



PARTNER

2 PARTNER

IMPROVE CUSTOMER LOYALTY
UPSELL FOR INCREASED REVENUE
ADD ERP TO YOUR PORTFOLIO

Add Business Central to your Microsoft business software offering and gain increased revenue and improved customer loyalty



INTRODUCTION

Microsoft partners, by their nature, build excellent relationships with their customers. With good quality customers, the opportunity to upsell is high, especially with solutions that are all part of the Microsoft stack.

Adding any solution to your portfolio comes with considerable overhead; sales and marketing, delivery, support all have to be either trained or hired. Furthermore, if the solution you were looking to provide is complex, the cost factor is considerably higher.

For companies selling IT services such as Microsoft 365 implementation and support, Dynamics CRM, Cloud infrastructure, etc. there is a huge market to upsell Enterprise Resource Planning (ERP) solutions - the software your customers actually use to manage their finance and operations.



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Partner with Dynamics Consultants

Dynamics Consultants is a Microsoft Gold Certified ERP and Small-Mid Market Business Solutions provider. Our focus is very much on Business Central and as such have experts in all functional areas of the system. As a business, we have been going since 2007, and have over 300 years of combined Dynamics 365 Business Central (formerly Dynamics NAV) experience.

Our vision is to be Widely Recognised as the UK's Best Microsoft Business Software Solutions provider and we aim to achieve this via a programme of continual improvement in all areas of the business. Our core values are Cooperation, Excellence and Fairness and strive to exhibit these in all our activities.

An Experienced Team

With over 300 years combined experience with Microsoft Dynamics, we have been there and done that. We are also invested in your success, and investing in technologies, education and solutions, we aim to partner with you to become a valuable member of your team.

Partner to Partner (P2P)

Dynamics Consultants have always worked well in partnership with others and through the Partner to Partner program, we are helping other businesses to add Business Central ERP solutions to their offering.

Through Microsoft Dynamics 365 Business Central and our Accelerated Business Central delivery, we will work with you to gain revenue and improve customer loyalty, all with a minimal investment.

OUR VISION AS MICROSOFT GOLD PARTNER

"To be widely recognised as the UK's best Microsoft business software solutions partner."



Dynamics® 365 Business Central

Microsoft Dynamics 365 Business Central provides an all-in-one software solution to help you manage all of your business and make informed strategic decisions.

Through harnessing modern technologies, fast growing SMBs are competing against enterprise level organisations. Businesses that have a long and rich heritage that are stuck on old technologies are now embracing the tools that will let them succeed and it is easier than ever before.

All of the tools you were expecting



Business Central is a fully featured solution, with functionality to manage every area of your business, including:

- Finance
- Sales and Marketing
- Purchasing
- Stock Control
- Manufacturing
- Warehousing
- Service Management
- Project Management
- Reporting and analytics



The Accelerated Business Central method of implementing means that we can get Dynamics 365 Business Central ERP implemented fast and affordably, so that your clients can get more out of their business now.



ABC is a pre-configured, quickly implemented BC Solution, ideal for an SMB looking to onboard an industry leading ERP solution as a platform for growth and at a keen price point. This also makes it a perfect solution for partners to sell to their existing customer base. ABC includes:

- Preconfigured setup / implementation
- Data migration templates
- Customer Implementation Guide
- Getting Started assistance
- Library of training videos
- Access to 300+ years of experience
- Ongoing support

For more complex requirements, an engineer to order service can be offered. Engineer to order projects tend to require a much deeper knowledge of the product and, in order to offer the best customer experience, should only be attempted by an experienced delivery partner.

A Full ERP solution

ABC is not a cut down version of Business Central; it is the full solution. You will have standard Microsoft licensing and full access to the system.

Just pick the modules for the areas of the system that you need and we will implement a pre-configured system that you can add to or change when you are ready.



business

Your Market for Business Central

Target Customers

Primarily Business Owners, CEOs or CFOs or organisations with one or more of the following:

- SMBs in Manufacturing, Distribution or Professional Services
- Have outgrown or looking to replace existing accounting software (e.g. Sage 50, Xero, Quickbooks)
- Have old legacy systems
- Looking to increase value as part of an exit strategy
- Are users of Microsoft 365 / Office 365
- Use multiple disparate systems / lack of integration
- Looking to migrate to the cloud
- Are looking to grow and understand the benefits of ERP
- Want to automate tasks and workflow
- Looking for a tool that can adapt to their needs
- Looking for a one stop shop for their business software needs
- Have security concerns and looking for market leading security
- Looking for mobility / remote working
- Typically 3-3000 employees

Customer Pain Points

The following are likely pain points that may trigger a buying conversation.

- Disconnected Processes
- Too many spreadsheets
- No 360-degree view
- Systems can't keep up with changing needs
- Systems won't scale
- Security concerns
- Remote working
- Unsupported legacy systems

Key Selling Points

- All-in-one Business Management Solution
- Microsoft Solution
- Deep integration with Microsoft Stack (Office 365, Teams and the Power Platform)
- Familiar look and feel
- Scalable as the business grows
- Flexible to meet changing needs
- Secure
- Low upgrade costs
- Extensive store of add-on solutions
- Web Services / APIs for integrations
- Resilient
- Any device, anywhere.

Being a Partner

The Partner-2-Partner (P2P) program is designed to promote the sale of Business Central through partners who have not traditionally sold finance or ERP systems (a system used to control the operational aspects of a business, often fully integrated with finance). There are different levels of engagement depending on what you, as the partner, are looking to gain from the partnership.

Referral Partner The Partner develops leads to pass to Dynamics Consultants.

Reselling Partner The partner develops leads and progresses sales, passing orders to Dynamics Consultants.

Partner Builder The partner wants to develop a Business Central practice and would like help from Dynamics Consultants to get started. The Partner Builder program includes access to the ABC Product assets including templates, training materials and project documentation, third line customer support and consultancy assistance. The Partner Builder level, Bronze, Silver or Gold, determines the amount of inclusive time, 0, 20 or 75 hours per annum respectively.

	Referral Partner	Reselling Partner	Partner Builder*
Marketing Materials	DC	DC	DC
Customer Marketing	Partner	Partner	Partner
Sales Process	DC	Partner	Partner
Quoting to Customer	DC	DC via Partner	Partner
Technical Pre-Sales	DC	DC	DC
License Sales	DC	DC	Partner
Customer's BC PoR	DC	DC	Partner
Environment Setup	DC	DC	Partner
Implementation	DC	DC	Partner
Development	DC	DC	DC
Training	DC	DC	Partner
First Line Support	DC	DC	Partner
Second Line Support	DC	DC	DC
Partner Commission	10%	15%	15%
DC Invoices	Customer	Partner	Partner
Monthly Fee - Bronze	N/A	N/A	£300 / €325
Monthly Fee - Silver	N/A	N/A	£500 / €550
Monthly Fee - Gold	N/A	N/A	£1000 / €1100

* DC to provide assistance until the partner is up to speed. More complicated Engineer to Order deals would revert to a Reselling Partner model.

Sales Process

The ABC package is a relatively low-cost solution, and so lengthy, drawn out sales processes are not in anyone's best interests. If you are a referral partner, you just refer any leads to us and we will take the strain, if you are a reselling partner, then we will assist with the sales process, but the ideal scenario is:

1. You fill in the qualification and quoting spreadsheet.
2. You send the quoting spreadsheet with the appropriate email template to the customer.
3. Customer reviews the demo videos.
4. You arrange a Q+A session between DC and the customer to answer any questions they have.
5. The quote is reviewed following Q+A.
6. You send out a revised quote to the customer, and hopefully receive the order.

We can do tailored demos, but if this is required then the solution is more likely to fall outside of the ABC solution and require an engineer to order approach.

Marketing Materials

Dynamics Consultants has provided a suite of marketing materials for you to use, including website content and campaign materials. If you so wish, marketing could be the extent of your involvement with the P2P campaign (Referral Partner), referring any leads directly to Dynamics Consultants for action.

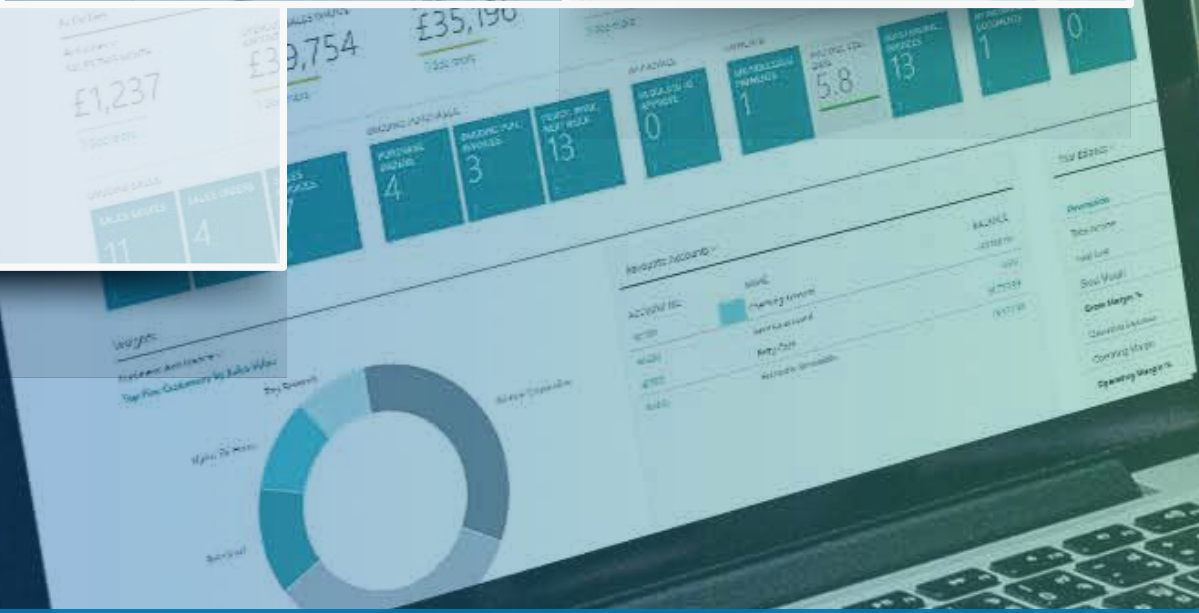
Getting Started

As with any relationship, it is important that we start on the right foot. Here is a suggest approach that we feel works well for both parties.

1. Review this document in its entirety.
2. Have a conversation with us around any questions you may have.
3. Get an overview of the solution.
4. Agree what type of partner you want to be.
5. Sign the appropriate partner agreement.
6. Liaise with us around marketing campaigns.



The best Business Central partner is
Dynamics Consultants
with lots of thriving customers.



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