

VISIONET

The Case for Migration:

From Microsoft Dynamics AX 2012 to Microsoft Dynamics 365



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Introduction

At times businesses have the strength and bandwidth to resist change, especially when it concerns their enterprise resource planning (ERP) systems. Businesses dismiss the idea of upgrading their ERP platforms, as upgrades can be lucrative and laborious.

However, if your current ERP platform is Microsoft Dynamics AX, you are not in the safe zone. It is challenging to dedicate the resources and personnel necessary to complete the upgrade, but the delay in this process might lead to more harm than good. To combat the challenges of ever-evolving customer demands, multiple businesses have adopted Microsoft Dynamics 365, and maybe now it is your turn.

End of Microsoft Dynamics AX 2012 support: What does it mean for your business?

Microsoft ended mainstream support for Dynamics AX 2012 and Dynamics AX 2012 R2 on October 9, 2018. It will continue to provide services, such as security hotfixes, non-security hotfixes, and regulatory updates for Dynamics AX 2012 R3 through the extended support period until October 12, 2021. The end of support of Dynamics AX 2012 is driving organizations to consider ERP upgrade to cloud-based Dynamics 365.

Companies can choose either to continue with Dynamics AX 2012 without support or upgrade to Dynamics 365 to prevent becoming obsolete.

A shift in digital commerce

Concerning COVID-19, companies must have eCommerce storefronts with capabilities to absorb high volumes of traffic and must offer a frictionless customer experience. To comply with social distancing, a significant decline in in-store sales occurred, which accelerated eCommerce growth. During these challenging times, eCommerce emerged as the largest gainer with its five-year compounded annual growth rate projected to out-pace in-store nearly 9x.

Customer expectations have shifted considerably as there is more demand for contact-less deliveries and pick-up.



64% of shoppers want mobile and contactless pickup options



79% of shoppers say contactless pickup is important



85% of shoppers have significantly increased the use of curbside pickup



90% of consumers prefer home delivery over a store visit



80% of consumers are likely to use digital communications with store associates

COVID-19 demands robust eCommerce, which includes the capability of absorbing high-volume data, traffic, and enabling connected commerce. Moreover, artificial intelligence (AI) is supposed to have an emergent role in shopper analytics. It is estimated that global annual spending is to reach \$7.3 billion by 2022.

Global business-to-business (B2B), business-to-customer (B2C), and direct-to-consumer (D2C) market is growing rapidly, which has led to an increased need for personalized experiences using connected data. From product-centricity to experience-centricity, and human intuition to advanced analytics, substantial shifts have taken place to remain relevant in the market.



Shaping customer expectations in the new normal

With bouncing between the phases of transition and lockdown, companies must rethink how customers get information, from where customers get information, and what and how customers purchase. They must revise their digital strategies, delivery cycles, and other key aspects.

Digital strategy and roadmap

At the very least, you must assess your current digital capabilities to understand their maturity and add internal or external support, whenever required. Potential targeted areas are:



Converting demand through online channels



Developing an easy-to-navigate site or platform



Creating and implementing an effective technical platform



Having an effective merchandising approach



Understanding the effectiveness of ongoing strategies by collecting data across channels



Short delivery cycle

Approximately, 48% of U.S. customers expect that if they place their orders by 1 pm to 4 pm, they will get it the next day. Experienced online shoppers are familiar with the methods and costs associated with package delivery. Cost-to-serve eCommerce capabilities retain customers and establish brand loyalty.

When retailers target maximum productivity, same-day order processing, effectual reverse logistics, they can easily offer two-day delivery or even free delivery, flexible return policies, and faster refunds. When companies sell their products or brands rather than fulfillment services, sales grow from loyalty. This results in fewer abandoned carts; revenue generated from sales values more than the revenue generated from fees.

However, this is only possible when sales, marketing, finance, customer service, and field service are connected by a unified, single source of truth.

Plug and play integration

It helps takes several incoherent systems and processes to a unified, seamless platform, which helps companies to provide a better, personalized customer experience, boosts revenue growth, and improves ROI. Top-of-the-class ERP platforms such as Microsoft Dynamics 365 can help you seamlessly integrate providers by using its Channel Integration Framework administration configuration app.



88% of customers expect companies to accelerate digital initiatives due to COVID-19.



69% of customers want companies to translate existing products and services into new formats due to COVID-19

How can companies achieve this acceleration and transform digitally to avoid further disruptions?



Digital Commerce: Dynamics 365 a catalyst for migration

Originally, Microsoft released Dynamics AX 2012 for mid-to-large sized enterprises. Since the said ERP platform is no longer available to the new customer and its extended support is ending in 2021, Dynamics AX 2012 customers need a robust, connected digital commerce experience. The most distinguishing factor between Dynamics AX and Dynamics 365 Commerce is that the latter is cloud-based. In terms of accessibility and functionality, Dynamics 365 is more feature-rich. One of its most distinguishing difference is its eCommerce functionality that delivers a unified, personalized, and seamless shopping experience for B2B and B2C customers.

However, as upgrading to Dynamics 365 needs to be carefully planned, it requires considerable time and effort, while new implementation means lost opportunity.



Preparing for a smooth migration to Dynamics 365

As we have established that customers' focus has shifted from large ERP upgrades to investing in digital technology so there is an emergent need for a solution that enables faster eCommerce adoption, along with Microsoft Dynamics 365 migration without overhauling.

An ideal solution will help you rapidly adopt digital commerce on Dynamics 365 without interrupting your existing ERP workloads. The aim is to seamlessly transform digitally without undergoing the complexities of upgrading, and provide a foundation to move rest of the workload to the cloud in phases based on best practices designed to reduce the overall risk.

Introducing Drive365 by Visionet

Drive365 is an implementation plan, framework, and solution for Microsoft Dynamics AX 2012 users. It is packaged with services, which enable seamless Dynamics 365 Commerce adoption. Visionet's robust, quick-start implementation plan is tailored to take your eCommerce storefront live in less than 90 days using our prebuilt implementation enablers, enhancers, and connectors.

Drive365's migration package entails:

Web shop themes	Data migration automation
HQ configuration template	eCommerce analytics
Pre-built integrations between Dynamics AX 2012 and Dynamics 365	

Why it works



Phased approach

ensures quick go-live of Dynamics eCommerce storefronts

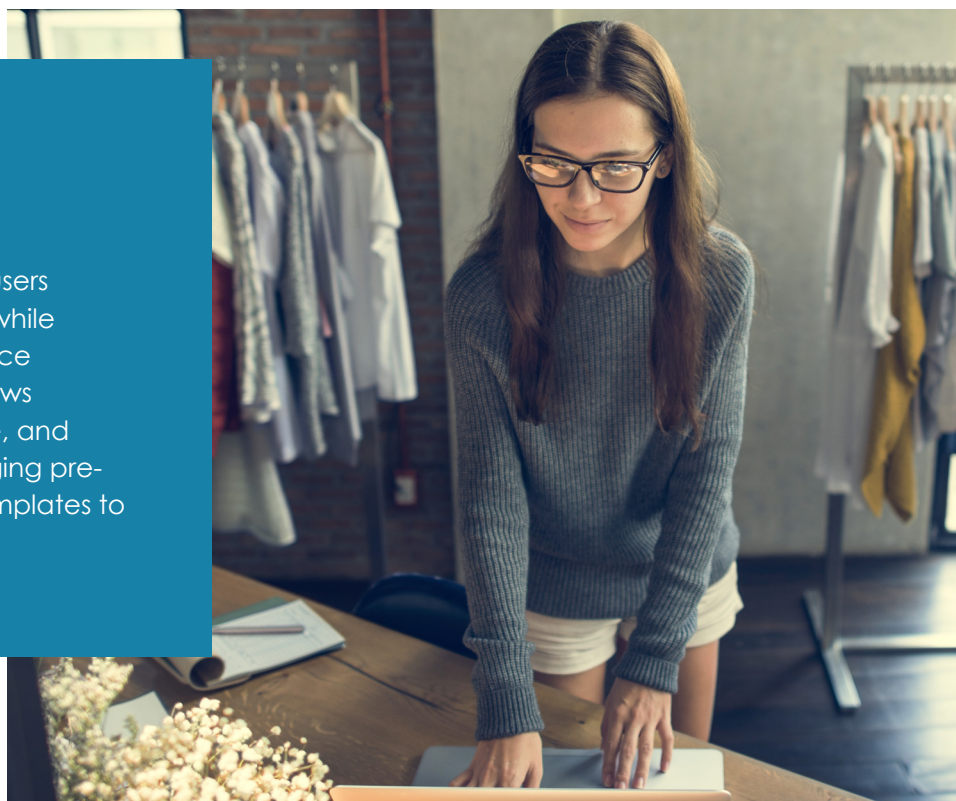


Plug and play integrations

between Dynamics AX 2012 and Dynamics 365 means continuity while data connects seamlessly with the new ERP system

Migration journey with Drive 365

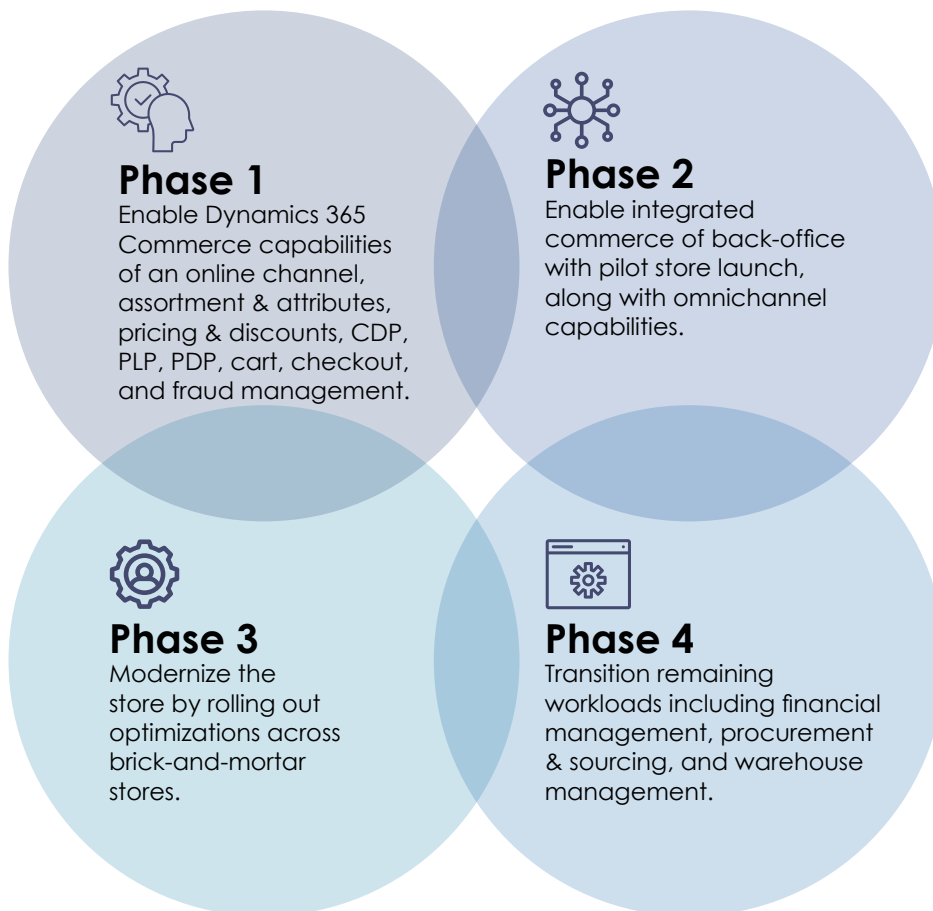
Drive365 can help Dynamics AX 2012 users to migrate to Microsoft Dynamics 365 while modernizing to best-in-class eCommerce storefronts in less than 90 days and allows you to transition your back office, store, and remaining workloads in phases leveraging pre-built integrations and best practice templates to reduce the risk.



Duration (Weeks)	Phase	Commerce Back office (N-1)	Features	Enterprise System Integration	Data Migration
0 - 8	Crawl	Digital Commerce	<ul style="list-style-type: none"> Web shop with all out-of-the box features (1 web shop, 1 locale) Design and UI tweaks based on Started Kit/Pre-built theme Standard Discount & Coupons Standard Email Templates Payment Platform (Adyen) Tax Compliance (Avalara) Google Analytics (Reporting) SEO, Content Support Fraud Management (D365 Fraud) Full Creative and Advanced Theming (Optional) Marketing Automation/Integration (Optional) 	DAX 2012 to D365 <ul style="list-style-type: none"> Products, Pricing, Available Inventory Return Order D365 to DAX 2012 <ul style="list-style-type: none"> Customer Order Fulfillment and Status Updates 	<ul style="list-style-type: none"> Products and Attributes Product Pricing Product Images Customers, B2C Customer Migration Inventory Opening Balance
8 - 16	Walk	Commerce Back office (N-1)	<ul style="list-style-type: none"> Crawl + Call Center/Customer Services Order Management/DOM BOPIS/Click & Collect, Buy Online, Ship, Return at Store Loyalty Gift Cards Unified Discounts & Promotions Management 	DAX 2012 to D365 <ul style="list-style-type: none"> Inventory by Location Transfer Orders Return Order D365 to DAX 2012 <ul style="list-style-type: none"> Customer Order Fulfillment and Status Updates 	<ul style="list-style-type: none"> Store Assortment and Pricing Inventory By Location (Opening Balance)
16 - 26	Run	Store Modernization	<ul style="list-style-type: none"> Walk + Store Rollout MPOS/CPOS Clienteling Curbside Pickup Fraud Protection (Store) Task/Case Management 	DAX 2012 to D365 <ul style="list-style-type: none"> Inventory by Location Transfer Orders Return Order D365 to DAX 2012 <ul style="list-style-type: none"> Customer Order Fulfillment and Status Updates 	<ul style="list-style-type: none"> None
26 - 32	Fly	Remaining Workload Transition	<ul style="list-style-type: none"> Run + Warehouse Finance Procurement and Sourcing (Outsourced) Supply Chain Customer Insights & Multi-Channel Advanced Analytics (ISV) EDI (ISV) Third-Party Integrations (B2B, B2C) Addl. ISV Solutions (eBanking, etc.) 	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Opening Balances Open Transactions (Retail, Wholesale) Sales Order Customer POs Transfers

How does phased approach work?

Drive365's four-phased best-practice approach enables a seamless D2C customer journey.



Achieve seamless **data connectivity** between Microsoft **Dynamics AX 2012** and **Dynamics 365** storefront by Visionet's data connector. With a proven record of increased productivity, reduced VAN fees, and faster partner onboarding, your enterprise will experience a steep rise in efficiency.

Why Visionet

With over two decades of offering digitally enabled services, we have proven experience of delivering critical capabilities such as:

Digital mastery:

- Digital strategy
- Branding and UI/UX
- Content and SEO

Platform expertise

for Dynamics 365
Commerce

Seamless integrations,

including eCommerce and plug
and play integration with AX
2012.



About us

Visionet is a leading technology services provider that delivers innovative business solutions and technology-led BPO services. With over 5,000 employees globally, we have extensive experience in handling large modernization engagements. We offer a complete range of services that make the transition to modernized systems as seamless as possible.

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you need for digitally-driven
success**