



More benefits Less risk

Sell **Dynamics 365** without becoming an expert

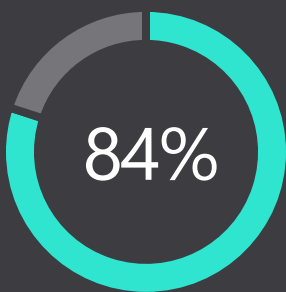
Increase revenue and add more value to your customers with Dynamics 365

As more small and midsize businesses turn to cloud solutions to modernize their business processes, they are looking for partners who can deliver productivity tools—such as Microsoft 365—and can help them connect and optimize their entire business. Business applications solutions from Microsoft Dynamics 365 can do just that.

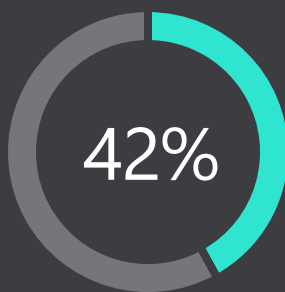
SMB customers want a single, trusted technology advisor to consult on all their business processes. So, if they have to look elsewhere for a Dynamics 365 provider, they just might take their productivity and security needs somewhere else, as well.

Fortunately, Microsoft has brought industry-leading productivity tools together with CRM and ERP solutions to provide customers with one connected cloud to address SMB customer needs. Modern Workplace partners who add Dynamics 365 to their current practice are adding new value to their customers and securing their Microsoft 365 revenue streams.

In order to mutually grow this business opportunity, Microsoft and our indirect providers are working together to help you deliver Dynamics 365 to your Microsoft 365 customers.



On average, when you help customers attach Dynamics 365 Sales to Microsoft 365, you can **increase revenue per Microsoft 365 user by up to 84%**. ([Internal Microsoft Research](#))



Customers often start with one Dynamics 365 workload and grow into more, resulting in an average **42% YoY Dynamics 365 net revenue growth**. ([Microsoft press release FY20.Q1](#))



The CRM SaaS market is expected to reach **\$8.8 billion in SMB sales and services by 2023**. ([Microsoft US Partner blog](#))



Create a Dynamics 365 practice without extensive resources

Business applications are expected to be a \$173B business by 2022.* Partners who can serve customers end-to-end with business applications will secure their customer base and increase their revenue streams.

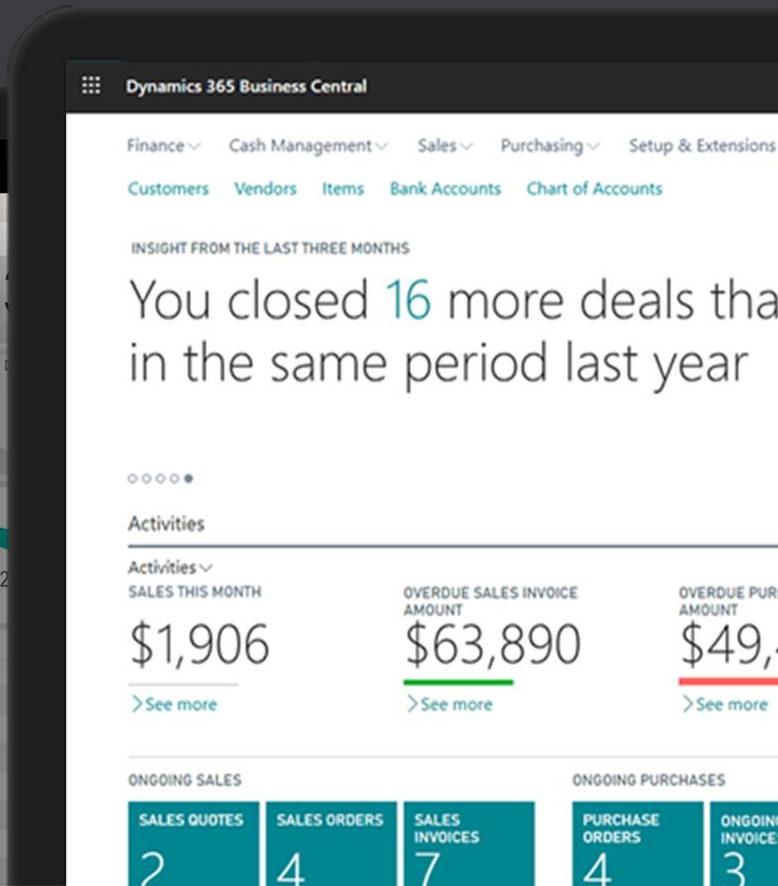
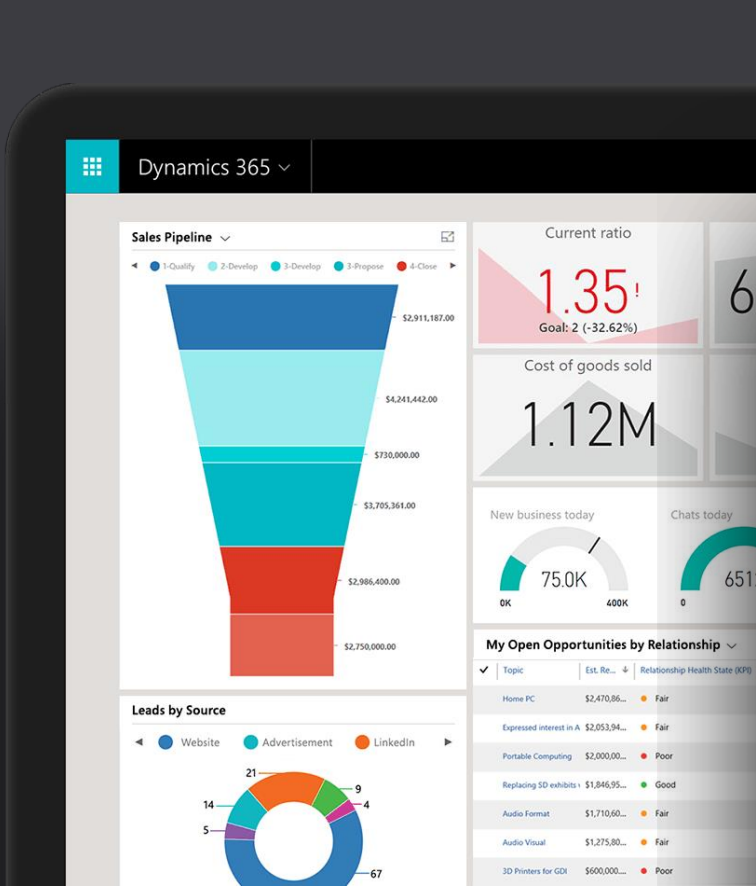
But, building a new line of business requires considerable investments in resources, technical skills development, solution building, offerings, and support. It is a long-term business development effort.

Fortunately, you don't have to develop it yourself. You can work with an experienced Dynamics 365 partner to launch a new business practically overnight.

Partner for growth



*Microsoft Internal Research, 2019



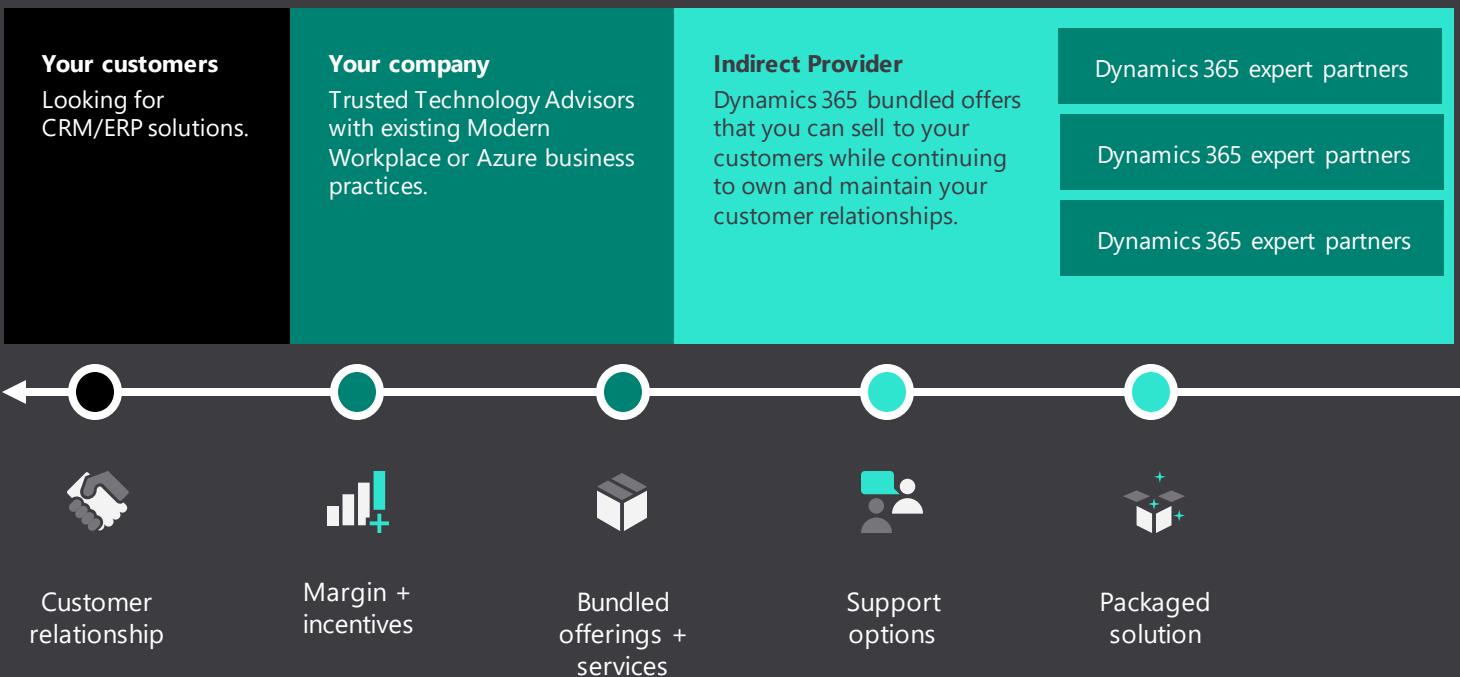
Partner for growth

Build a partner-to-partner (P2P) relationship to transform your business

Accelerate your business with a Dynamics 365 partner

Building a Dynamics 365 practice from the ground up is no small task. But it's not a good reason to miss significant market and revenue opportunities, or the chance to provide comprehensive services to your customers.

Indirect providers are working with Dynamics 365 experts to develop packaged offerings that you can leverage to sell to your customers directly with minimal resources on your side. There's no need to hire more resources or invest in new training or skills development. To get started, simply bundle the services provided by experts with your value-added services and supply your existing customers with a single invoice while maintaining your own customer relationships. Later, you can choose to grow your own Dynamics practice or continue to serve your customers with a Dynamics partner.





Mitigate risk as you grow your business

Partners are concerned that inviting a new partner into a customer relationship presents risk. Indirect providers have developed robust partner programs with terms and conditions to mitigate any potential risk to your business while optimizing your opportunity to add valuable solutions and services to your portfolio and maintain your customer relationships directly.

Indirect providers can introduce you to partners in their networks so you can build long-term business relationships and turn on a new Dynamics 365 practice in days.

Visit our [Dynamics 365 Indirect Provider site](#) to begin capitalizing on this opportunity today.

[Connect today](#) >

