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Modernise in the Cloud.

 Microsoft Dynamics® 365

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Discover Dynamics 365

Dynamics 365 provides a modern and familiar experience with built-in insights, intelligence, and workflows to enable greater productivity. It brings together applications, data, documents, and devices—all from one unified user experience — to empower employees to work smarter and better together, optimize processes and operations, and use data to generate smarter decisions.

Productivity	Dynamics 365 Apps		3rd Party Apps	Purpose-built apps
Apps & the dashboards	Sales	Field Service	Microsoft AppSource	Customer Apps by PowerApps
Office 365	Customer Service	Project Service Automation	Other data sources	Compose Workflow by Microsoft Flow
	Marketing + Adobe*	Operations		Business Process + Common data model
	Business Process ▶▶▶ Data			
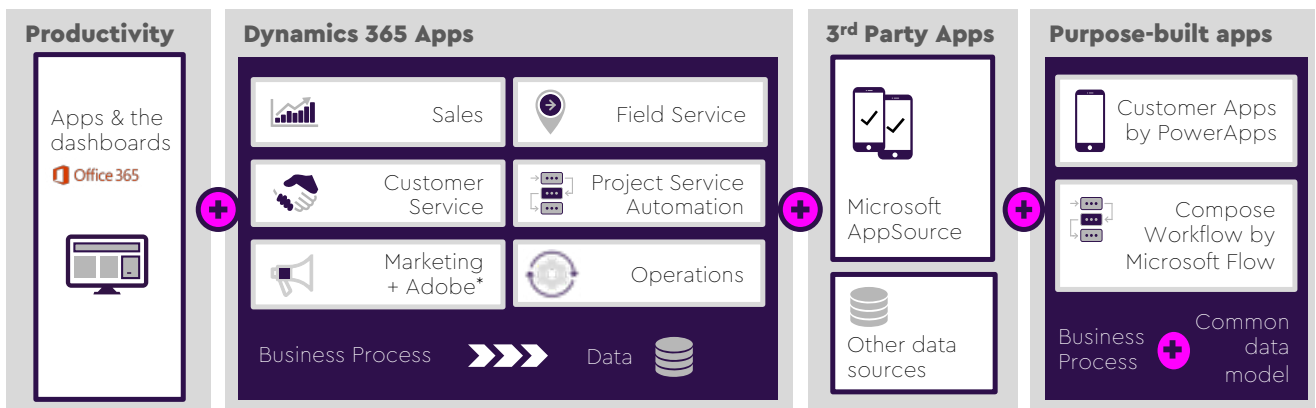
01

Purpose Built Applications

It brings together our industry leading CRM and ERP cloud offerings into one cloud service with specific, purpose-built, applications that are designed for roles, industries and key business functions, including: Sales, Customer Service, Finance, Field Service, Operations, Marketing and Project Service Automation.

02

Power BI + Cortana Intelligence

It delivers deeper business intelligence by natively embedding Power BI and Cortana Intelligence to help companies achieve their business goals with predictive insights, prescriptive advice and actionable next steps. Azure IoT brings device data to enable preemptive action to business functions like field service.

03

Business Process + Productivity

It enables greater productivity and efficiencies by deeply integrating with the familiar Office 365 applications to bring together the two worlds of business process and personal productivity.

04

Common Data Model + App Platform

It introduces an adaptable platform with the new common data model and extensible business application platform to enable organizations to transform at the speed of business to meet to market demands and innovate in real-time.

Measuring the Business Value of Online

When thinking about moving to the cloud, you should consider the business value of moving to the cloud in three different contexts.

TCO Analysis
How does online affect TCO?

How does it affect Opex vs Capex?

New Capabilities
What is the value of the additional capability available online only?

Time to Value
How does the online affect time to value?

Total Cost of Ownership Analysis

When considering IT systems, ongoing costs in the long-run may be overlooked and can be a 'hidden cost' that inflates the TCO for on-premises solution. When evaluating moving to the cloud, be sure to consider the potential for a reduction in infrastructure costs on-going costs (see right) and the switch from Capex to Opex for a leaner business operating model.

Ongoing costs to consider include:

• Apply Fixes, Patches+ Upgrades
• Downtime
• Performance turning
• Rewrite customizations
• Rewrite integrations
• Upgrade dependent applications
• Ongoing burden on IT
• Maintain / Upgrade hardware, network, security + database

New Capabilities

The cloud platform will always gain benefits from new innovations sooner than on-premises. Its update schedule is also faster, receiving updates and new features every six months (instead of 12 months). There are a number of capabilities that are either included as part of the OL license, enhanced or deployed automatically. The value of each different capability should be considered separately.

Time to Value

When taking all these factors into consideration, you will achieve ROI much more quickly when leveraging the cloud platform. As shown in the graphic to the right, on-premises takes an average of 28 months compared to 17 months to achieve ROI for online deployments.
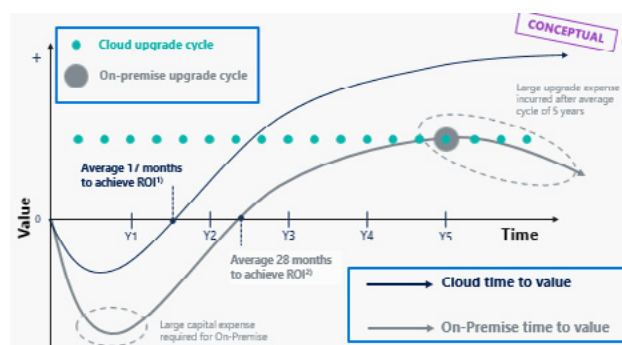
Move from On-premises to Online: Dynamics 365

We believe that you shouldn't expect any less from the cloud – you should expect more. With Microsoft Dynamics 365, you get enterprise-grade tools and above standard security, while avoiding the costs of infrastructure requirements and server upgrades connected with on-premises solutions.

By moving away from an exclusively on-premises environment, organisations have the opportunity to lower costs, have more predictable operational expenses, be more quick to adapt, and benefit from centralized IT.

	Dynamics 365	On-Premises
Total Cost of Ownership	• No up-front cost for hardware and software • Pay-as-you-go pricing that allows you to change capital expenditures into predictable operating expenses. • Typically has lower TCO than on-premises deployments	• Large up-front investments are required for hardware, software and deployment • On-going costs for IT maintenance and administration, upgrades, and disaster recovery testing
Latest Innovations	• Gain benefits from new innovations sooner than OP with a faster update schedule and improved application integration with later releases. • Always deliver the latest productivity tools • Maximize the ROI of your investments	• Lose value if you do not implement key capabilities
Secure and High Performing Infrastructure	• Hosted in highly secure, Microsoft-owned and managed state-of-the-art data centers and provides a 99.9 percent uptime service level agreement (SLA) and part of the Trustworthy Cloud Initiative. • Certifies & ensures compliance for Commercial & Government Customers	• Customer manages CRM in-house, purchases & installs software/hardware, and provides storage, network, and datacenters to achieve global scale • Customer must achieve compliance as required by business
Scalability and Availability	• Application and Infrastructure Management is handled for you and backed by a guaranteed, financially backed SLA of 99.9%. • New users can be activated and deployed almost instantly without the need to build new infrastructure. • High availability, disaster recovery and redundancy are built in and provided domestically	• Availability is dependent on your ability to administer the solution and the amount you are willing to pay for high-availability solutions • Disaster recovery requires expensive up-front investments and time spent managing backups • New users may need new infrastructure to support additional scale
IT Focus	• Focus IT on strategic efforts to achieve better business alignment by reducing complexity associated with hardware, software, support, update, backup or tech training activities.	• Customer handles all troubleshooting, updates and upgrades
Deployment	• Deploys instantly into Microsoft's Global Datacenters • Integrates CRM Online with Office365 & Azure for ease of use and single sign on • Works with customers on major application upgrade	• Deploy large scale upgrades every few years or risk falling behind the technology curve • Big-bang deployments require extensive change management

The Return of Investment (ROI) on Dynamics 365

To better understand the benefits, costs, and risks associated with a Dynamics 365 implementation versus an on-premises CRM solution, Microsoft commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study to examine the potential return on investment (ROI) enterprises may realize by deploying Dynamics 365.

Our findings revealed that organizations utilizing Dynamics 365 saw a number of business benefits, such as avoided infrastructure costs, reduced CRM maintenance, and a quicker time-to-market.

In particular, Microsoft's Dynamics 365 offered flexibility elements that changed the business agility equation and subsequent ROI. The Identified and quantified benefits are as follows:

- **Avoided infrastructure costs:**

Dynamics 365 enables organizations to avoid initial and cyclical costs associated with data center leases, server hardware, security hardware, operations engineers and electricity consumption. With CRM in the cloud, organizations are only required to pay for what they use without over-provisioning resources.

- **Reduced cost of ongoing CRM maintenance and support tasks:**

With 365, Microsoft handles maintenance and updating instead of the customer, with major security and functionality updates occurring seamlessly throughout the year.

- **Incremental revenue uplift from faster deployment and availability of CRM:**

Organizations realized a quicker time-to-value due to very little infrastructure build-out, shortening the deployment cycle.

- **Avoided cost of on-premises CRM software licenses:**

The SaaS model allowed organizations to avoid the cost of carrying on-premises software licenses.
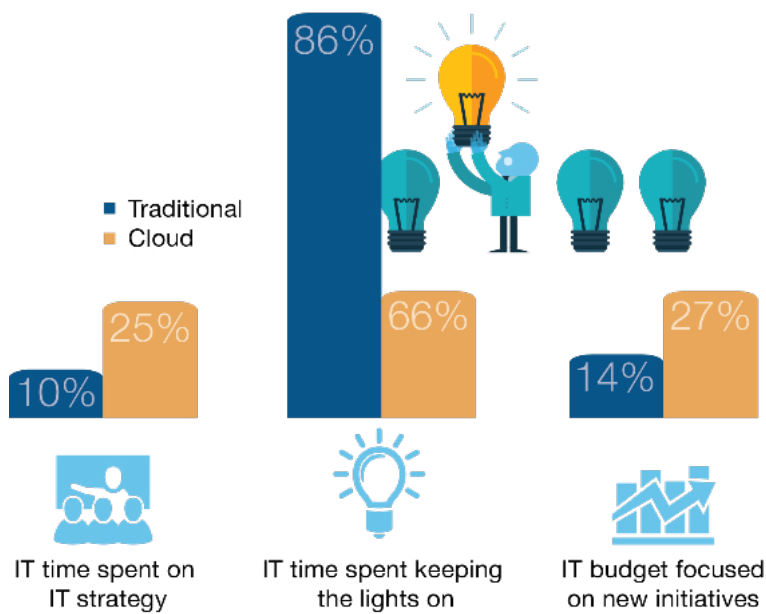
ROI:
75%

Time to Deploy:
60 days

Payback:
<60 days

Net Present Value:
$2,023,707

The Business Value of Cloud Based CRM
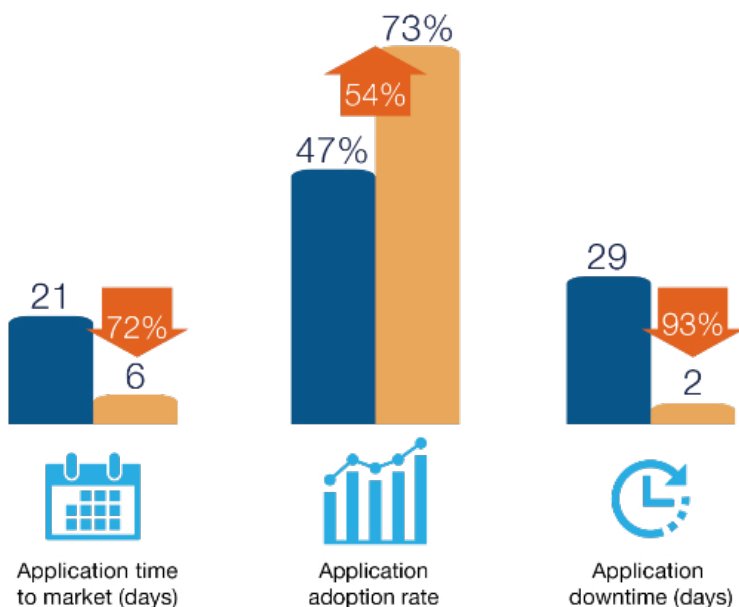
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Cloud CRM frees up IT assets and budget

Resources can be spent more strategically

- Traditional
- Cloud

86% 25% 10%
66% 14% 27%

IT time spent on IT strategy

IT time spent keeping the lights on

IT budget focused on new initiatives

Additional Benefits

- Integrated deployment and administration with other cloud services such as Microsoft Office 365

- Microsoft Azure – build cloud apps that integrate with CRM

Cloud enhances the end-user experience

73%
54%
47%
21 72% 6

29
93%
2

Application time to market (days)

Application adoption rate

Application downtime (days)

Additional Benefits

- Cloud delivered CRM is over 3x faster to market

- Twice as reliable

- 10% better customer service

- Adopted by sales teams in less than half the time

Upgrade Details and Options to Move to the Cloud

Microsoft encourages current on-premises customers to upgrade to Dynamics 365 to gain cost, functionality, and upgrade advantages of the cloud application.

To enable our customers to reinvent their business process in a cloud based, intelligent business application world, we are providing our current on-premises customers a compelling offer to move to the cloud with discounted pricing on Dynamics 365 plans when you transition.

Maximise Value

Save with tiered pricing and avoid new investments with new Dynamics 365 capabilities

Microsoft Experts at No Cost

Fast Track and Customer Success Team help you move online and drive adoption

Migrate on Your Terms

With dual use rights you can to continue to run on-premises or hybrid for as long as you need

Our goal is to make the Microsoft Dynamics 365 update process easy and minimize the impact to your business.

Microsoft Dynamics 365 is compatible with your existing customizations, and the update processes and policies are no different than they have been in the past.

You get to choose when to update, and we have made the process easier and smoother than ever before.

We have also made significant investments that allow our customers to test integrations and processes before your actual update.

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Your Upgrade is a Chance to Hit Refresh

Lasting success has more to do with how you think about CRM than the technology you use or the money you spend.

In order to roll out a CRM that delivers value fast, you need to ensure your team has the right mindset and readiness for change, as well as a realistic understanding of the business outcomes the project is expected to deliver.

ANS' methodology focuses heavily on getting under the skin of our customers' business, challenging their preconceptions about CRM and driving user adoption.

One simple concept we believe all successful companies understand about CRM:

Lasting success has more to do with how you think about CRM than the technology you use or the money you spend.

About ANS

ANS are the UK's leading digital and cloud experts, dedicated to helping organisations to achieve their digital ambitions in the cloud and beyond.

Specialising in cloud, AI, data analytics, IoT and Microsoft Dynamics 365 ANS works with public and commercial sector organisations to provide the intelligence and insights to enhance services, empower end-users and improve business outcomes.

Customers include: The CBI, Travel Counsellors, Staffordshire University, Salford City Council, ECP, Royal Brompton & Harefield NHS, Trustford and Salix Homes.

For more information, visit:
ans.co.uk/upgrade-to-dynamics-365

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