



Better Together – The 365 Opportunity

Why encourage Microsoft Office 365 customers to add Microsoft Dynamics 365?

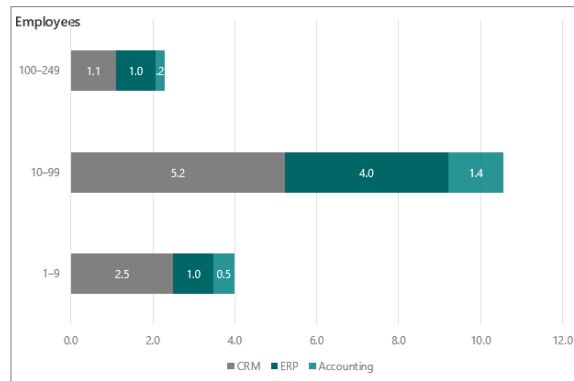
This cross-sell opportunity will modernize sales productivity for your existing customers while increasing your revenue stream.

Partner Opportunity - Total addressable market

SMB SaaS market opportunity



SMB SaaS market opportunity



*This is updated AMI data reflecting estimated SMB SaaS TAM by 2023

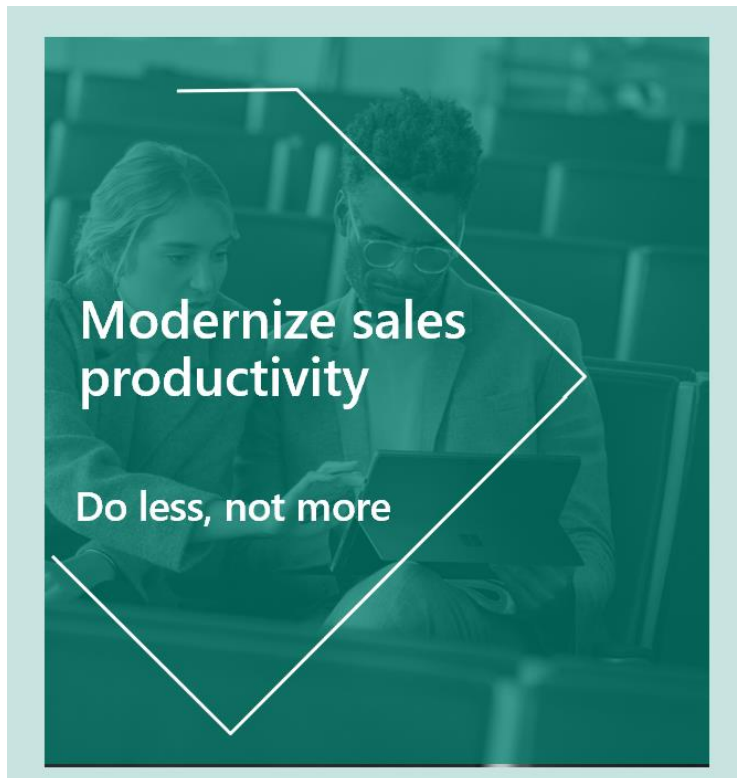
Beyond the incredible CRM SaaS market opportunity of \$8.8B, we have listed a few additional partner benefits when your customers add Dynamics 365 to Office 365:

- Increased revenue (license + services + IP)
- With your Cloud competency, you will also receive additional CSP incentives via Dynamics 365
- Customers who consume multiple Microsoft solutions are less likely to churn
- Increased trust from your customers via thought leadership around digital transformation

How do Office 365 & Dynamics 365 work better together?

To get an edge, sellers need to make every minute count. Every contact with a customer should build trust and loyalty. However, this is a tough ask when sellers are overwhelmed by tools, processes, and data pulling in opposite directions. Dipping in and out of different applications slows sellers down, while hard-to-find data makes it tougher for teams to share ideas and make decisions.

When your customers add Dynamics 365 to Office 365, their processes, people, and data can work together as one. When their processes, people, and data begin to work together, customers can:



Focus on the right opportunities and contacts



Optimize seller productivity

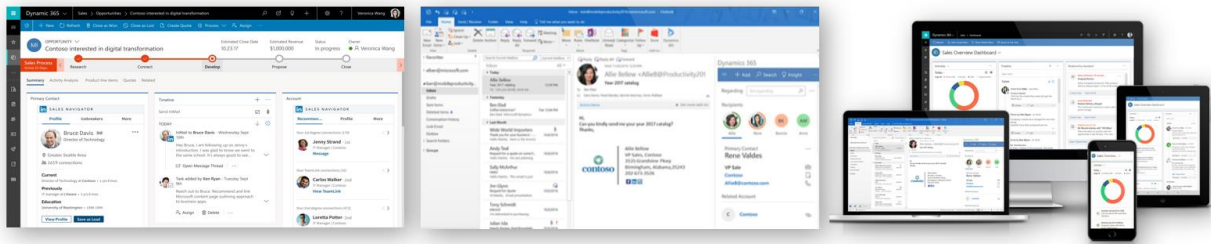


Help sellers close more deals with actionable insights

To see the benefits of Office 365 and Dynamics 365 in action, [watch this video](#).

Will it take long for my customer to ramp up?

One of the greatest benefits of adding Dynamics 365 to Office 365 is the familiar user experience. Dynamics 365 works seamlessly with Office 365 so sellers can easily and intuitively manage customer relationships and close deals using the tools (Outlook, Word, Excel) they already have and use every day.



Tailor interactions with customers



Conduct sales activities in familiar tools with Office 365



Work on the go with mobile application

This is exciting! Where do I start?

1. To experience how a unified set of business management tools and applications can modernize sales productivity, download your [free trial](#) today.
2. Reach out to your SYNNEX Microsoft team today at msftcsp@synnex.com.
3. Take advantage of the many technical resources available to help you better understand Dynamics 365. Begin your technical journey [here](#).
4. Review the [sales and marketing resources](#) to start building your Dynamics 365 Sales practice. Be sure to review the videos below to understand the power behind our solution:
 - [Sales Pro video: Focus on what's most important](#)
 - [Sales Pro video: Modernize Sales Productivity](#)
 - [Sales Pro Video: Streamline seller workflows](#)



Let's start boosting your business

To begin selling Dynamics 365 Sales Professional with SYNNEX, connect with our team at MSFTCSP@SYNNEX.COM

SYNNEX brings the most relevant technology solutions to the IT and consumer electronics market to help our partners sustainably grow their businesses. We distribute over 30,000 technology products from more than 300 of the world's leading and emerging manufacturers and provide complete solutions to more than 20,000 resellers and retail customers. We also provide a wide range of financial options to ensure that our partners always have a means to close deals.