Introduction to Optimize financial and operating models

Learning objectives

By the end of this presentation, you will:

Know why this sales play matters.

Understand industry drivers, key customer personas, and how to propose the right solution.

Gain confidence in pitching it to your customers.
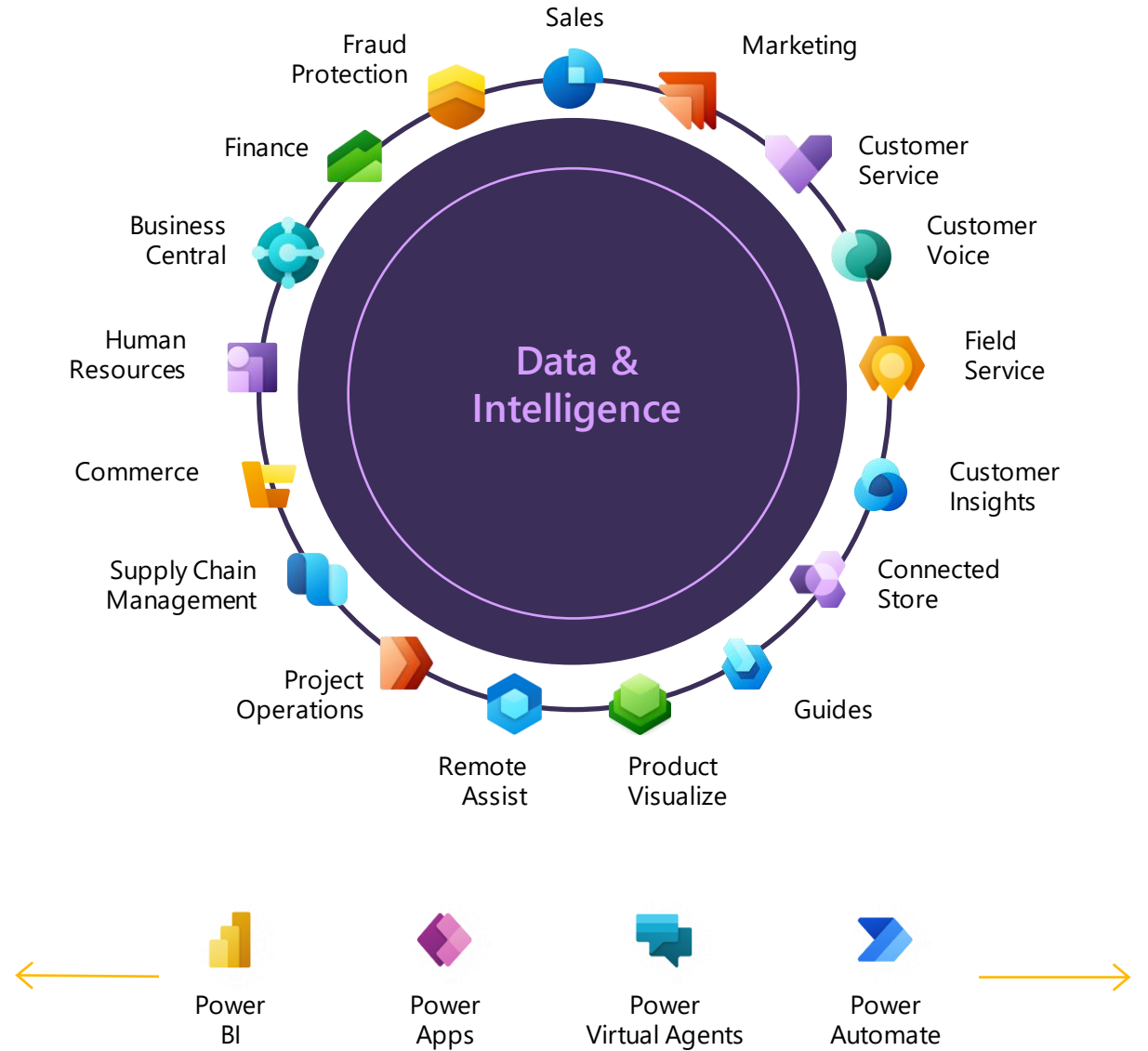
Be equipped with resources and tactical next steps.

Why this sales play matters

Our mission

Empower every person and every organization on the planet to achieve more.

It all starts with the Microsoft cloud.

Data & Intelligence

Sales
Marketing
Fraud Protection
Customer Service
Finance
Customer Voice
Business Central
Field Service
Human Resources
Customer Insights
Commerce
Connected Store
Supply Chain Management
Guides
Project Operations
Remote Assist
Product Visualize

Power BI
Power Apps
Power Virtual Agents
Power Automate

Sales play overview
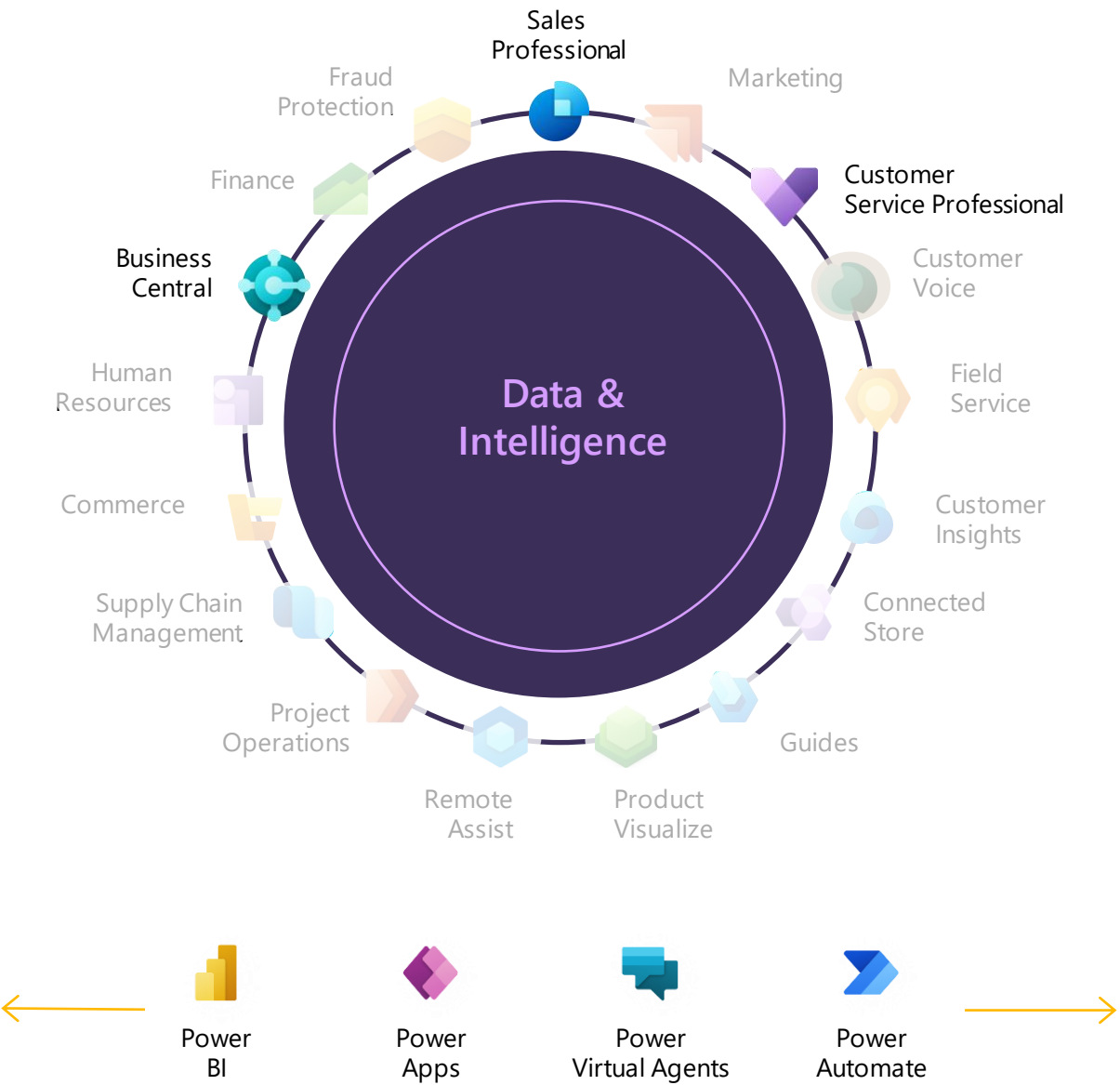
Optimize financial and operating models.

Maximize financial visibility and profitability.

Drive project-centric services success.

Expand to active digital selling, enable always-on service, and rapidly build apps sales play use cases.

Sales Professional

Marketing

Fraud Protection

Customer Service Professional

Finance

Customer Voice

Business Central

Data & Intelligence

Field Service

Human Resources

Customer Insights

Commerce

Connected Store

Supply Chain Management

Project Operations

Guides

Remote Assist

Product Visualize

Power BI

Power Apps

Power Virtual Agents

Power Automate

Market trends

$31.7B by 2024

is the forecasted value for the service-centric ERP market.

80% advantage

in new feature implementation speed for orgs with an intelligent composable approach to biz apps by 2023. Gartner.

$68B by 2024

Is the forecasted value for the SMB ERP market. Gartner.

75%

of organizations selling direct to consumers will offer subscription services by 2023. Gartner.

89%

is the relevant impact of addressing operational mindsets on driving long-term growth. Gartner.

What you need to know **to be successful**

Focus industries

Manufacturing

Discrete manufacturing.
Unlock innovation and deliver new services.
Engage customers in new ways.

Process manufacturing.
Engage customers in new ways.

Retail

Retailers.
Empower your employees.

Consumer goods.
Deliver substantial and operational excellence.

Healthcare

Provider.
Improve clinical and operational insights.

Pharmaceuticals and life sciences.
Build operational agility.

Financial services

Insurance.
Deliver differentiated policy holder experiences.

Capital markets.
Deliver differentiated policy holder experiences.

Professional services

Key for Microsoft Dynamics 365 Business Central.

Distribution/wholesale

Key for Microsoft Dynamics 365 Business Central.

Industry drivers – **manufacturing**

62%

of manufacturers are continuing smart factory investments during the pandemic.

More connected products, more products as a service.

New emphasis on agility to respond to crises and the market.

Implementation of digital feedback loops to improve products and customer experiences.

Industry drivers – retail

43%

of Top 500 global retailers with stores are offering curbside pick-up.

Keeping pace with changing consumer behavior.

Investing in sustainability, data protection, and technology.

Embracing tech to find new paths to revenue.

Industry drivers – healthcare

#1
concern for healthcare organizations is data privacy and security.

Scaling access to care without putting data at risk.

Finding new ways to deliver care such as telehealth.

Adding convenience to appointment scheduling.

Industry drivers – FSI

20%

additional compute power needed every year to support new regulatory requests.

Shifting from policy nomenclature to subscription models.

Infusing AI and ML to enable intelligent banking.

Delivering differentiated customer experiences and driving innovation.

Industry drivers –
professional services

50%

of CFOs plan to accelerate digitalization, automation, and other new ways of working in response to the new normal. (PwC)

Flexible ways to respond to changing business models in the services world.

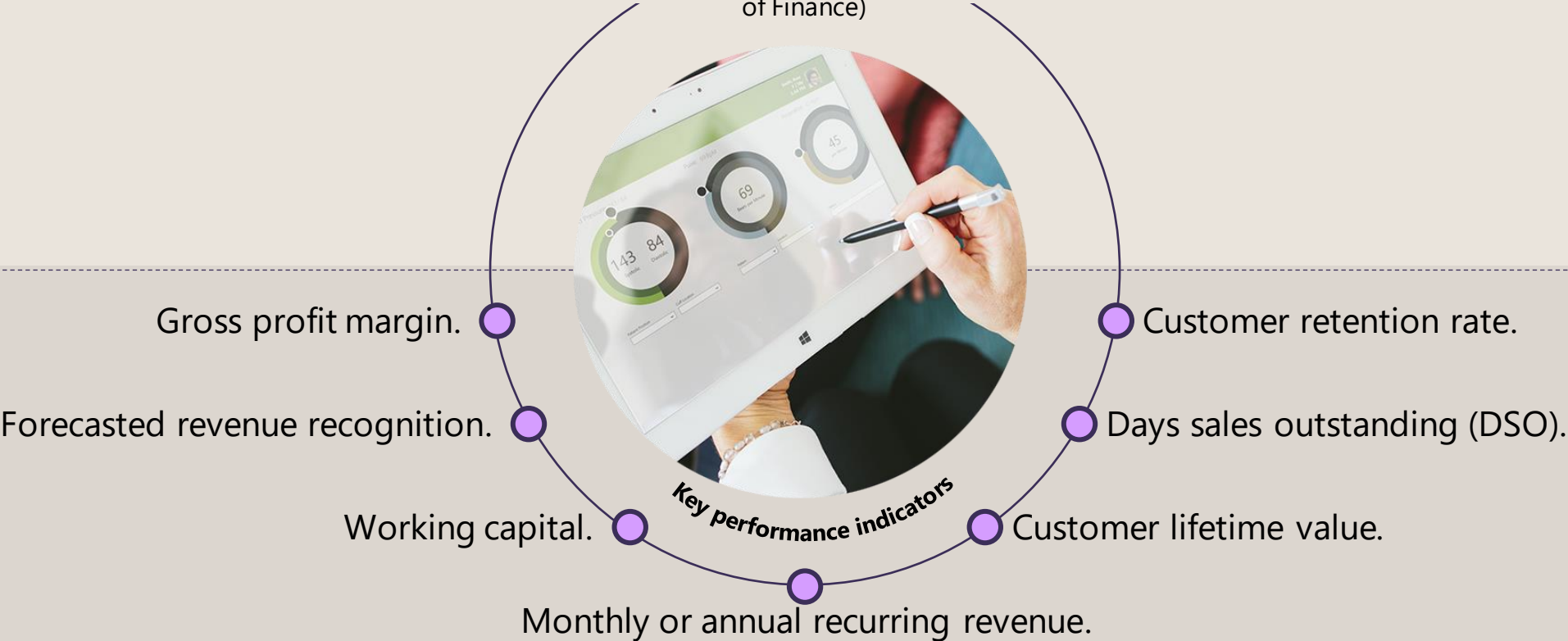Automation of business processes from lead to billing to insight.

Optimized workforce productivity to ensure project success.

Key personas – decision maker

Finance Leader
(Business Owner, CFO, VP of Finance)

Key performance indicators

- Gross profit margin.
- Forecasted revenue recognition.
- Working capital.
- Monthly or annual recurring revenue.
- Customer retention rate.
- Days sales outstanding (DSO).
- Customer lifetime value.

Key personas – influencers

Operations Leader
(COO, VP of Operations)

IT Leader
(CIO, CTO)

HR Leader
(CHRO, CPO)

Key performance indicators:

- Project costs.
- On-time delivery.
- Resource utilization.
- Billable utilization rate.
- Operating cash flow.
- Average resolution time.

- Application availability.
- Load and transaction times.
- IT spend vs. planned.
- IT cost vs. revenue.
- Total costs of infrastructure applications.

- Payroll headcount ratio.
- Employee retention rate.
- Team attrition rate.
- Cost to hire.
- Time to impact.
- Increased diversity, inclusion, and equity.

Use cases

Maximize financial visibility and profitability.

Financial

Drive project-centric services success.

Operational

Enable workforce transformation.

Organizational

Proposing the right solution

When your customer says:	Communicate these business outcomes:	Achieved through these capabilities:
I want to reduce the time and effort spent on budgeting.	• Improve financial department efficiency. • Improve profit margin control.	• Avoid manual and error-prone processes with financial processes automation and role-based workspaces. • AI-intelligent budget proposal to quickly consolidate and analyze years of historical data to create a real-time budget rolling forecast.
It takes a long time to set up new financial models.	• Reduce costs. • Improve profit margin control.	• Automate recurring billing to easily adapt to new revenue recognition standards and reduce risks. • Copy existing legal entity's setup to a new company for quick and more cost-effective onboarding of a new location.
It's hard to find the right resources to deliver on upcoming projects.	• Capacity utilization. • Time to staff.	• Streamline scheduling with intelligent and relevant skills-based assignments and up-to-date visibility into resources' availability. • Match team member skillsets with project demands and easily highlight hiring opportunities.
I'm struggling with managing a global workforce to keep projects on time and on budget.	• Budget variance. • Reduce project overrun costs.	• Use project accounting to manage billing—handling fixed-fee and time and expense billing on the same project. • Adhere to published accounting standards and practices with built-in multicurrency, revenue recognition, and project financials.
I want my people to be more productive and be able to do their best work.	• Improve retention. • Increase productivity.	• Empower your people to be more productive using familiar tools, such as Microsoft Outlook and Teams.

Let's run it

Conversation starters

How do you access relevant financial information in real-time?

How do you quote and price projects?

How do you ensure you have the right resources to deliver on upcoming projects?

How quickly can you adapt your business models to support new opportunities or disruptions?

Elevator pitch

> ### No limits:
>
> Optimize business models to improve operational proficiency and financial dexterity.

Quick pitch:

Improve financial dexterity, operational proficiency, and project-centric services success by making timely decisions using comprehensive, real-time reporting, embedded analytics, and AI-driven insights. Confidently move to the cloud to optimize digital business processes and unlock the insights needed to adapt faster, work smarter, and perform better.

Benefits:

- **Adapt faster:** Proactively prepare for and readily respond to disruption with the visibility needed to identify threats, reduce risks, and adjust business models as market dynamics change.

- **Work smarter**: Drive operational proficiency by empowering your people with AI-infused processes, guided workflows, automation, and interoperability with Microsoft 365 and Teams.

- **Perform better**: Improve financial dexterity by connecting data and automating manual tasks to unlock the predictive forecasting and insights needed to accelerate growth.

Why **Microsoft?**

Together,
it's possible

to engage with customers across all facets of their shopping experience.

Microsoft Dynamics 365

Thank you.