



DYNAMICSPACT

Global Microsoft Dynamics 365

CEO CONFERENCE 2024

Welcome

To Mallorca

20

YEARS DELIVERING

MICROSOFT DYNAMICS 365

Est: 2004



Apologies for Absence

❖ Synergy

❖ Synoptek

❖ Pacific Business

❖ Sogeti

❖ Sycor

❖ DIS



NEW MEMBER



- **Founded 2001**
- **1000 Employees, 405 Certified**
- **Australia**
 - Melbourne, Sydney, Brisbane, Adelaide, Perth

New Zealand

Auckland, Wellington Christchurch, Dunedin



Kristy Brown, Chief Microsoft Officer, Fusion 5

By being a member of DynamicsPact, Fusion5 is excited to partner with the very best in the ecosystem where it comes to global deployments, meaning we can have confidence that we can offer exceptional delivery outcomes, no matter where our customers' subsidiary offices are located.

YOUR 90 SECOND INTRODUCTION

Introduce yourself, your
position & roles

Introduce your organisation,
market focus, expertise &
solutions



SURVEY RESULTS



Where are we as a collective

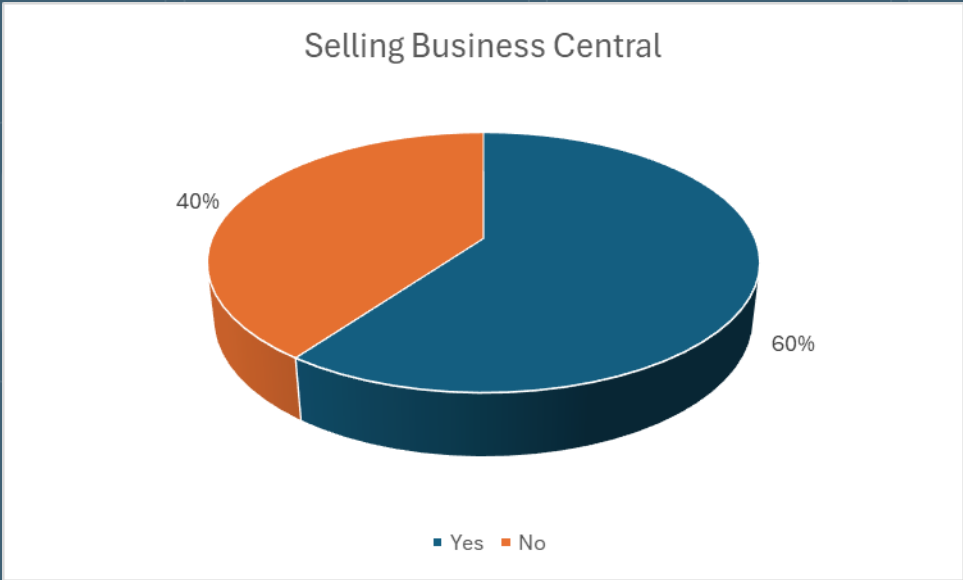
What are the market trends

Who's the competition

Do you additionally sell any other Dynamics Business Solutions. BC, CE or PP?

% Distribution of Solution

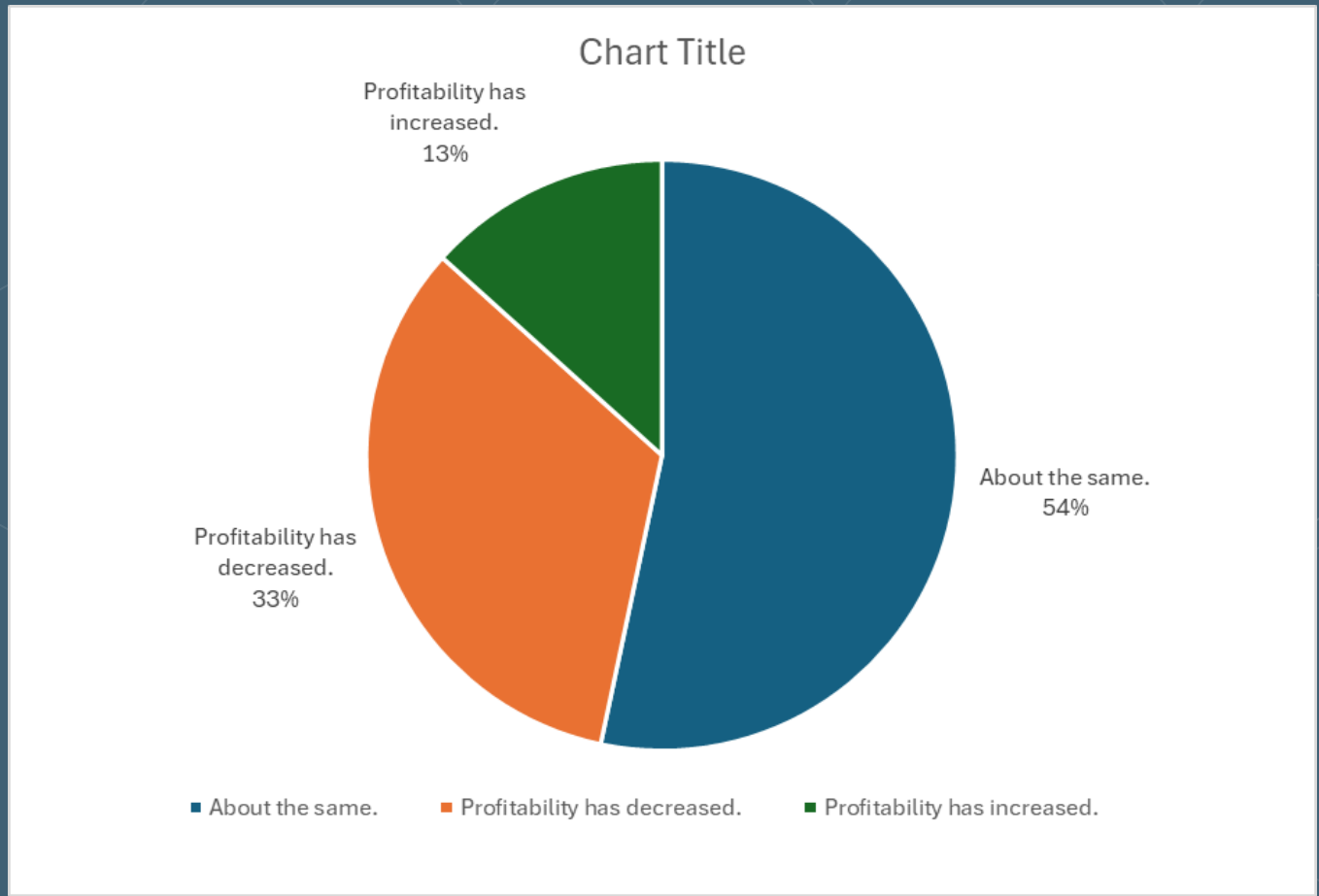
FSCM	BC	CE	PP
50	25	10	15
40	15	35	10
46	46	8	
12	70	10	8
70	30		
80		10	10
85		10	5
35	35	15	15
70		10	20
25	60	10	5
35	20	35	10
28	48	9	5



In the past 12 months what has been the % of licencing for your FSCM customers across the following licence models 1

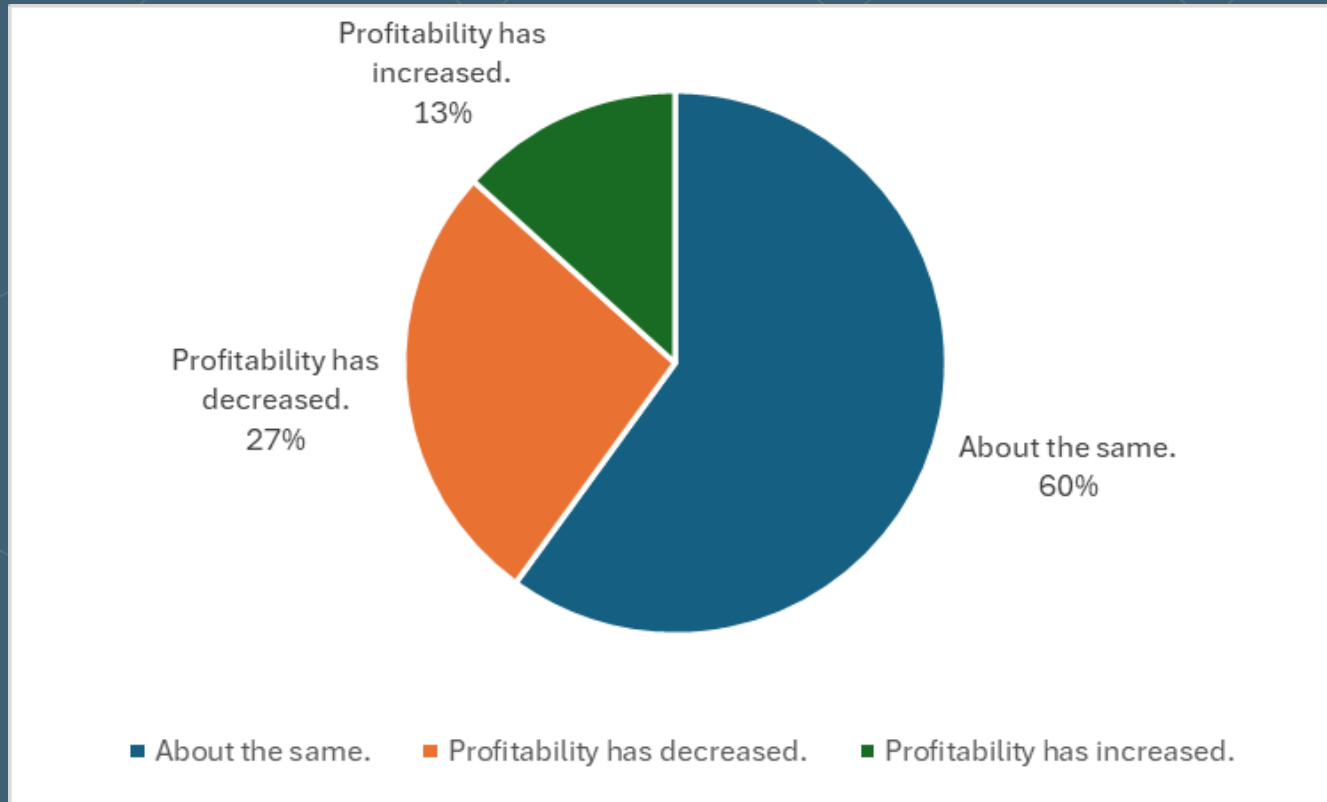
EA & comparable models %	CSP %	Licence sold by others (LSP/SPLA partners)
25	60	15
25	70	5
0	100	0
75	25	0
0	100	0
40	60	0
70	30	0
0	85	15
30	68	2
90	10	0
70	30	0

How is licence revenue profitability compared with a year ago?



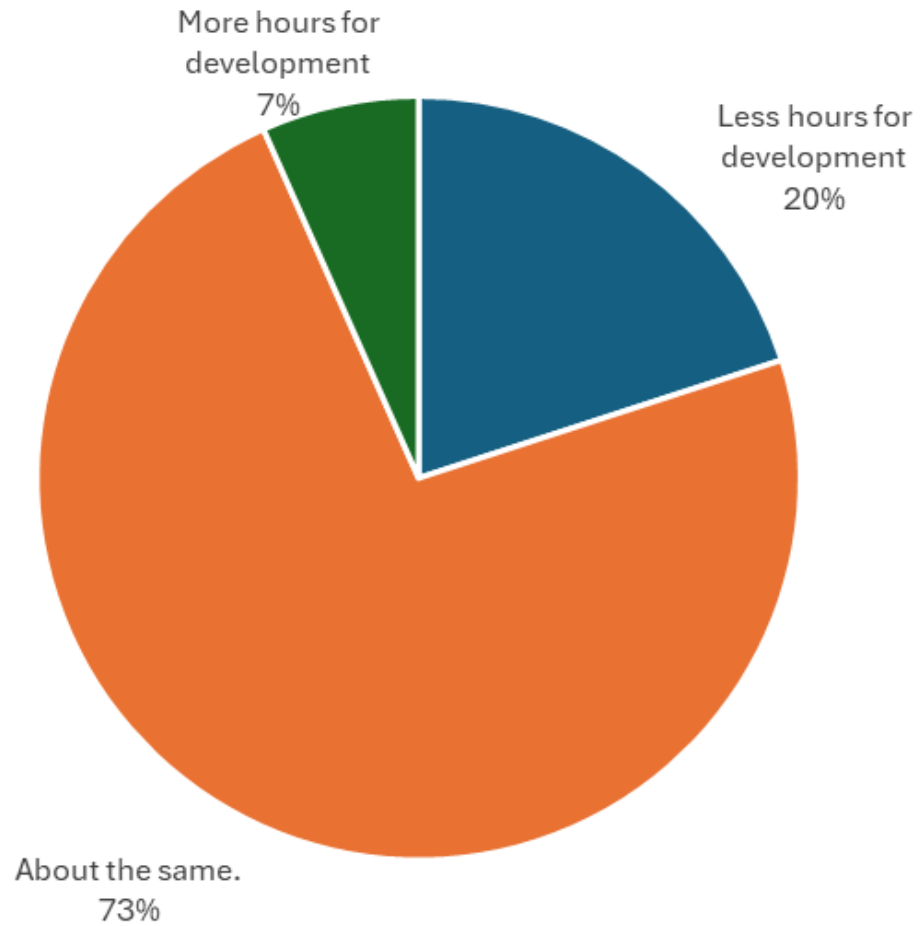
- Similar to 2023.

How is project services profitability compared with a year ago?

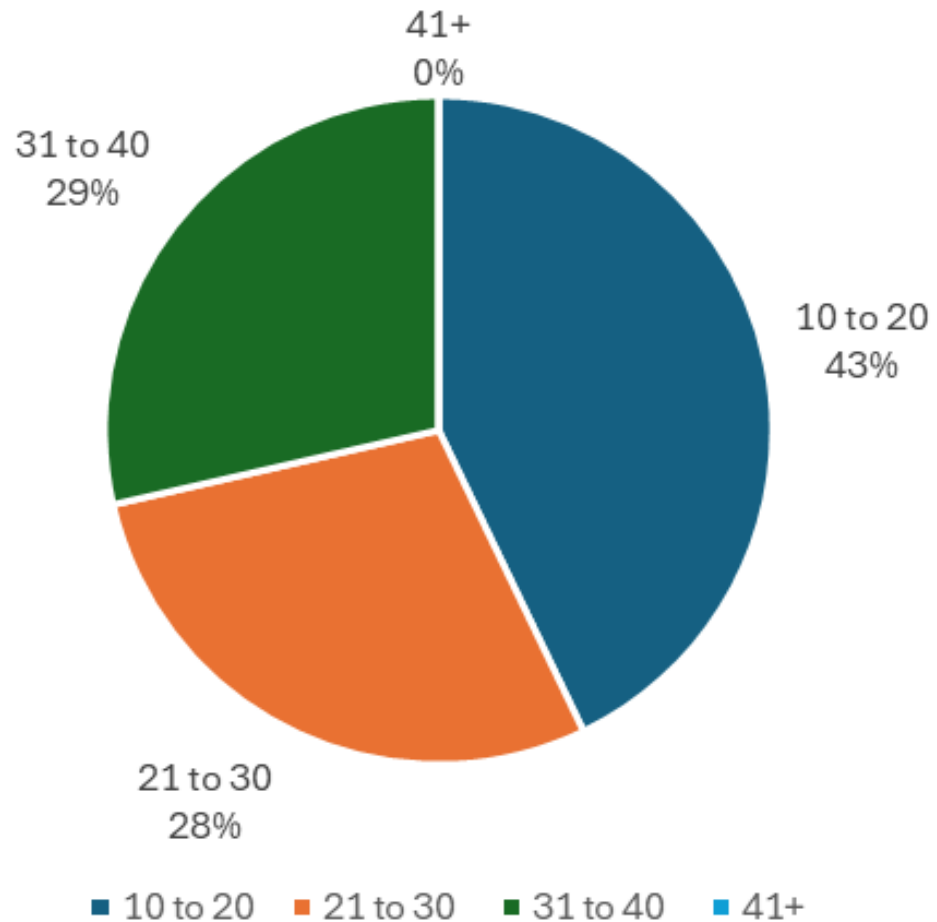


- 4/15 members have reported that there is an overall decrease. This is more than last year
- Presume that this is the absorption of increased costs not passed on to clients

How has the % of developer hours for the FSCM centric projects compared to past projects?



What % of your D365 Business Solution (FSCM, BD, CE, PP) delivery team (excluding sales) are categorised as developers?



Solutions we compete against most often?

- ❖ SAP
- ❖ Oracle
- ❖ Infor
- ❖ IFS
- ❖ SAP4Hana
- ❖ SAP by Design
- ❖ Microsoft BC
- ❖ Helios
- ❖ Odoo



Solution or partner that is proving tough to beat.

- ❖ SAP
- ❖ Oracle
- ❖ Oracle Netsuite
- ❖ Infor
- ❖ IFS
- ❖ Microsoft BC
- ❖ Other Microsoft Partners
- ❖ Hitachi
- ❖ HSO

Lead Generation and Sales

Please rate the following mediums for lead generations.

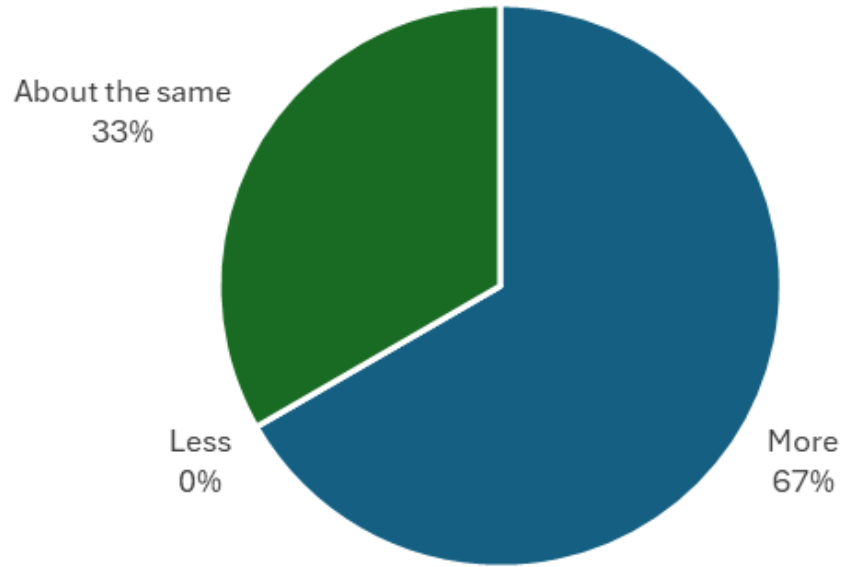
Leads from Microsoft	
Excellent - We generate a lot of leads	13%
Good - We generate quite a few leads	47%
Poor - We generate nothing or very little	40%
Leads from Independent Advisors	
Excellent - We generate a lot of leads	7%
Good - We generate quite a few leads	27%
Poor - We generate nothing or very little	60%
Customer Referrals	
Excellent - We generate a lot of leads	20%
Good - We generate quite a few leads	53%
Poor - We generate nothing or very little	27%
Internal Sales Team	
Excellent - We generate a lot of leads	13%
Good - We generate quite a few leads	80%
Poor - We generate nothing or very little	7%
Outsourced Third Party Lead Generation	
Excellent - We generate a lot of leads	0%
Good - We generate quite a few leads	20%
Poor - We generate nothing or very little	80%

Events	
Excellent - We generate a lot of leads	0%
Good - We generate quite a few leads	40%
Poor - We generate nothing or very little	60%
Advertising: Industry and Trade Publication	
Excellent - We generate a lot of leads	0%
Good - We generate quite a few leads	40%
Poor - We generate nothing or very little	60%
Digital Presence: Company Website	
Excellent - We generate a lot of leads	7%
Good - We generate quite a few leads	53%
Poor - We generate nothing or very little	47%
Digital Presence: Social Media (Twitter 'X', Instagram, Facebook, Tik Tok)	
Excellent - We generate a lot of leads	7%
Good - We generate quite a few leads	27%
Poor - We generate nothing or very little	67%
Digital Presence: LinkedIn	
Excellent - We generate a lot of leads	13%
Good - We generate quite a few leads	27%
Poor - We generate nothing or very little	60%

- Respective members seem to generate leads in different ways.
- Could it be helpful to organise some Teams sessions to share what works and best practice?

Human Resource

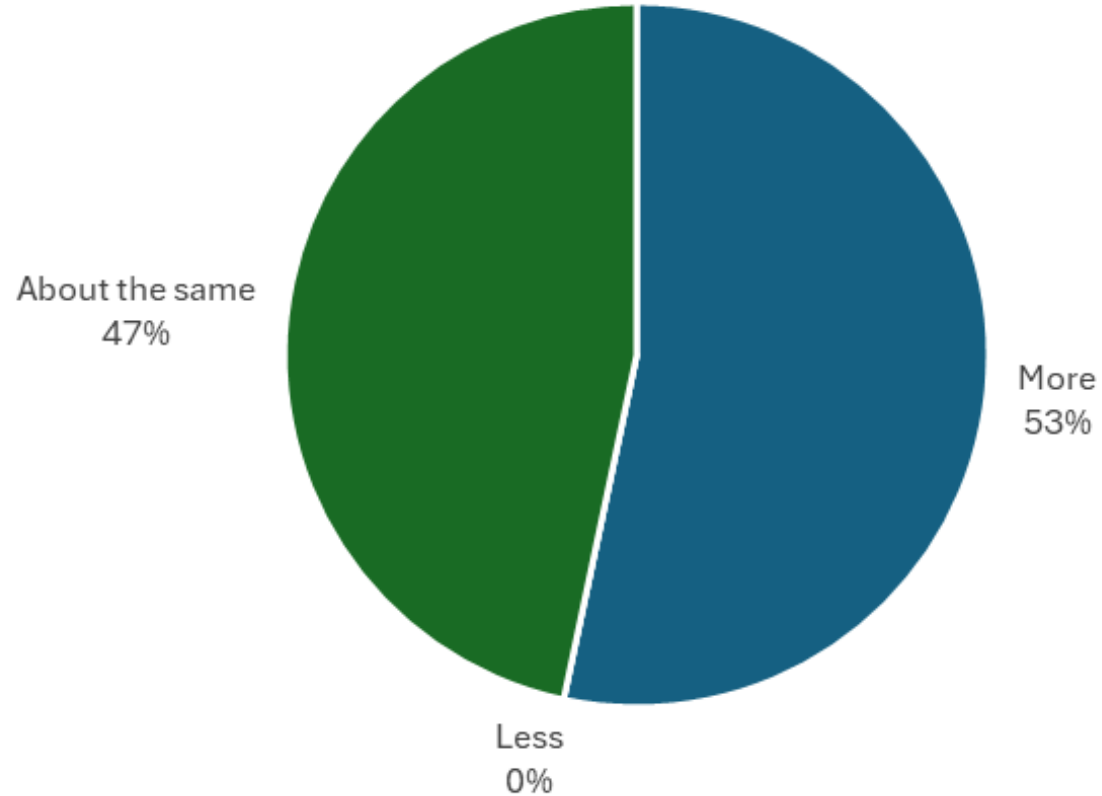
How many people work within your company overall compared with a year ago?



■ More ■ Less ■ About the same

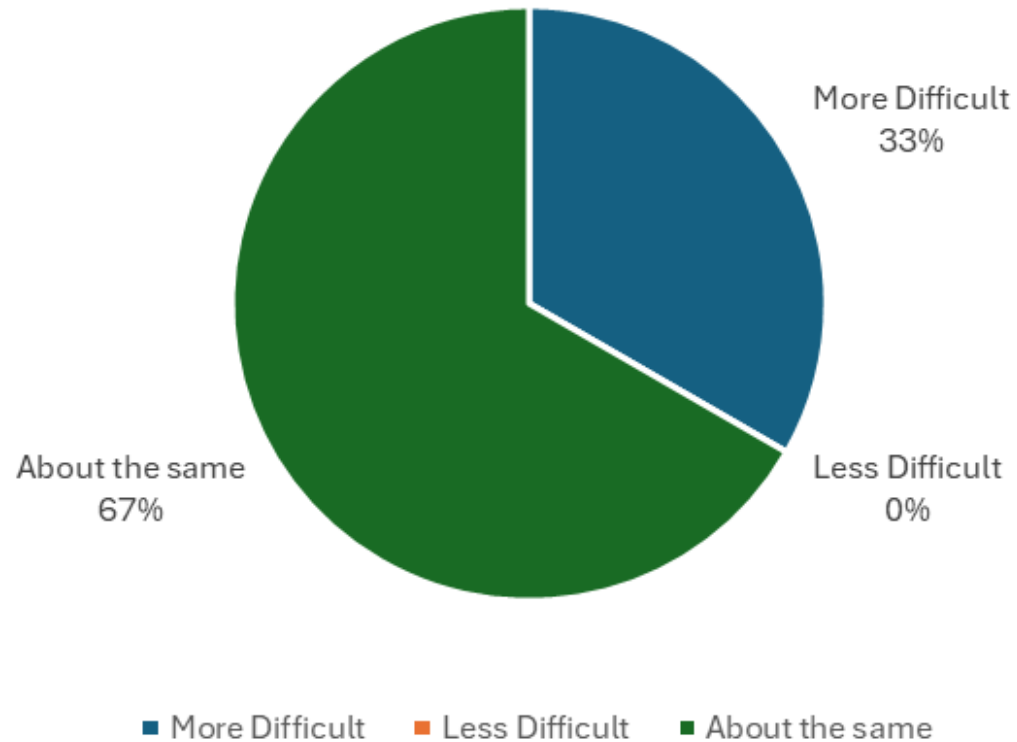
Human Resource

How many people work within your FSCM division compared with a year ago?



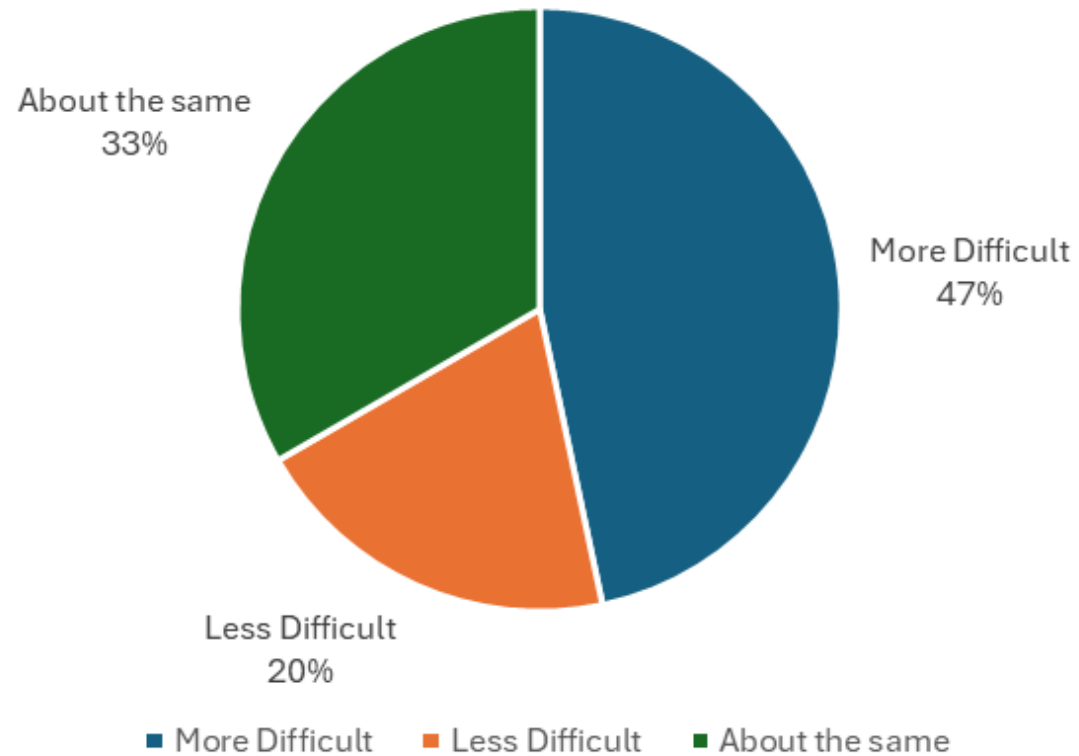
Human Resource

How difficult is it to recruit good quality F&SCM people compared with a year ago?



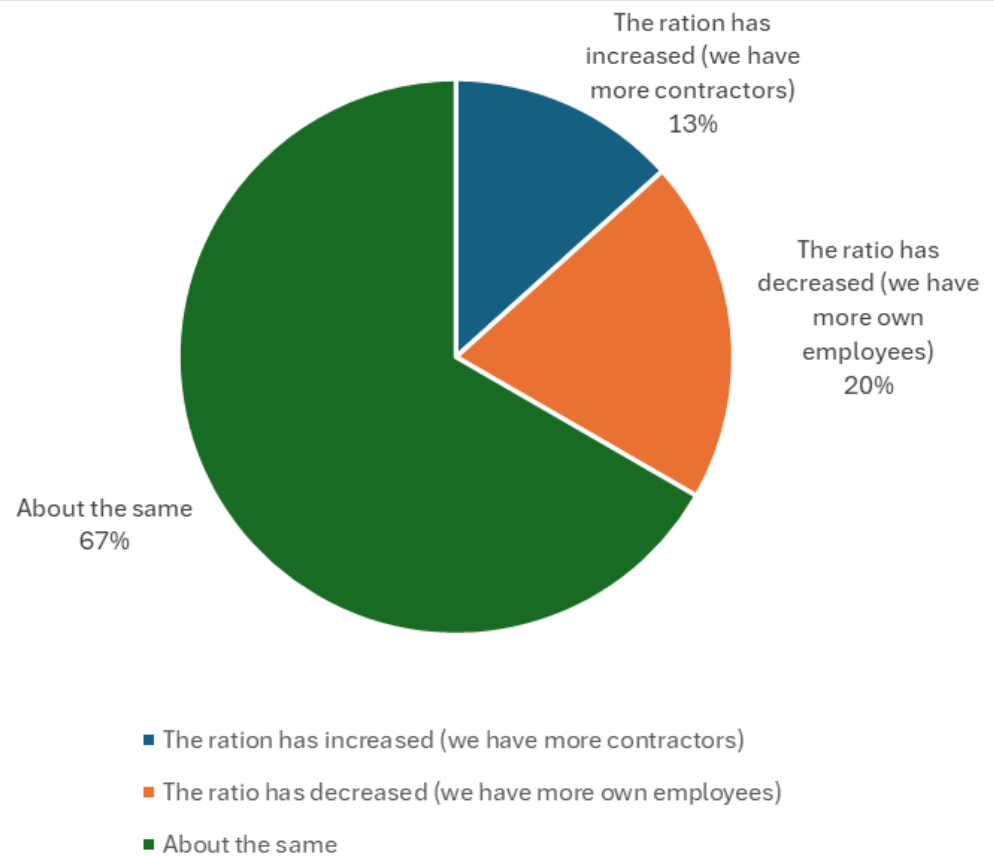
Human Resource

Is employee retention easier or more difficult than this time last year?



Human Resource

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



Human Resource

- Trends
- Slight slowdown in the recruitment of general and FSCM staff.
- Finding quality FSCM talent is becoming more difficult.
- Slight switch in employed compared to contracted staff.
- Staff retention is an ongoing challenge for some members
- Costs/Salaries are continually increasing.
- Charge rates are continually raising.
- No change in the usage of recruitment agencies compared to 2023. With just over half the members using this type of services

Working With Microsoft

How has the One Commercial Partner programme (OCP) affected your new business?	
It is an advantage / better.	0%
About the same, no effect.	47%
It is a disadvantage / worse.	0%
Still unsure	53%
Do you work with Microsoft in the PSP (pre-sales process)?	
Not at all.	7%
Sometimes.	80%
Quite a lot	13%
All the time	0%
Has Microsoft improved their engagement and investment into PSP (pre-sales process) in the last few years?	
No, it is the same.	60%
It has improved a little	27%
It has improved a lot, we are impressed	13%
In your experience is there a conflict between CSP and EA?	
Yes	87%
No	13%
No sure yet	0%
In the last year what % of D365FO deals were licensed through EA's?	
Less than 20%	20%
20%-50%	40%
50%-75%	27%
More than 75%	13%
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	33%
Yes, we have worked it out	67%
Do you feel your Microsoft income license (CSP + EA's + Microsoft funding through ECIF, pre- and post-sales activities all together) has increased or reduced overall margins for you?	
Reduced	40%
About the same	47%
Increased	0%

Do you utilise any of the following Microsoft funding programs materially?

ECIF	
Yes	73%
No	27%
Pre Sales	
Yes	80%
No	20%
Post Sales	
Yes	53%
No	47%

If you utilise the Microsoft funding programs, how large a fraction of the funding is flowing through your business to the end customer:

***Only 4 member answered this question. Don't worry your secret is safe :-)*

If you utilise the Microsoft funding programs, how large a fraction of the funding is flowing through your business to the end customer:	
<10%	1
10 to 25%	1
>25 to 50%	1
>50 to 75%	
>75 to 100%	2

COFFEE BREAK

An interesting fact about Mallorca

The name of the island comes from an old Latin phrase 'insula maior' that means 'larger island', as Mallorca is the largest island in all of Spain

Gradually the phrase was mispronounced and the island became known as Mallorca. The British often call the island Majorca, whilst everyone else calls it Mallorca – there appears to be no reason for this other than the British love of the letter J rather than L!



PARTNER PROGRAMME, LICENSING & PARTNER EVOLUTION

Ian Herlevsen, Prodware



MICROSOFT GUEST SPEAKER

Please welcome our
Microsoft guest speaker

Mr Sameer Verma

GM, Head of Products, Dynamics 365 AI ERP
at Microsoft



LUNCH

Another interesting fact about Mallorca

The island has been inhabited by humans since 7000 BC. Due to its significant geographic location in the middle of the Mediterranean, many armies have attempted to invade Mallorca.

In 123 BC, the Romans claimed the island. The most famous invasion was that of King Jaime of Aragon in 1229, which was the start of the creation of Mallorca as we know it today.



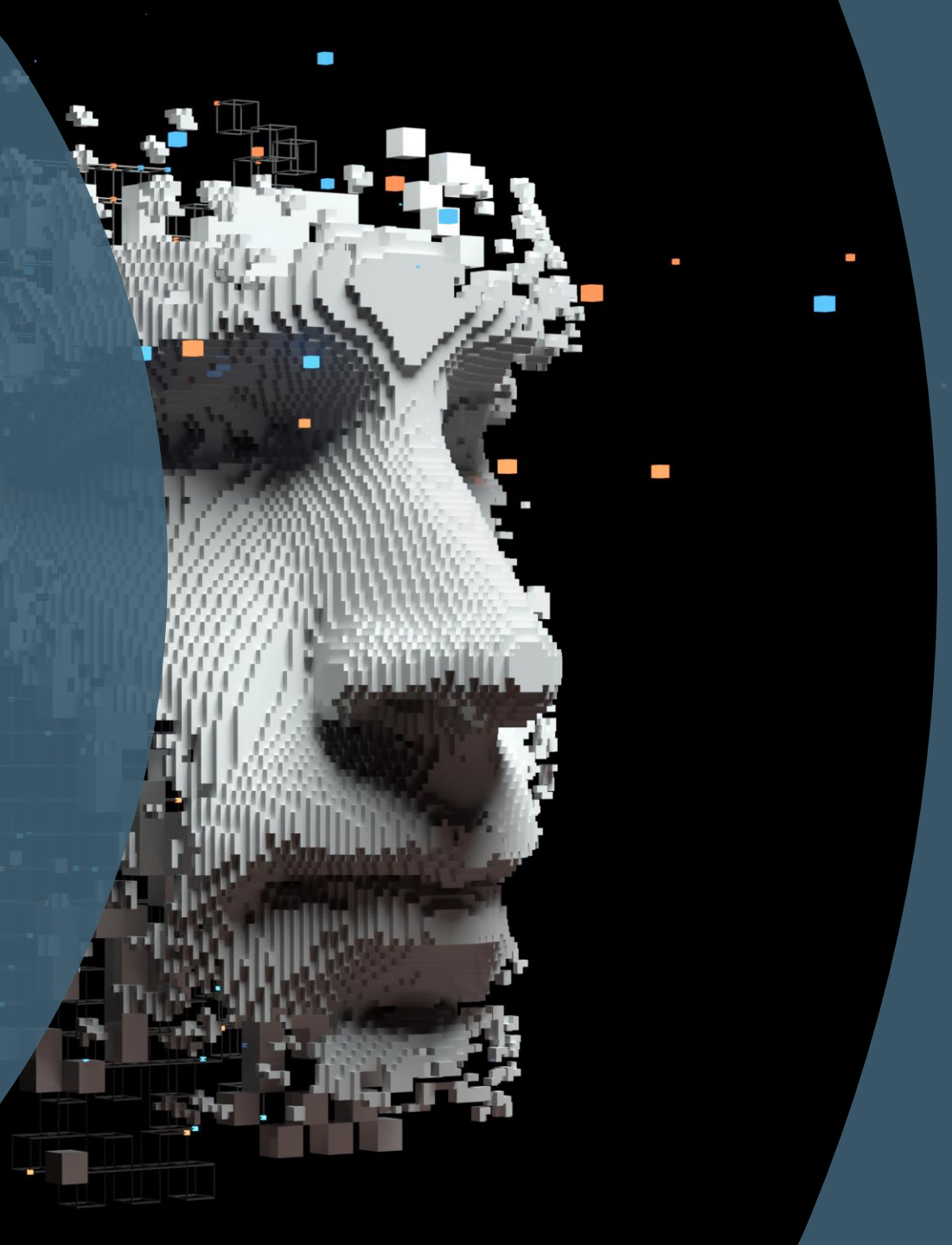
Q & A WITH MICROSOFT

Sameer Verma will take questions from the delegation.



AI & CO PILOT

Justin Delisle
Tato & Thinkmax



ISV & IP

Rob Hawley, SIS Global

Key considerations for a Dynamics Partner
in today's Dynamics World

COFFEE BREAK

More interesting fact about Mallorca

Artists and writers have been attracted to the dramatic and picturesque west coast of the island for many decades.

Robert Graves, known as one of England's greatest poets, was one of the first English to move to the island. He resided (& was buried) in the pretty mountain village of Deia, which has since become a hub for the creative crowd and celebrities.



Methodology

Current and involving practice in
project delivery

Keith Dunkinson
SIS Global & DynamicsPact



Any Other Business

