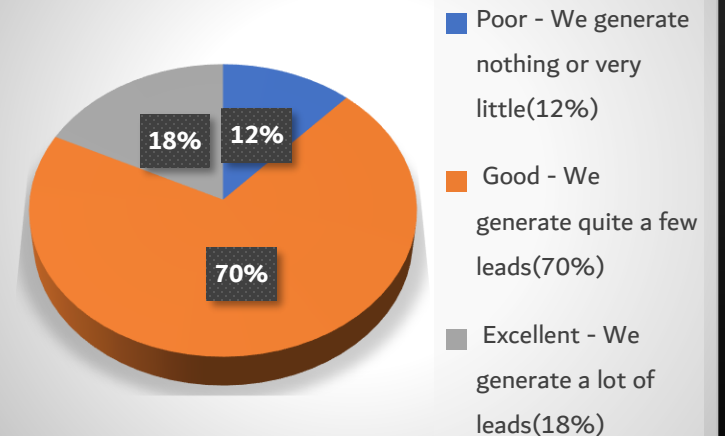
Q12, Leads from Microsoft



Q13, Customer Referrals



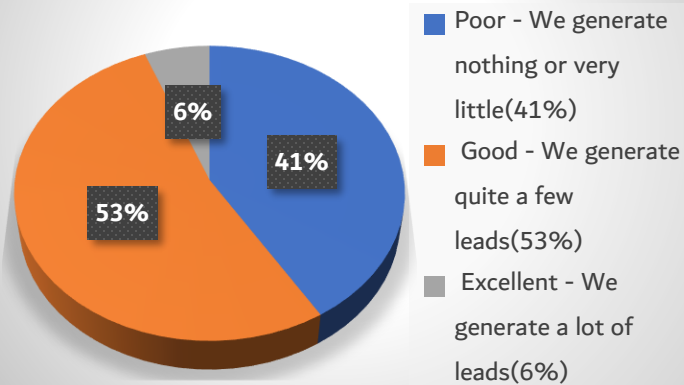
Q14, Internal Sales Team



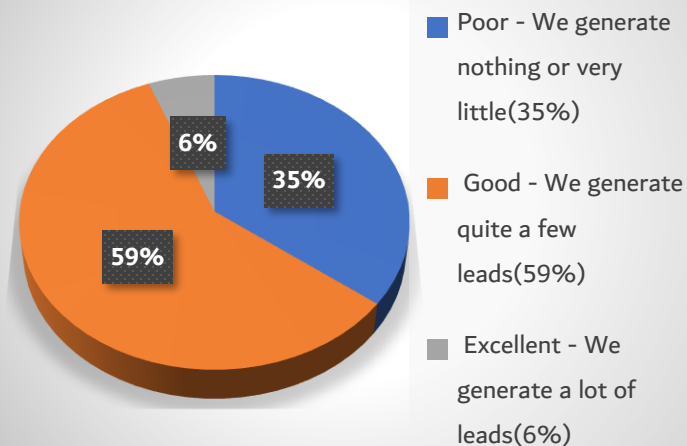
Lead Generation & Sales

Rate the Medium for Lead Generation

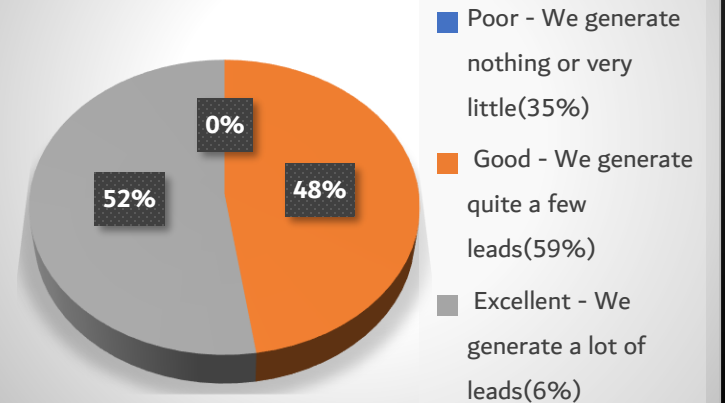
Q15 - Outsourced Third Party Lead Generation



Q16 - Events



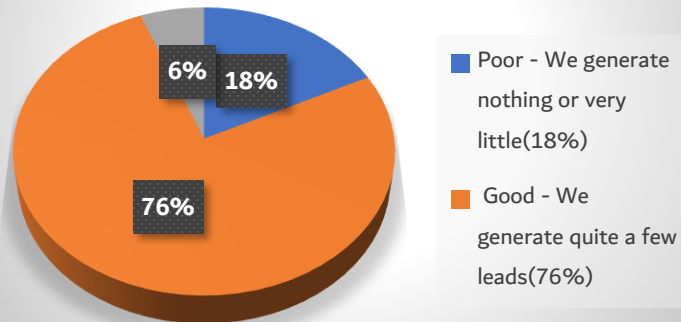
Q17 - Advertising: Industry and Trade Publication



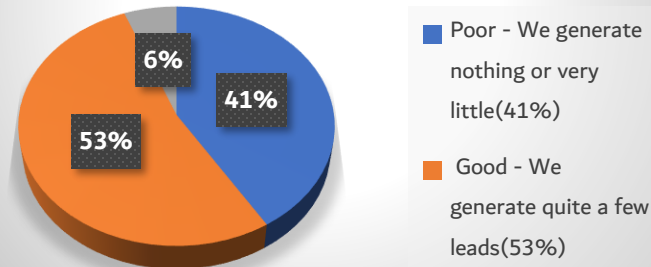
Lead Generation & Sales

Rate the Medium for Lead Generation

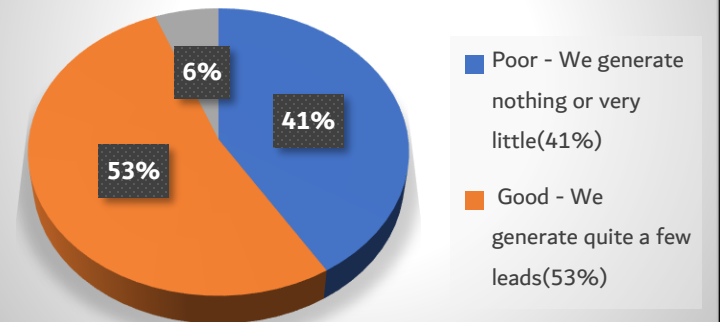
Q18 - Digital Presence:
Company Website



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

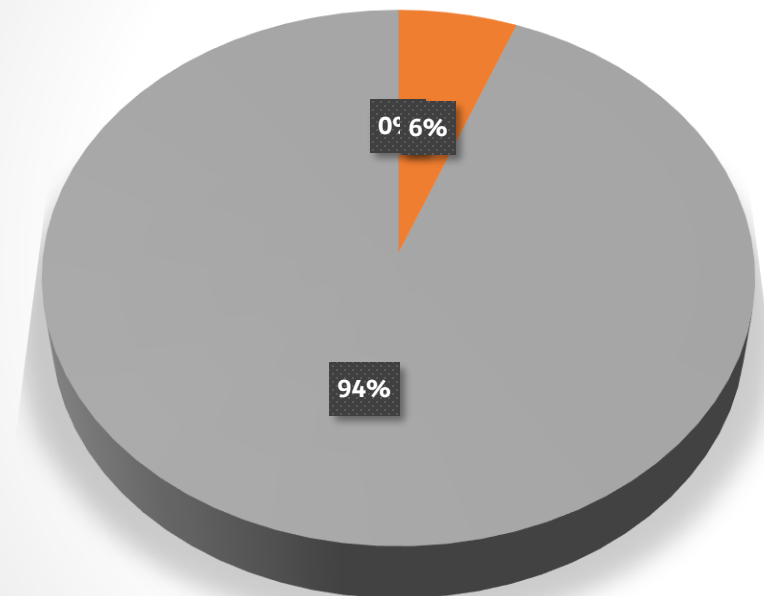


Q20 - Digital Presence:
LinkedIn



Human Resource

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



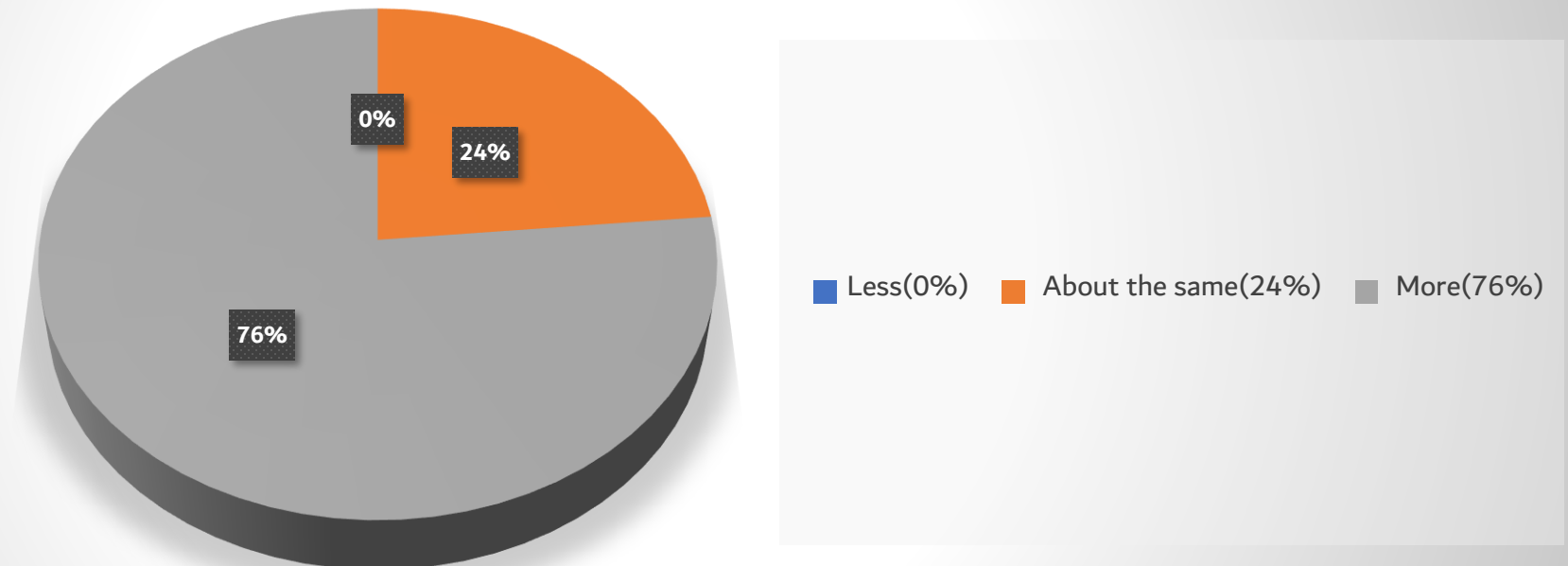
Less(0%)

About the same(6%)

More(94%)

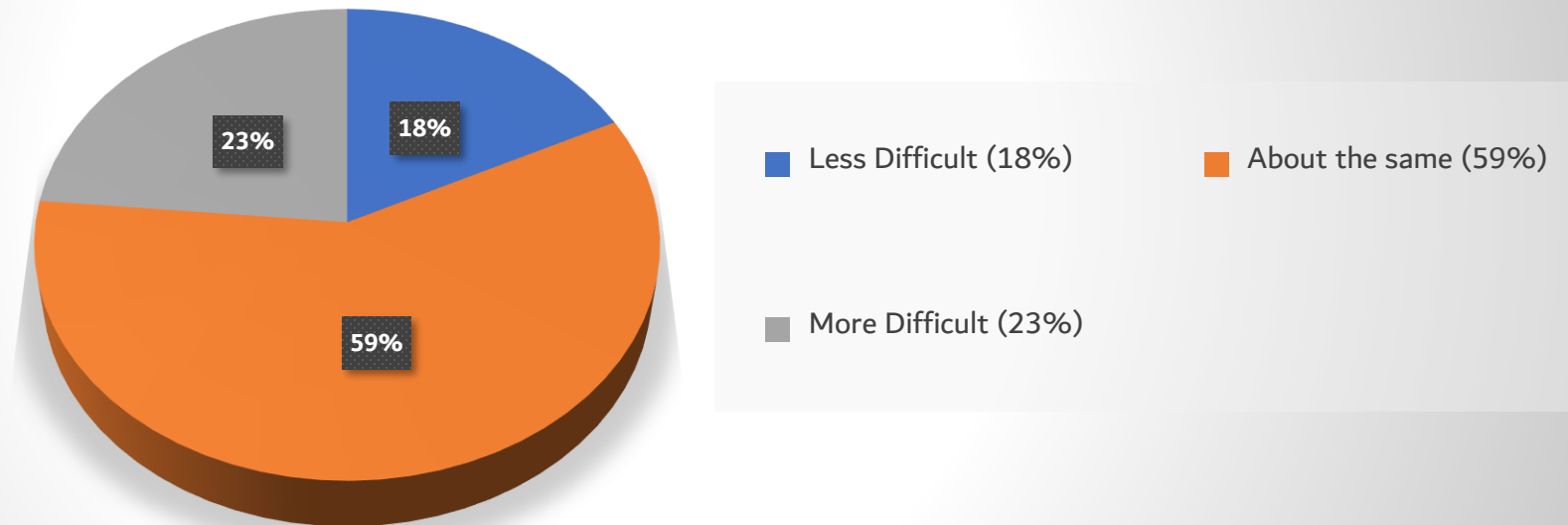
Human Resource

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



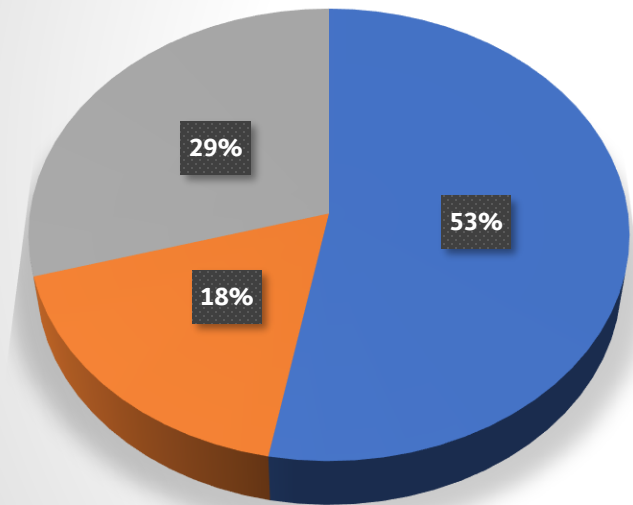
Human Resource

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



Human Resource

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

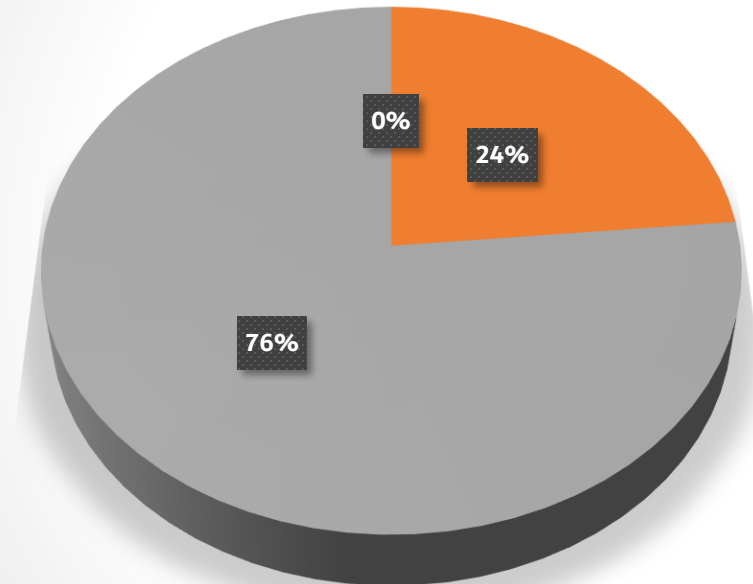


- About the same
- The ration has increased (we have more contractors)
- The ratio has decreased (we have more own employees)

Human Resource

SLIDE 5 OF 7

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



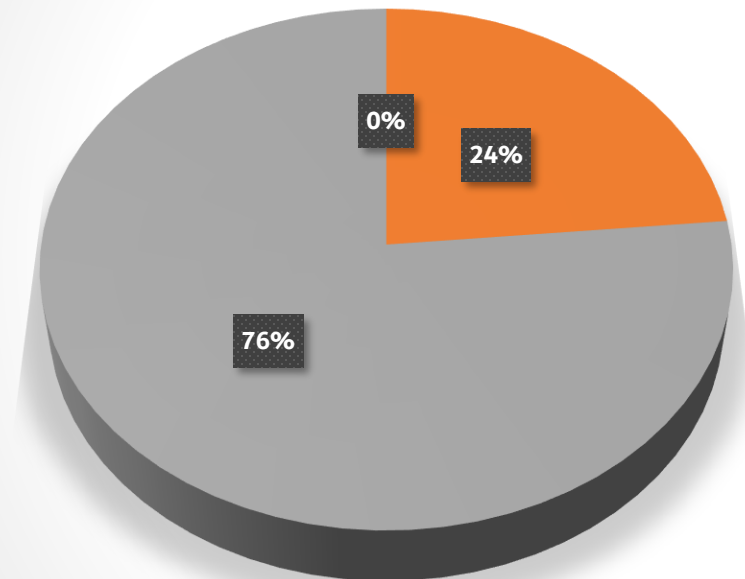
Decreased(0%)

About the same(24%)

Increased(76%)

Human Resource

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



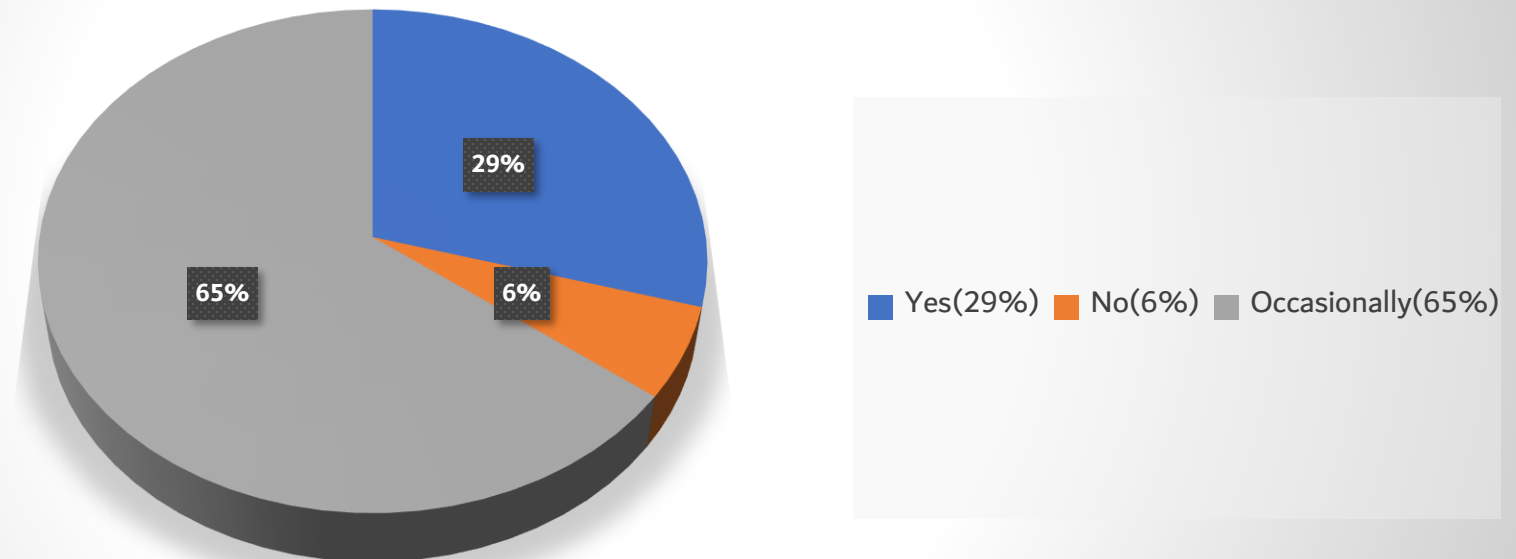
Decreased(0%)

About the same(24%)

Increased(76%)

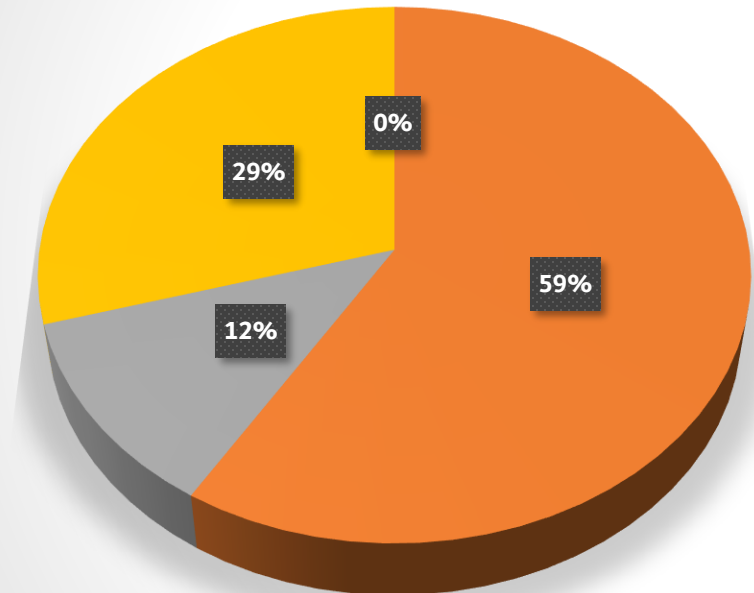
Human Resource

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



Working with Microsoft

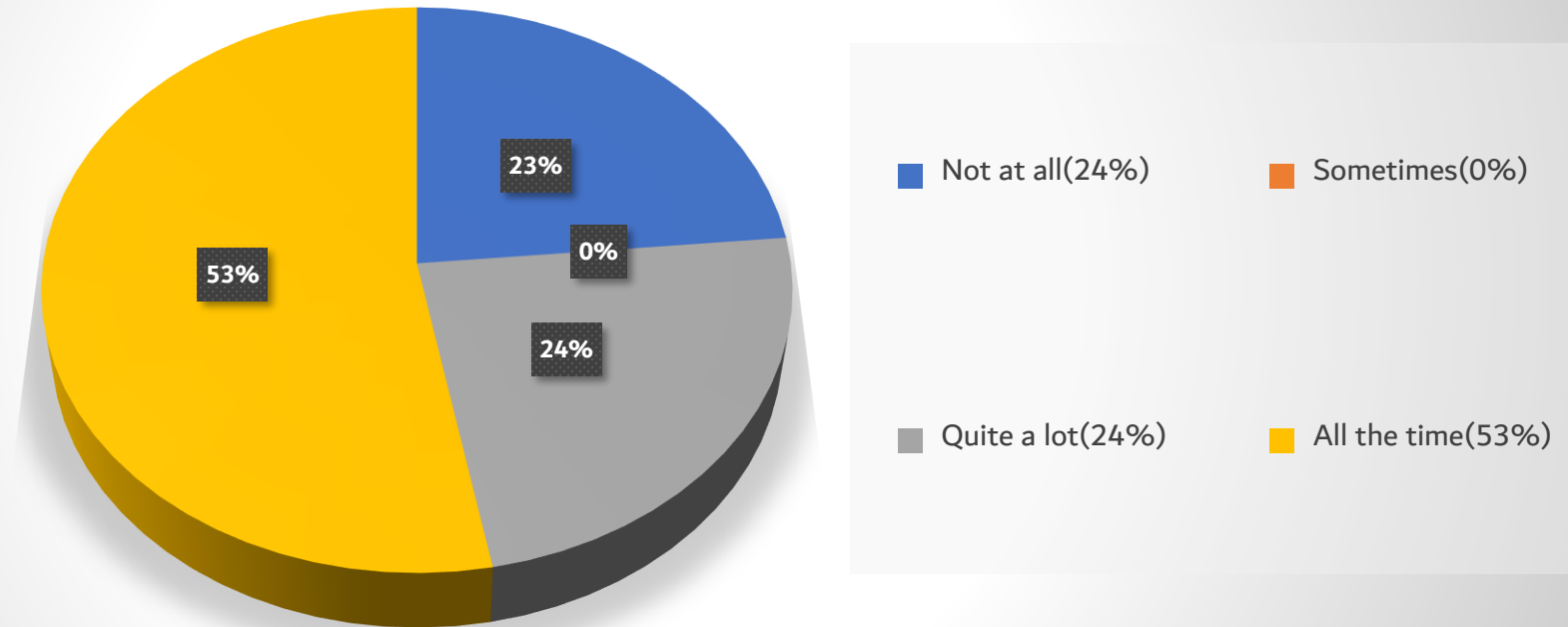
Q29 - How has the One Commercial Partner programme (OCP) affected your new business?



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

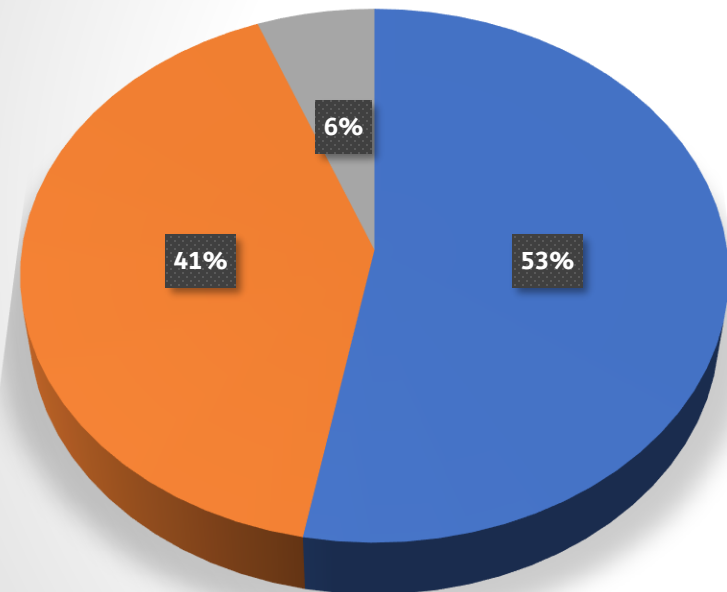
Working with Microsoft

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



Working with Microsoft

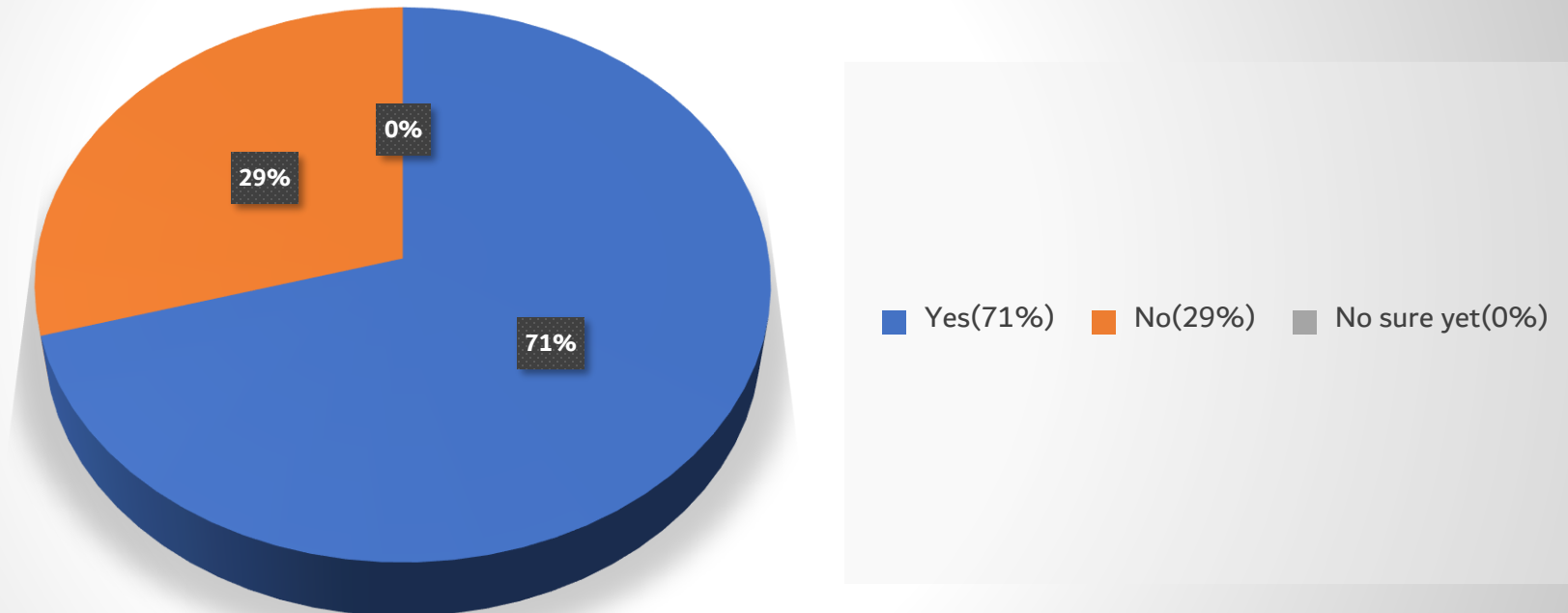
Q31 - Has Microsoft improved their engagement and investment into PSP (pre-sales process) in the last few years?



- No, it is the same.(53%)
- It has improved a little(41%)
- It has improved a lot, we are impressed(6%)

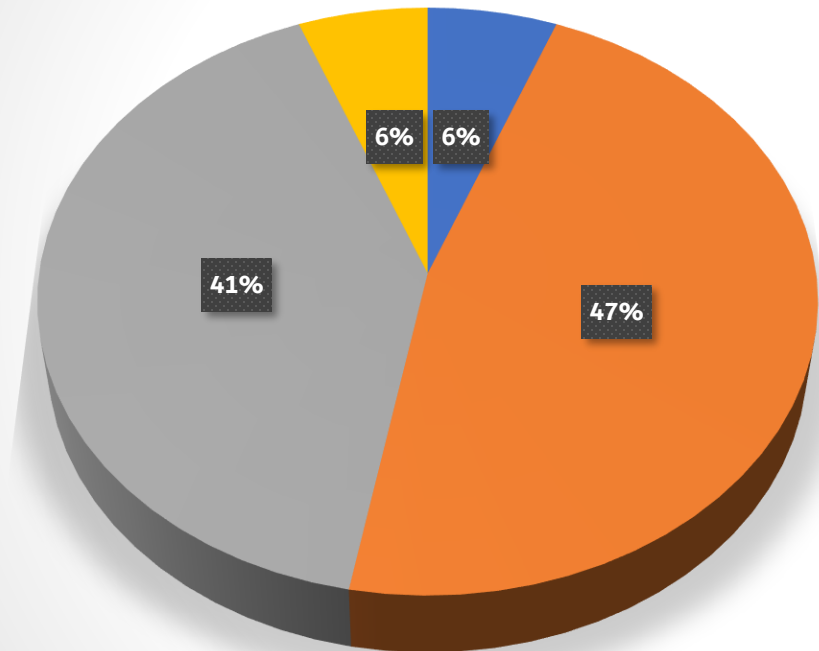
Working with Microsoft

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%)

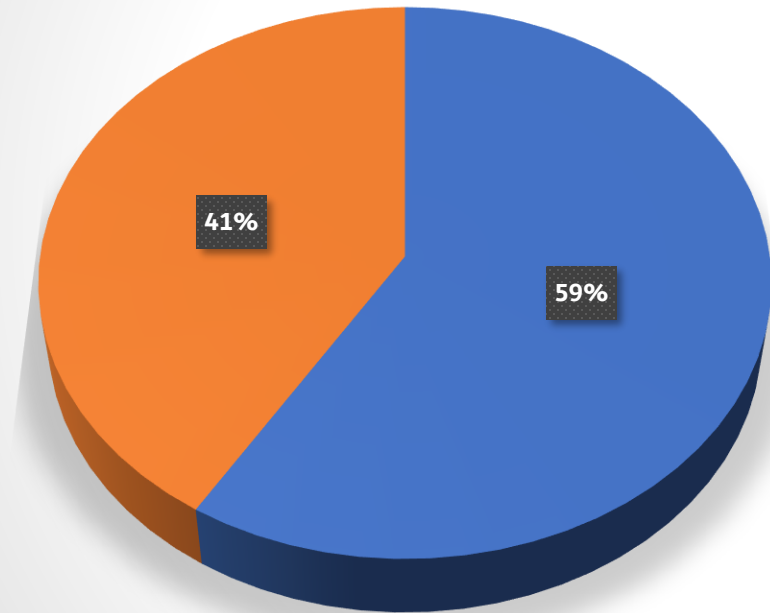
20%-50% (47%)

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?

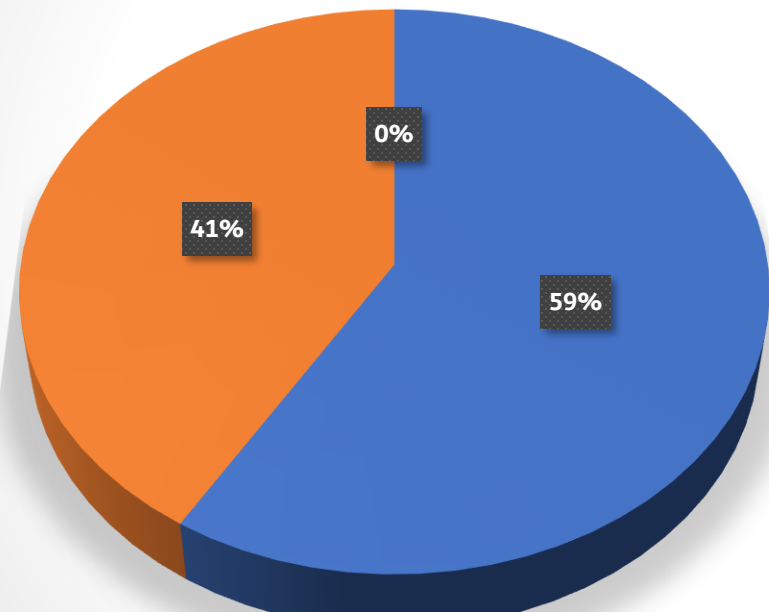


■ No, it can be confusing(59%)

■ 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)?



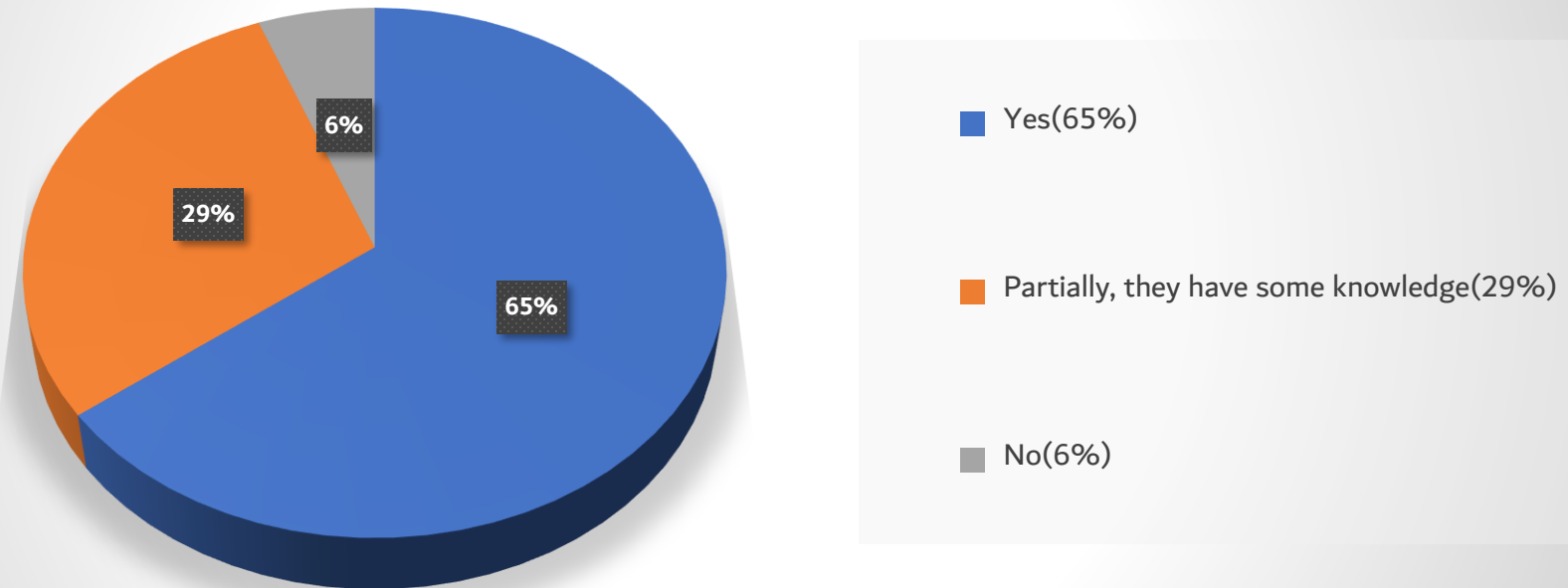
■ Reduced(59%)

■ About the same(41%)

■ Increased(0%)

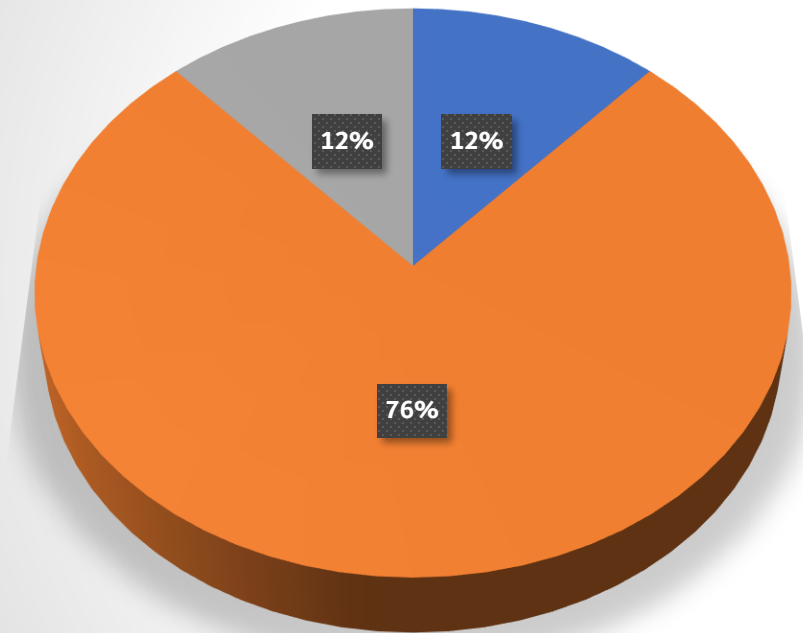
Working with Microsoft

Q36 - Do your customers understand CSP?



Working with Microsoft

Q37 - Do customers understand licencing including Power Platform?



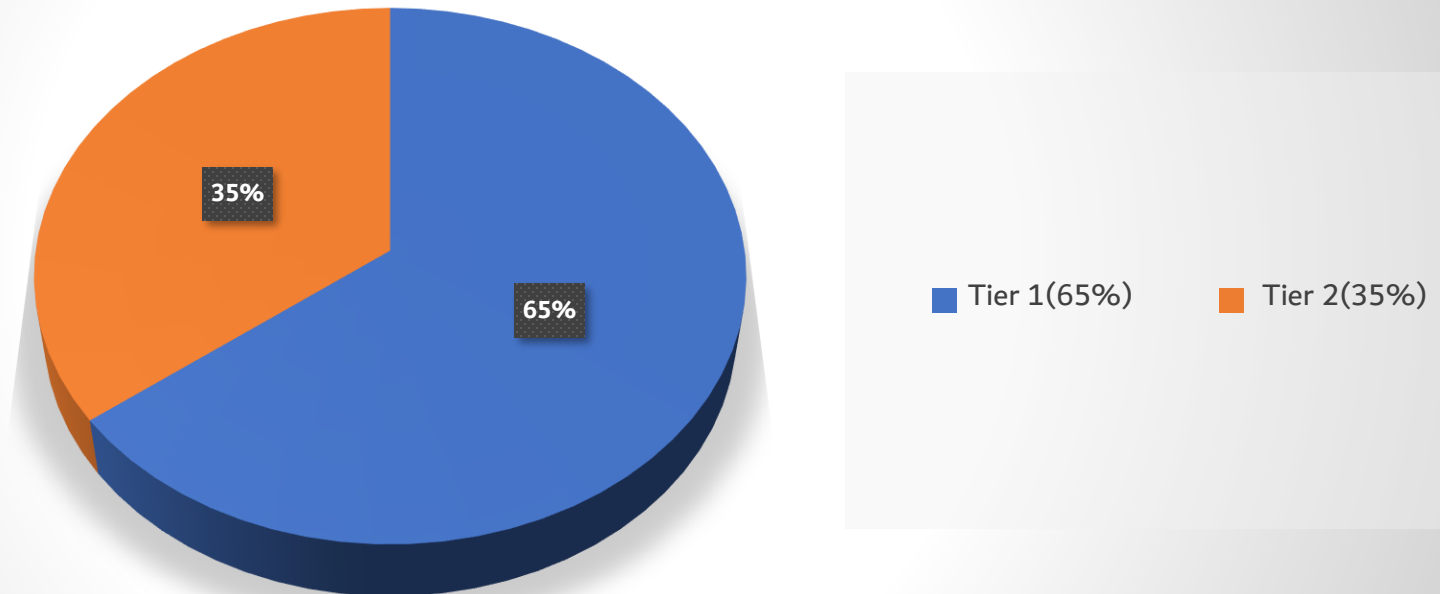
■ Yes(12%)

■ Partially, they have some knowledge(76%)

■ No(12%)

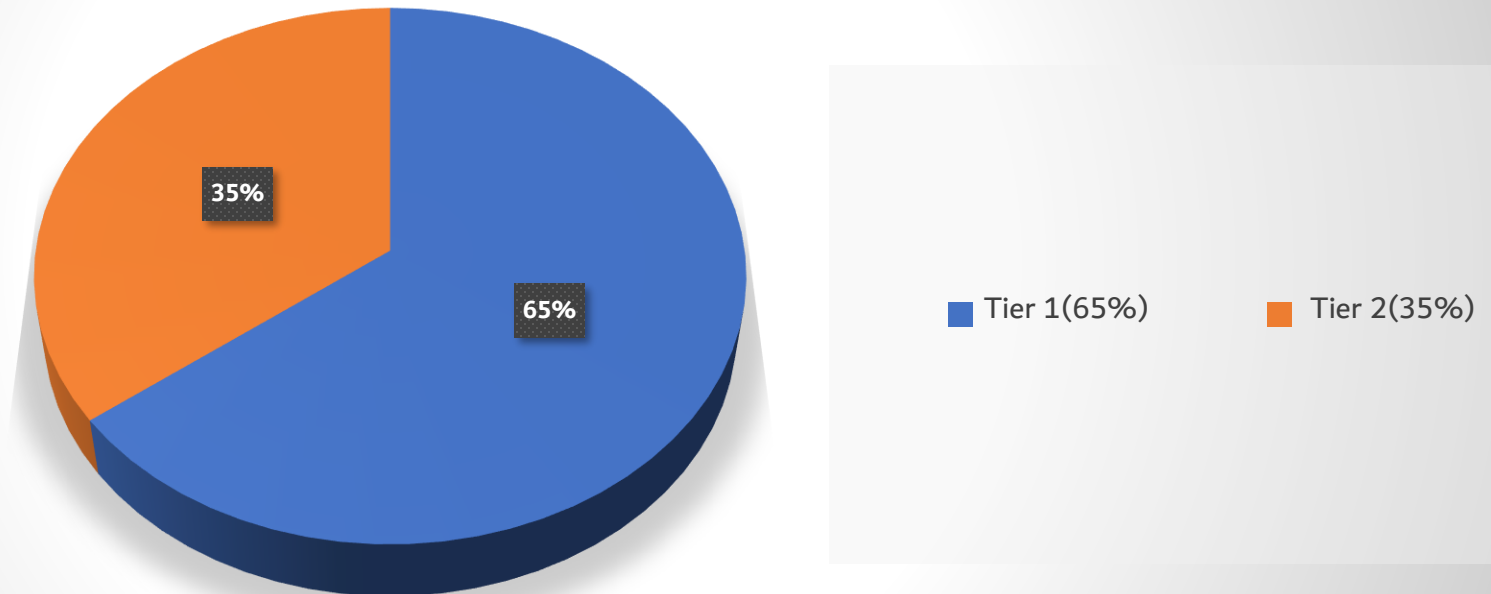
Working with Microsoft

Q38 - What level CSP are you?



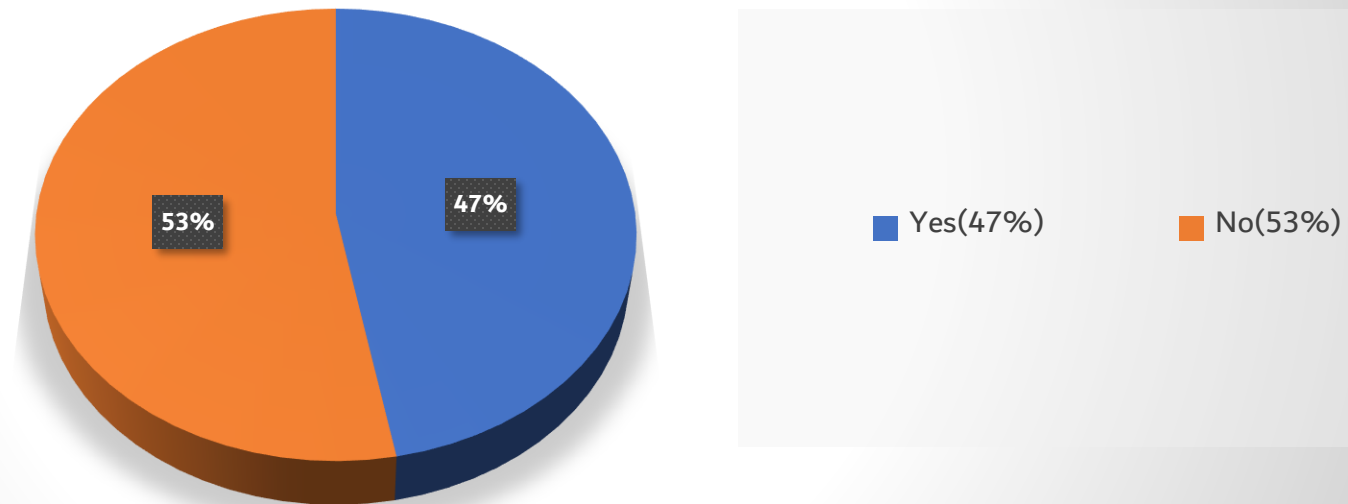
Working with Microsoft

Q38 - What level CSP are you?



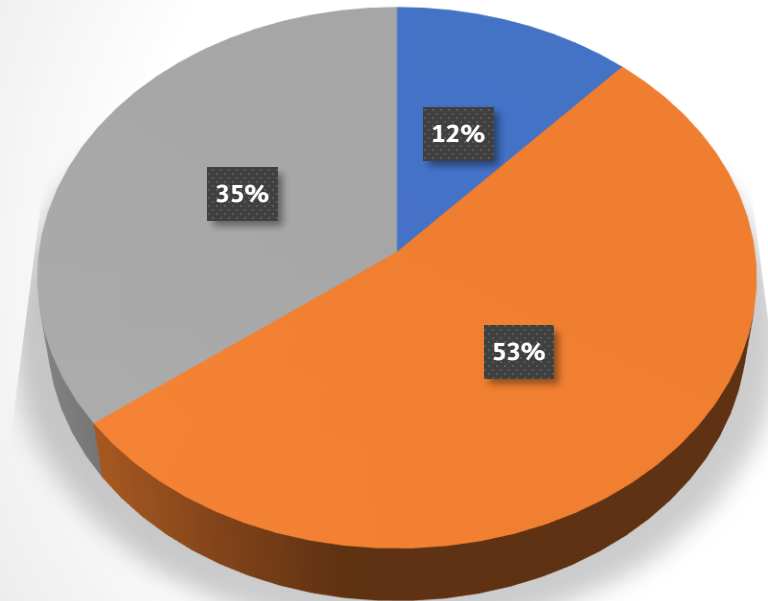
Working with Microsoft

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



Working with Microsoft

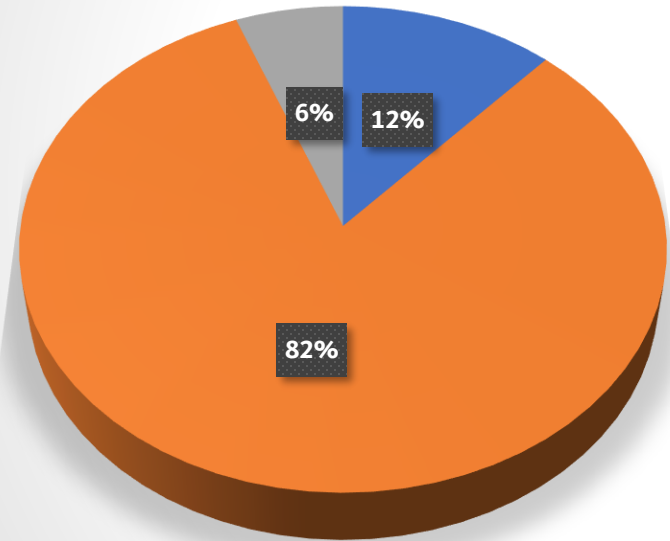
Q40 - How do you manage sales under CSP outside your geographic zone:



- With LSP's (12%)
- With other partners(53%)
- Not at all(12%)

Working with Microsoft

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



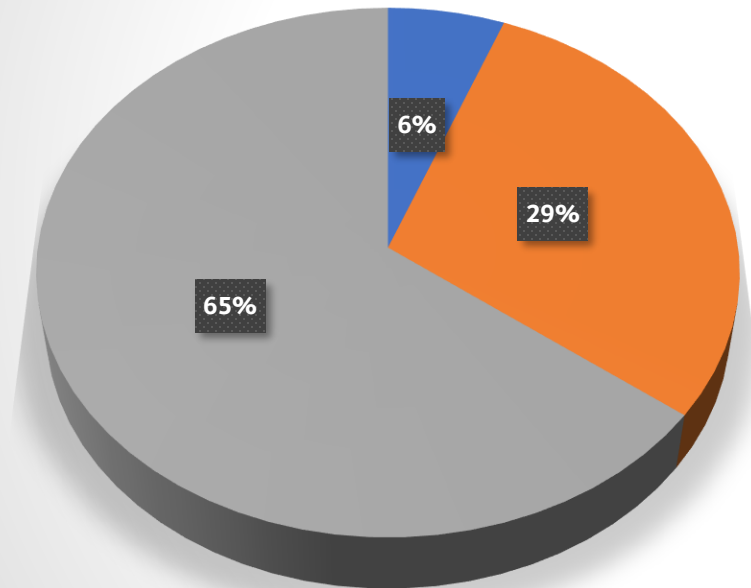
■ This is of no interest(6%)

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

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

Working with Microsoft

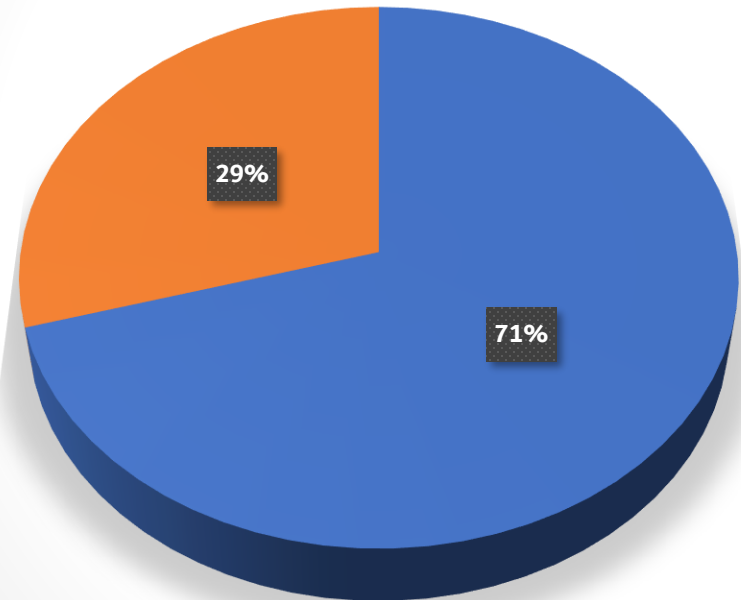
Q42 - Would it be helpful, to have an up-to-date catalogue of local IP or solutions needed for localization and potential costs?



- 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%)

