Empower your ERP Practice & Scale in Microsoft Marketplace Webinar

5th of September 2024

Crayon Group - Internal Only

Presenters

Sunny Prince

Business Success Manager,
Business Applications, Crayon

Sahara Gaw

ISV Partner Manager,
Crayon

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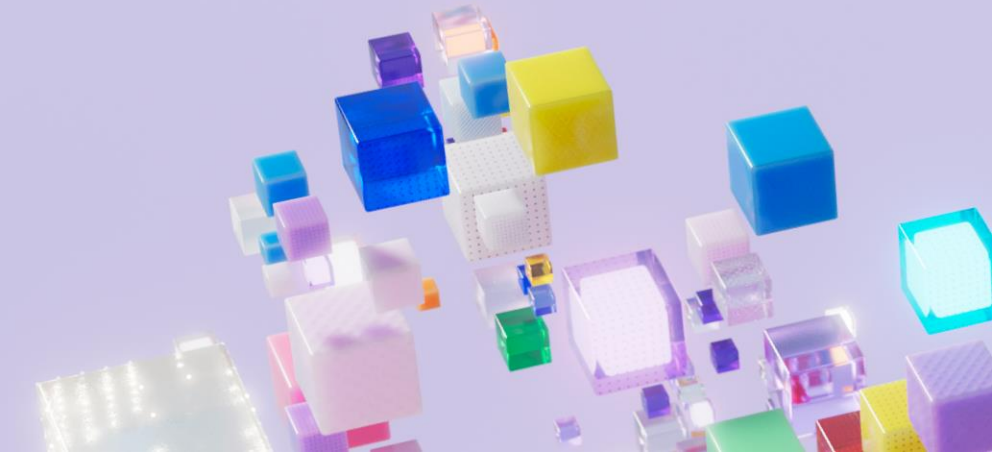
Agenda



1. Learn partner journey to a successful Bizzapps Practise
2. Learn how to Leverage Microsoft's profitability model with Dynamics 365 Business Central
3. Learn how to Uncover strategies to help your customers optimize their license costs
4. List and sell your solutions through the Azure Marketplace
5. Maximize Microsoft Marketplace incentives
6. Partner with Crayon through the Sell with ISV Program for growth

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Do More with Less | Business Central

ROI

162%

With Dynamics 365 Business Central over three years[1]

Savings

$44K

Third-party reporting spend reduction [1]

Productivity

10%

Reduction in finance and operations hiring needs[1]

Customer Results

Call2Recycle saves $25K annually by reducing costs of previous system

CURRAX realized year-over-year growth of 12% in project handling

Payzone increased staff productivity by 40%

Dynamics 365 Business Central customers can enjoy a cloud migration offer

[1] Source: Results are over three years for a composite organization based on interviewed customers The Total Economic Impact ™ of Microsoft Dynamics 365 Business Central, 2020

Do More with Less | Finance

ROI

122%

With Dynamics 365 Finance over three years[1]

Savings

$3.5M

Legacy cost savings[1]

Productivity

55%

Finance personnel productivity improvements[2]

Customer Results

GN Group unified financial data to gain AI-based predictive insights

Music Tribe replaced 18 legacy applications

DCH improved operational efficiency, agility, and financial reporting

Dynamics 365 Finance customers can enjoy a cloud migration offer

[1] Source: Results are over three years for a composite organization based on interviewed customers. The Total Economic Impact ™ of Microsoft Dynamics 365 Finance, 2022

[2] Up to 55% Finance Personnel productivity improvements, The Total Economic Impact ™ of Microsoft Dynamics 365 Finance, 2022

Partner Journey to build a successful Bizzapps Practise

Build your repeatable offering

02

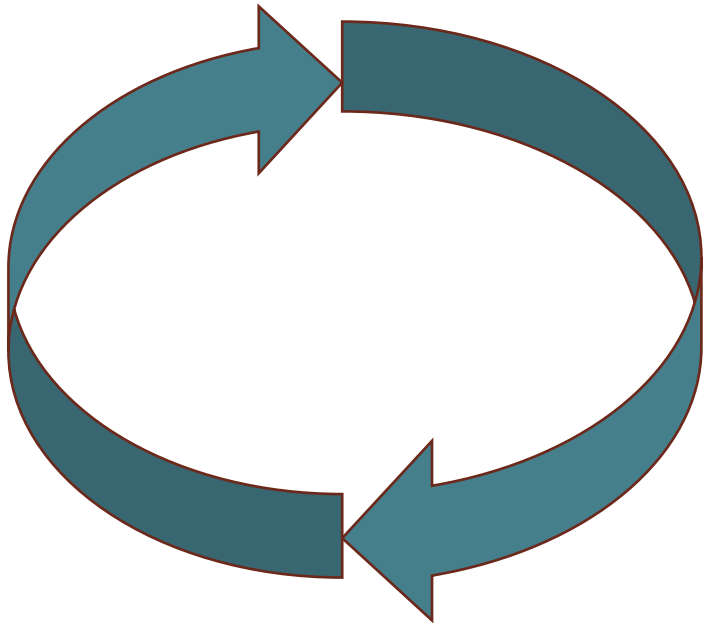
Leverage an existing D365 Offering

[Accelerate and scale your SMB-focused Dynamics 365 practice: Partner series]

Build your Practise

01

Build your P2P Strategy



Generate Demand **03**

[MSFT DMC and PMC support]

Accelerate Pipeline conversation **04**

Unlock incentive with Solutions Partner Designation

05

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Microsoft profitability model

Leverage Business Applications offers and incentives to advance your business

Presales Activities

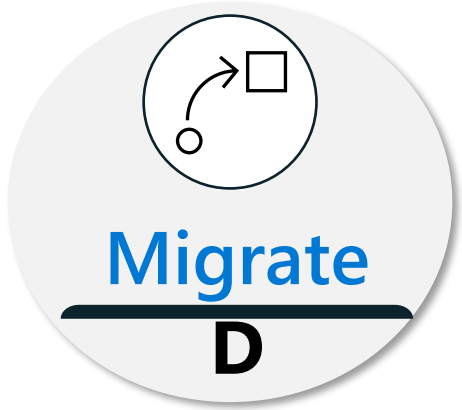
Benefit from presales offers and provide an end-to-end digital buying experience to your customers

License Offer

We have **different offers i**n the market align to sales play

Margin and Incentives

Take advantage of the margin and the incentives to continue to grow your business



Legacy customers

Migrate on-prem customers to cloud and capitalize on $1.5B opportunity for products and $15B for services

Pre Sales Activities- A

Fill the talent gap with MSFT's "Reskill" initiative

1

A comprehensive offering for the Business Central partner eco-system designed around minimal risks and a cost-effective pricing. **Learn more at aka.ms/BCTalent**

Pre-Sales Funding

2

Business Central Deployment Offer – Improved and extended!

Provides partners a payout towards post-sale engagements that accelerate customers go-live in the cloud

Key Changes in FY25

1. **Expanded customer scenario** to include migration from Dynamics on-prem *OR* Non-Microsoft solutions.
2. While payouts are lower than prior AIM Deployment offer, this one can **combine with BTTC2 discount** and deliver a lower TCO.
3. **Offer runs full year** to help partners identify opportunity and close larger transactions.

Partner Eligibility

- **Partner Agreement** — Microsoft Cloud Partner Program Agreement
- **Program Enrollment** — Microsoft Commerce Incentives
- **Partner requirements** — Business Applications Solution Partner Designation

Customer Eligibility

- New customers to Dynamics 365 Business Central online (requires TPID)
- The customer must purchase a 1-year or 3-year full price Business Central online subscription (or BTTC2 subscription)
- Dynamics365 Business Central transactions from July 1, 2024 – July 2025

Payout Details

Project Size	Annual Contracted Revenue	Market A Incentive	Market B Incentive	Market C Incentive
Extra-small Engagement	$5,000–10,000	$4,500	$2,500	$1,700
Small Engagement	$10,001–20,000	$9,000	$5,000	$3,500
Medium Engagement	$20,001–40,000*	$18,000	$10,000	$7,000

*there's no max ACV limit, but payout is capped at $18,000. ACV is calculated post-margin of MSFT license value

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Convert complex deals with help of the Business Central Concierge Service- Pre Sales Activities A

What's new!

Reduced deal size and/or implementation cost – **yearly license revenue per customer >$50K**

Your channel can collaborate with a Team of **cloud solution architects** specializing in partner and customer interactions within the Business Central product group

Free
for partners and customers

2-12 months
Duration

Your partner should Nominate a customer leveraging this Forms: aka.ms/bcconcierge

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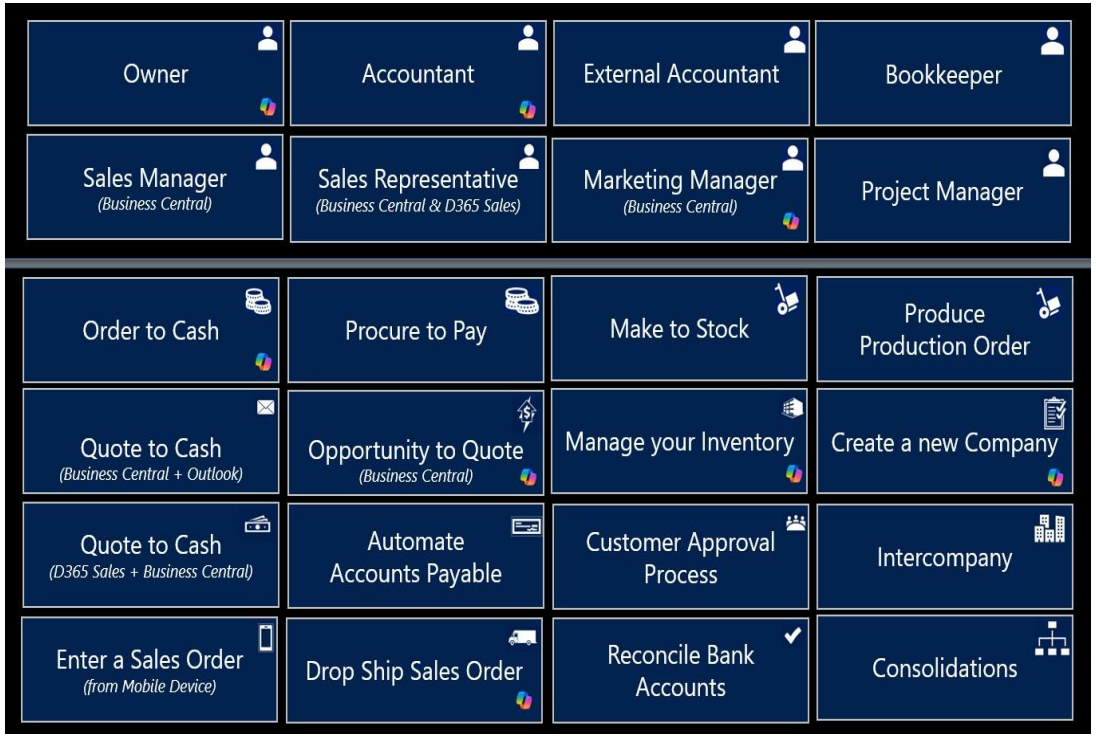
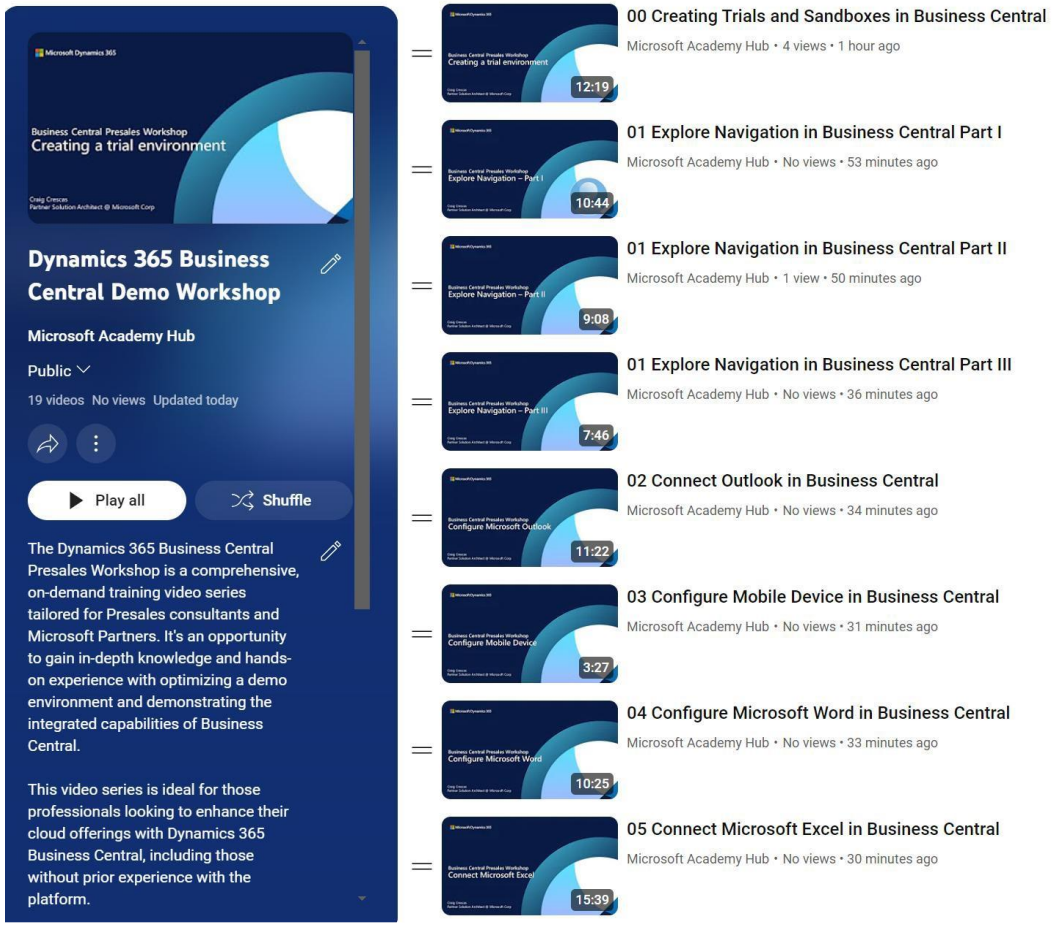
Business Central Presales Assets



Dynamics 365 Business Central Partner Playbook



aka.ms/BCDemoWorkshop

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Compelling Customer Promotions Offers - B

Live!

Business Central 10% discount for M365 Customers

- **10% discount** off Dynamics 365 Business Central Essentials or Premium Annual Subscription
- **Globally available** from Aug 01, 2024 – June 30, 2025
- (Requires M365 Business Standard or Premium deployment)

aka.ms/BCM365Promo

Extended!

For on-premises customers moving to cloud:

Bridge to the Cloud II promotion extended

- Any Dynamics 365 online licenses at **40% discount**
- Extended through December 31, 2025

aka.ms/bttc2t

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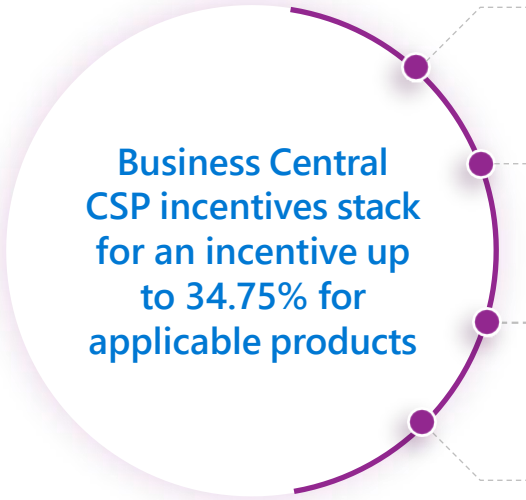
Live!

CSP-EP to online Business Central (CSP2BC)-- Specialized Offer

- **40% discount** off Dynamics 365 Business Central Subscription
- **Globally available** from November 1, 2023, to March 31, 2026
- (Will require active CSP-EP subscriptions through Legacy CSP may order this specialized offer (SO).
- CSP-EP to Online Business Central (CSP2BC): Specialized Offer

Huge Partner opportunity with Business Central CSP incentives- Margin C

Rewarding Cloud Solution Providers (CSP) providing billing and support for customers who purchase Business Applications workloads.



4.75% baseline

+

10% Business Central Strategic workload accelerator

+

20% CSP customer add

=

Up to 34.75% incentive earning on associated billed revenue

Leverage Coop with your eligible resellers

60% of this incentives will be paid as a rebate and 40% will be available through co-op. Make sure you plan on utilization co-op to fund Business Central activities.

The CSP incentive program Product Addendum is the governing document detailing product applicability for each CSP incentive earning opportunity. Partners can access the Product Addendum on the Microsoft partner website

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Example of a Business Central “Getting Started” offer

Introduce a **clear, predictable and cost-effective customer entry offer**, to cross sell Business Central to your existing M365 customers

Contoso Partner

Modernize your accounting system – go live in a week!

Harness the power of AI and seamlessly connect to your everyday apps

Get started today!

Best Value!

$14,000

Getting started with confidence

- Identify priority capabilities/(Business Central module) and define timeline
- Tenant sent up, module configuration, master data imports
- Training and resources to help you succeed
- + Business Central licenses for the first 12 months[1]

- Lead with an attractive price point
- 1:1 assessment provided by a Dynamics expert, sponsored by Microsoft
- Starter Pack of **15** hours of implementation services and support provided by partner
- Microsoft provided
- **5 Business Central licenses** (annualized value)

1 Licenses are provided as part of package for the first 12 months

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M365 Partner P2P Earning Opportunity (based on the $14 000 packaged example)

Potential to earn up to $3,200 on $4,200 license deal just by doing a referral

	Customer offer ~$14,000	Partner Earnings via P2P $3,200	Partner Earnings via new practice $11,000+
License	$4,200 5 licenses for Business Central		
Margin		$1,680 10% promo + 30% margins	$1,680 10% promo + 30% margins
Services	$10,000 Pre-sales & Post-sales services		
Incentives		$1,022 CSP Incentives (35%)	$1,022 CSP Incentives (35%)
Training	$0 Provided by Microsoft		
Services		$500 (Average Industry referral fee)	$8,000 Pre-sales and post-sales services

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How much is your earning through Migration D

1 AIM Assessment

Showcase the value of modernizing and accelerate the journey to AI-guided productivity by moving on-premises financial and operational systems and processes to the cloud.

The goal of this engagement is to help customers understand the benefits of moving from Dynamics NAV, GP, SL and Business Central on-prem to Dynamics 365. Tie key business objectives to Dynamics 365 Business Central functionality and determine next steps based on assessment recommendations and solution complexity.

The partner will conduct the following:

- **Functional Assessment**
  - Provide a high-level functional review of current Dynamics on-premises solution to Dynamics 365 in the cloud. Understand new AI and Copilot capabilities, transition options, and initial results.
- **Technical Assessment**
  - Provide solution customization analysis alongside preliminary code and existing integrations reviews.
- **Customization Assessment**
  - Evaluate on-premises customizations and implemented ISV solutions.

Quick summary

Target customer scenario(s)
- Customers running on-premises deployments of Dynamics AX, CRM, NAV, GP, SL, or Business Central want to migrate to the cloud

Partner qualifications*
- Business Applications Solution Partner Designation

Customer qualifications*
- Customer ID
- Select high priority Dynamics On Premises customers (including products such as Dynamics NAV, GP, SL and Business Central on-prem) who do not have an active opportunity in MSX CRM.

2 Business Central Deployment Offer – Improved and extended!

Provides partners a payout towards post-sale engagements that accelerate customers go-live in the cloud

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Migration Example: Partner Earnings & Customer Savings

Scenario: *BizApps Solution Designated* Partner A sells to *New* Customer B: 15 D365 Business Central Essentials

15 D365 BC Essntls
70x12x15 = $12,600

Total Service Revenue:
You decide!

	Migration + BC Assessment		CSP Incentives		Total Earnings
Partner Earnings	Migration $3,500 + BC $1,500 **Total = $5,000**	+	$2,247 (4.75% + 10% + 20%)	=	$7,247
Customer Savings	BTTC 2 Promo $4,080 (40%)	+	Deployment Offer $4,500 Extra small engagement	=	Total Savings $8,580

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GP End of Support Announcement

On September 25, Microsoft announced the end of support for Dynamics GP by 2029, to continue aligning priorities to focus on cloud innovation. We are encouraging customers to transition to Dynamics 365 Business Central, which offers advanced AI tools and robust security features to help businesses thrive in the new era of cloud and AI computing.

Next Steps: Leverage resources below and above to understand changes and impact to partners and customers

- Partner Blog & Customer Blog
- Partner FAQ
- Register for the Partner Webinar – Oct 23rd

1. Listen and Consult	2. Inspire and Design	3. Empower and Achieve	4. Realize Value	5. Manage and Optimize
Prospecting & Customer conversations		**Assessments & Demonstrating Value**	**Accelerate Delivery Tools**	
▪ Migrate to Business Central Prospecting Assets ▪ Migrate to Business Central video ▪ GP Migrate to BC Campaign in a Box ▪ GP Migrate to BC Partner FAQ ▪ GP Migrate to BC How to Videos ▪ Migrate to D365 Partner Hub & Partner Webinar & Deck ▪ Business Central migration conversation guide		▪ Migrate to D365 Assessment Guide & Resources ▪ Migration Assessment Tool (by Enavate) ▪ GP to BC TCO Overview & Calculator ▪ Andretti Indoor Karting & Games races toward expansion with Business Central ▪ Xyngular saves hours by automating with Business Central	▪ Migrate GP Data to the Cloud ▪ D365 Implementation Guide ▪ SMB partner guidance deck	

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Sunny Prince

Business Success Manager

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Connect with me through linkedin here

Grow & Scale Faster with Crayon

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ISV INNOVATION HUB

Grow & Scale Faster with Crayon

1 Grow

Leverage Crayon's expertise to gain insights into the growth potential of your business, products, and customers.

- Guidance on ISV programs and funding opportunities (AWS and Microsoft)
- Review Cloud Infrastructure
  - Controlling Development Costs
  - Optimising Application Performance
  - Ensuring Availability
  - Enhancing Security

2 Modernise

Partner with Crayon to optimise your architecture, leverage and/or infuse Data and AI technologies, and enhance end user experiences

- Acceleration of platform through Data & AI technologies
- Deploy Cloud Infrastructure best practices
- Optimize your operating architecture

3 Monetise

Guidance to overcome monetisation challenges and assess marketplace suitability, with support for entry and transaction success.

- Create Transactable Listings on Microsoft & AWS Marketplace
- AWS & Microsoft Incentive Opportunities
- Marketplace Best Practices
- Validation of Microsoft partnership criteria
- Go-To-Market Advisors

4 Scale

Scale your sales and reach new markets through Crayon's global team of enterprise sellers and extensive channel partner network.

- Partnerships with Crayon to scale
- Increased Revenue
- Tapping into new markets (Direct & Indirect)
- Marketing Support / GTM Strategy

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CLOUD MARKETPLACE

What is a Marketplace?

- A Marketplace is a digital catalogue that customers can buy & deploy third-party software, subscriptions and licenses to run in their businesses.

- +100k of software listings for categories:
  - Security
  - Business apps
  - Machine learning
  - Data & storage
  - Productivity

- Quickly launch preconfigured software licenses and software solutions.

- Single pane of glass
  - Transactions managed by cloud partners
  - Create customised private pricing offers for customers.

Microsoft

Microsoft | Azure Marketplace

Azure Marketplace - Engages IT Pros and Cloud Developers to discover, try, and buy IaaS, SaaS, and PaaS solution

Microsoft | AppSource

Appsource- Engages Business Users by using AppSource to discover and try Line of Business SaaS apps and services

aws

aws marketplace

Digital storefront helping companies find, try, buy, deploy, and manage solutions from AWS Partners.

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CLOUD MARKETPLACE

Driving Adoption

Canalys. (2023). Canalys outlook: 2023 predictions for the technology industry

By 2025, Canalys conservatively forecasts that almost a third of cloud marketplace procurement will be done using channel partners on behalf of their end customers

Customer

- Shift to modern procurement (Digital)
- Utilize Committed Cloud Spend
- Simplify Procurement
- Standardized Contracts through the Marketplace
- Fast Access To Tools
- Accelerate Time To Value
- Better discounts

ISV

- Access to larger customer base
- Help customers with Committed Cloud Spend
- Accelerated Deal Closure
- Advance Cloud Partnerships
- Improve Customer Acquisition
- Access to cloud marketplace incentives

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CLOUD MARKETPLACE

What the opportunity? IP Through Marketplace

Maximized Exposure:
Listing on Marketplace enhances visibility among millions of potential customers.

Partner Ecosystem:
Collaborate with Microsoft and their partners for joint marketing, go-to-market strategies, and sales initiatives.

Revenue Growth:
Benefit from Microsoft's co-sell program, which helps you drive leads, close deals, and scale faster.

Global Reach:
Instantly connect with millions of Microsoft customers in over 140 countries.

Simplified Transactions:
Benefit from simplified billing, licensing, and procurement processes.

Measure and Reward

Incentive lever	Description	Incentive Rate	Max cap	Earning split
Lever 1	Marketplace publisher achieves USD $100,000*** cumulative marketplace billed sales during the Incentive Term****	USD **$20,000** per publisher ID	One earning per publisher ID	100% Rebate
Lever 2	Marketplace publisher achieves USD $4,000,000*** cumulative marketplace billed sales during the Incentive Term****	USD **$50,000** per publisher ID	One earning per publisher ID	

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Microsoft Marketplace as easy as 1-2-3

Are you ready to get the most out of Microsoft's Ecosystem via Marketplace?

Microsoft is heavily investing in its commercial cloud marketplace, accelerating the exposure of innovative solutions. Through Crayon, you can start publishing and selling in days, not months.

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SELL WITH CRAYON

Partnership Opportunities with Crayon

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SELL WITH CRAYON

Program

Scale your sales and reach new markets through Crayon's global team of enterprise sellers and extensive channel partner network.

This program is designed to be a strategic engine for success to open new doors of growth, innovation, and customer value.

- Tapping into new markets (Direct & Indirect)
- Partnership Alignment
- Marketing Support / GTM Strategy
- Market & Global Expansion
- Ease of billing via Azure Marketplace
- Program connects to Azure Marketplace Incentives
- Solution Available in CloudiQ & PRISM

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SELL WITH CRAYON

ISV Partners

DEVICIE

Accelerate Intune adoption and automate device management.

Devicie is an automation tool for devicie management to accelerate Intune implementation to automatically update and optimise Intune instances in days, not years.

- ✓ Intune migrations and configuration updates
- ✓ Day-to-day device management
- ✓ Zero touch provisioning
- ✓ Security and compliance
- ✓ Operating system patching and updates.

mailguard 365

Strengthen your M365 email security against advanced zero-day attacks

MailGuard 365 works inside M365, providing an additional layer of security. It delivers a native ICES solution in a single click, offering enhanced protection against phishing, ransomware and sophisticated BEC attacks.

- ✓ Single-Click Activation
- ✓ No changes to DNS, MX or MS control center
- ✓ Moves threats to the junk or deleted items folder just
- ✓ Evidence-based reporting
- ✓ Comprehensive Reporting

cytrack.io

Communications & Performance Analytics for Microsoft Teams

Cytrack's focus is to enhance customer experiences through an extensive portfolio of innovative solutions, including cloud telephony, advanced analytics, compliance recording, and contact center services.

- ✓ Microsoft Teams Call plans
- ✓ CyReport – Microsoft Teams Analytics & Reports
- ✓ CyRecord – Microsoft Teams compliance Voice and Meeting Recording
- ✓ CyCX – Omni Channel Contact Centre for Microsoft Teams

wetransact

Microsoft Marketplace as easy as 1-2-3

Microsoft is investing in its cloud marketplace but navigating it can be tricky. WeTransact simplifies the process, helping you publish and sell your solutions with ease.

- ✓ Handles marketplace integration maintenance.
- ✓ Ensures Microsoft criteria are met. (Co-Sell)
- ✓ Go-To-Market Direction & Guidance.
- ✓ Order management and financial reporting features.

SendGuard for Outlook & M365 by Standss

Governance, Risk & Compliance Solution for Outbound Emails (M365)

SendGuard works inside of Outlook as a pop up for customers to prevent confidential emails and sensitive/private data being sent to the wrong recipients.

- ✓ Avoid sending sensitive information to the wrong recipients
- ✓ Prompt users to confirm recipients and attachments
- ✓ Detects and warns for sensitive or inappropriate content
- ✓ Reliable Recall (Unsend)

CLOUD MARKETPLACE

Start Today

ISV Innovation Hub:

Sign up for the ISV Innovation Hub program and let's talk about how our team can help you to spend more time focused on product, customer acquisition and business growth.

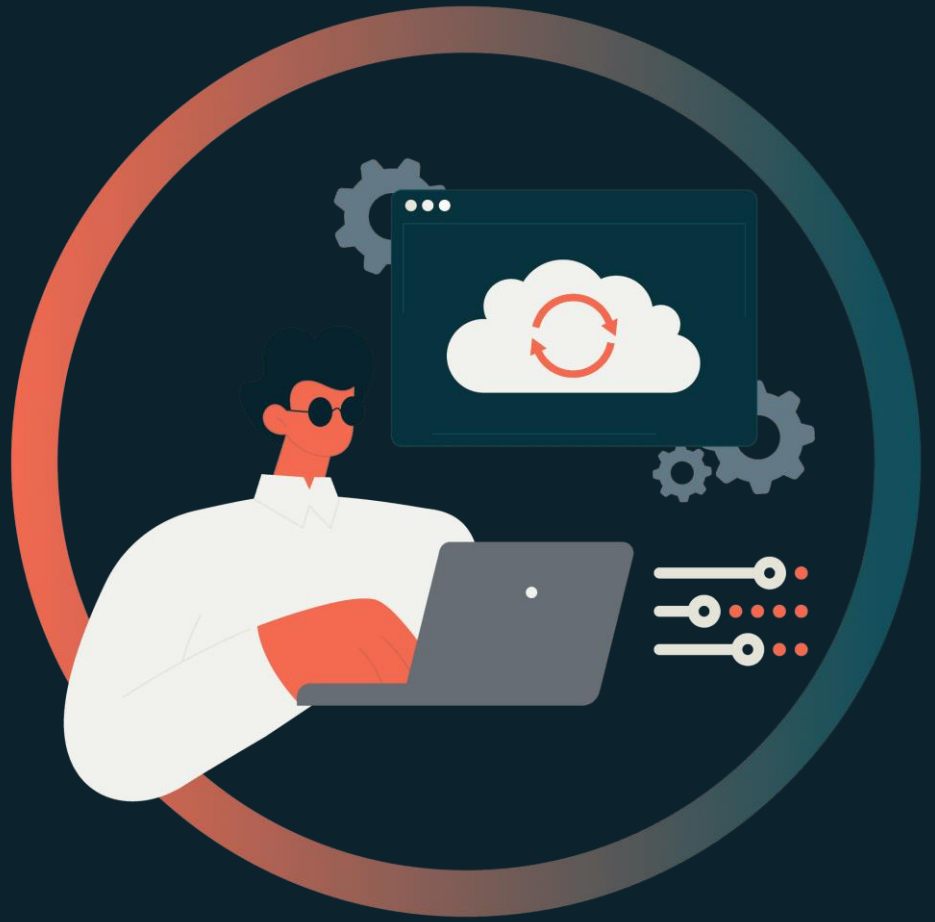
- ✓ Contact your local account manager

Microsoft Marketplace:

- ✓ Contact your local account manager
- ✓ Contact Sahara Gaw sahara.gaw@crayon.com

Sell with Crayon:

- ✓ ANZ: Contact Sahara Gaw sahara.gaw@crayon.com
- ✓ APAC: Contact Chas Mann chas.mann@crayon.com



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Q&A

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DIRECTION

So what now?

Fill the feedback form so we can keep bringing such engaging webinars again in future

A BIG Thank You!!

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