



Customer Journey-in-a-Box | Playbook

Supply Chain

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

According to a recent survey, 90% of business leaders believe a modern and fully integrated digital infrastructure supporting the supply chain is critical to business success. Dynamics 365 Supply Chain Management is an agile and composable solution that can unify data from multiple sources in real-time to generate intelligence to ensure business continuity.

⚡ Priority

- Build a Resilient and Sustainable Supply Chain

★ Hero SKU

- Supply Chain Management

🕒 Segment

- Strategic
- Major Commercial & Public Sector
- Corporate and SMB Scale

📈 Up/cross sell path

- Surround SAP with 2-tier scenarios



KPIs

- # Workshops & Programs
- # Customer adds
- \$CSP

🗄️ Solution Area

- Business Applications

Audience

Customer targeting

Mid-size to large enterprise organizations that want to build an agile and resilient supply chain to overcome disruptions. Target customers want to maximize profitability by:

- Enhancing end to end visibility of their supply chain.
- Improving demand & supply planning.
- Improving resource optimization, increase asset uptime & maximize longevity.
- Delivering Cross-channel inventory visibility.
- Streamlining and optimizing fulfilment & logistics.
- Replacing disparate, outdated, and customized on prem ERP with cloud-based ERP to leverage ML, IoT & MR.

Solution Play

- Build a Resilient and Sustainable Supply Chain

Industry

- Manufacturing, Retail & CPG, Gov and Healthcare

Buyer Persona

- **BDM:** CSCO, COO, VP Ops, VP SC, VP Procurement / CPO, VP Engineering, VP Manufacturing, VP Distribution, VP Logistics, PMO / Center of excellence (COE). Chief Innovation Officer (CIO).
- **Influencers:** CFO, CTO, Supply Chain & Warehouse Managers, Production Supervisors, Procurement Managers, Operations Managers.

Campaign material

Sales Support Materials

- Available at [Microsoft Power Platform Partner Portal](#). Includes:
 - Solution Play Customer Pitch Deck
 - Solution Play Technical Pitch Deck
 - Supply Chain Modernization pitch deck

Bill of Materials (BOMs)

- [Microsoft Power Platform Partner Portal](#)
- [Partner led marketing guidelines](#)
- [Brand Central](#)

Partner

Criteria

- ✓ **Partners (GSI, ISV, GISV, SI, CSP):**
 - [Catalyst Accredited Partners](#) that masters to sell and deliver across Supply Chain
 - Willingness to follow the MS Process
- ✓ Partners with:
 - [Competency Partners: Cloud Business Applications or New MCPP Designations Partner](#)

Skilling and enablement

Learning paths

- [Catalyst Readiness](#)
- [Dynamics 365 Build a Practice](#)
- [Dynamics 365 Partner Portal SCM Trainings \(microsoft.com\)](#)
- [Microsoft Dynamics 365 Supply Chain Management \(MB-330\)](#)

BizApps Enablement Guides:

- <https://aka.ms/enablementguides>
- [Certification overview](#)

Other resources

- Partner Playbook for the Microsoft Business Apps Discover Workshops <https://aka.ms/wsplaybook>

3 questions you should ask the customer:

- How much visibility do you have into your logistics, inventory, and factory operations at any given moment?
- How do you currently maintain your equipment across all your sites? Is your approach reactive or preventative?
- How effectively are you able to pivot to changing business needs like shifting to digital commerce, going direct to consumer, adding new order intake and fulfillment systems, etc.?

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 Workshops (1:few):

- Customer webinar
- D365 Discover Workshop: Connected Sales and Marketing. Connect with your PDM to get the content. Partner Playbook <https://aka.ms/wsplaybook>

- Through Partner Marketing (1:many): Marketing funds are available for the partner led demand gen based on local subsidiary prioritization
- Workshops (1:many): Microsoft support in orchestration/invitations of accounts to Partner Led Digital Discover workshops.



Inspire & Design

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.

SMB Presales Offer Coming Soon

1:1 Partner Offer Presales activities (workshops)

MSX Qualified Oppty Inspire (20%) stage with D365 ACV of min \$20k. Payout from 1,5k-100k



Empower & Achieve

OSA Sell or 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
CPOR Guide on Partner Center

OSA: 15% CE base, 30% F&O base, 10% Power Apps/Automate

CSP: 4.75% base
20% Customer Add (12Months)
5-10% Product Accelerators



Realize Value

1:1 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
CPOR Guide on Partner Center

OSU
QoQ MAU * Rate Card
Power Suite / Customer Insights Usage
CSP incentives usage
MAU * Rate Card * 15%
Power Suite / Customer Insights Usage