



# BUSINESS APPLICATIONS:

## Realizing the next big CRM and ERP opportunity

### Businesses are competing on customer experience

Whether they know it or not, they need your help implementing Microsoft Dynamics 365 to outpace competitors in their markets.



Marketing



Sales



Customer Service



Field Service



Finance



Core HR



Commerce



Business Central

With flexible, cloud-based solutions for Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM), Dynamics 365 can improve every way a business has an impact on its customers.

### SELL ONE DYNAMICS 365 WORKLOAD AND YOU'LL BE PRIMED TO SELL ANOTHER

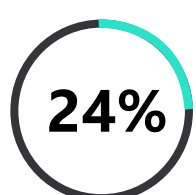
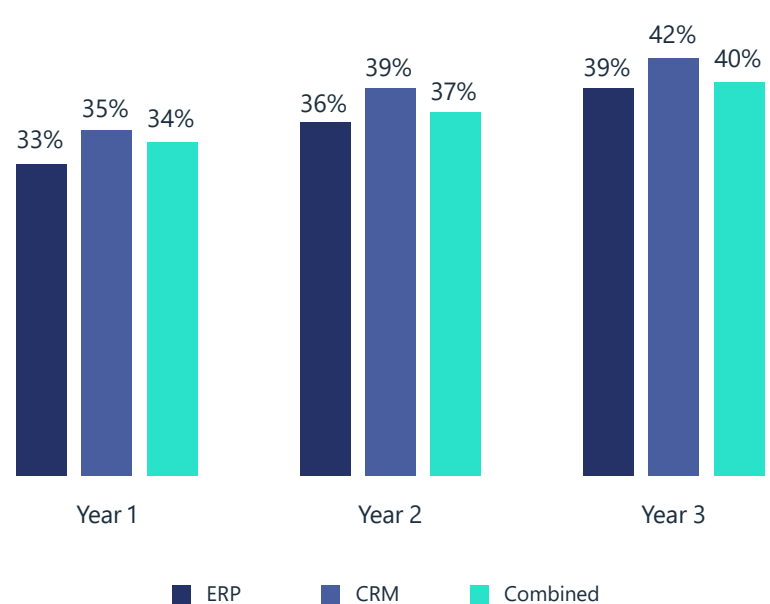
***“At least half of our customer base expands workloads after the first implementation project.”***

—Microsoft partner leveraging the modular nature of Microsoft Business Applications<sup>1</sup>

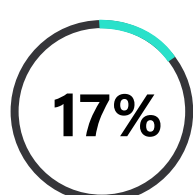
### The margins are great

Forrester says it takes only 15 months to break even after initial investment in a Business Applications practice.<sup>2</sup>

Gross profit margins (%) by solution area for system integrators<sup>3</sup>



Average forecasted customer engagement service revenue growth over the next 12 months<sup>4</sup>



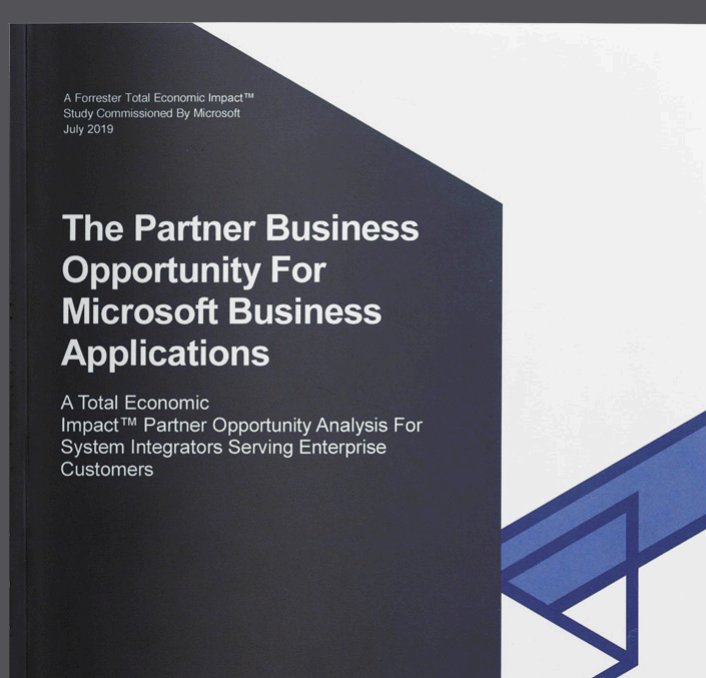
Average forecasted unified operations service revenue growth over the next 12 months<sup>5</sup>

### The opportunity is growing

Microsoft partners who meet the rising demand for Dynamics 365 solutions predict tremendous revenue growth in the near future.

Find [more details](#) on the Business Applications opportunity in Forrester Consulting's Total Economic Impact™ study.

We want to help you become your client's go-to customer experience provider, so [contact us](#) for help getting started.



<sup>1</sup> Page 11, Forrester Total Economic Impact™ Study commissioned by Microsoft July 2019

<sup>2</sup> Page 8, Forrester Total Economic Impact™ Study commissioned by Microsoft, July 2019

<sup>3</sup> Ibid.

<sup>4</sup> Page 11, Forrester Total Economic Impact™ Study commissioned by Microsoft, July 2019

<sup>5</sup> Ibid.