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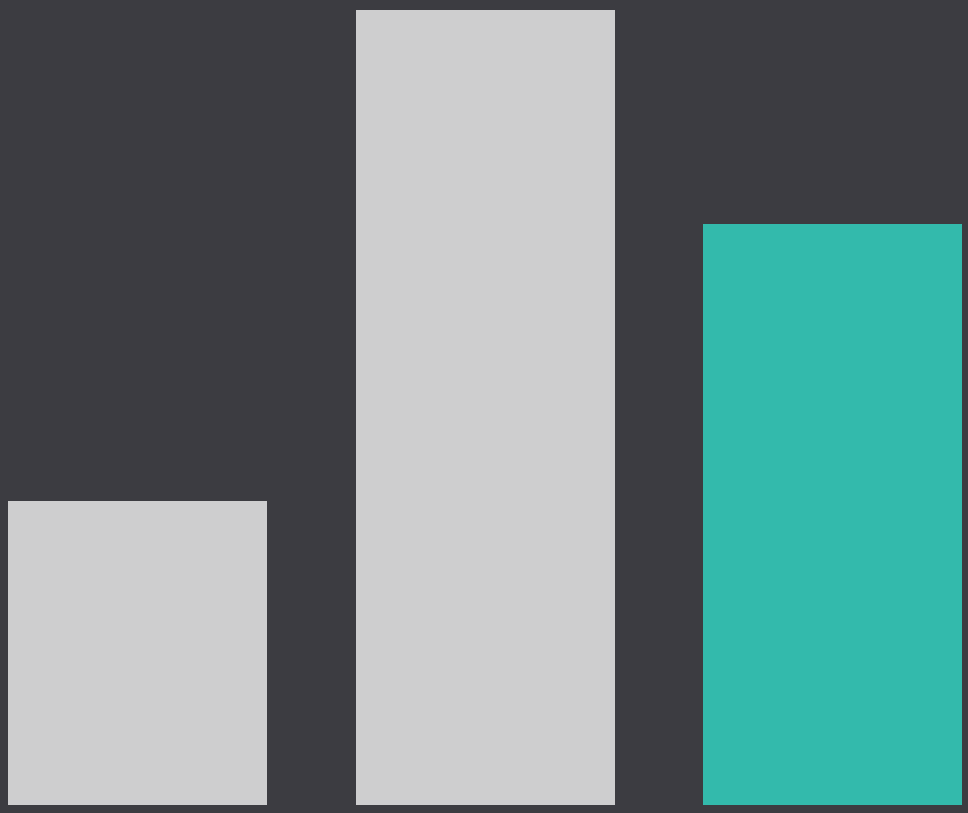
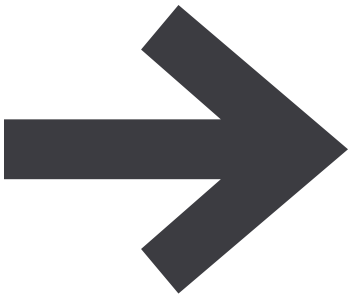
Microsoft Dynamics 365

The savvy leader's guide to real-time insights





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Enable business intelligence across your organization

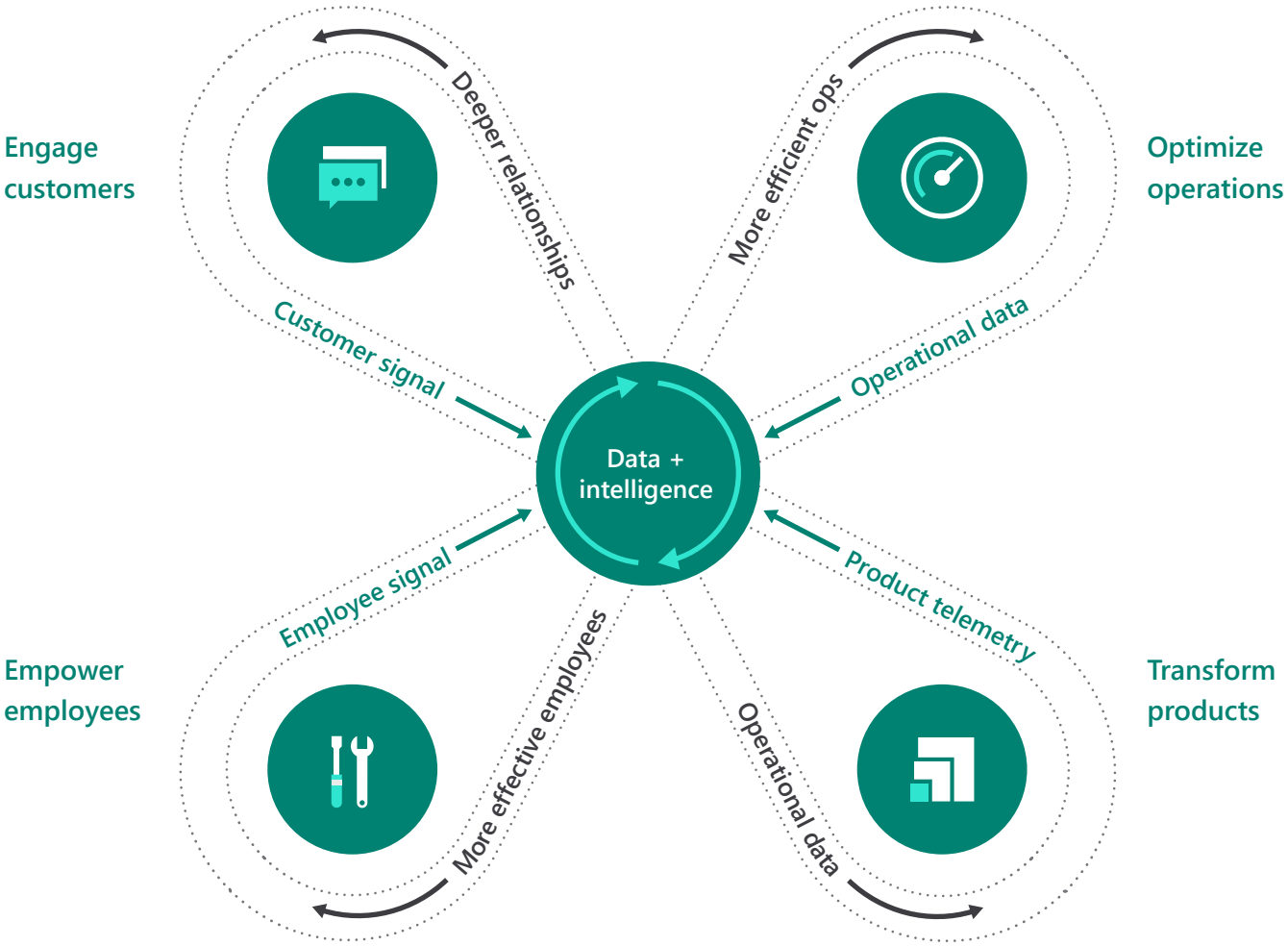
Making data from all areas of your business readily accessible is just the first step to unlocking business intelligence across your organization. To take your organization to the next level, you need connected data, business analytics, and guidance on how best to use them.

Microsoft Dynamics 365 helps you see everything your organization is doing in real time, empowering your workforce to make more informed decisions and achieve greater outcomes for your business.

In this e-book, we'll show you how actionable insights can help you understand your customers better and respond to them more quickly, while at the same time creating a more productive, agile workforce.

The digital feedback loop

Future growth across all industries—and the organization and business models of entire industries themselves—will be largely driven by the more intelligent application of digital technologies to engage customers, reimagine products and services, transform operations, and empower employees.



Engage customers

The way businesses engage with customers has been dramatically altered in this increasingly connected world. Today your organization needs insight into the marketplace and your customers to create personalized, contextual interactions across all channels, in turn promoting customer loyalty.

Deliver greater relevance with inside information

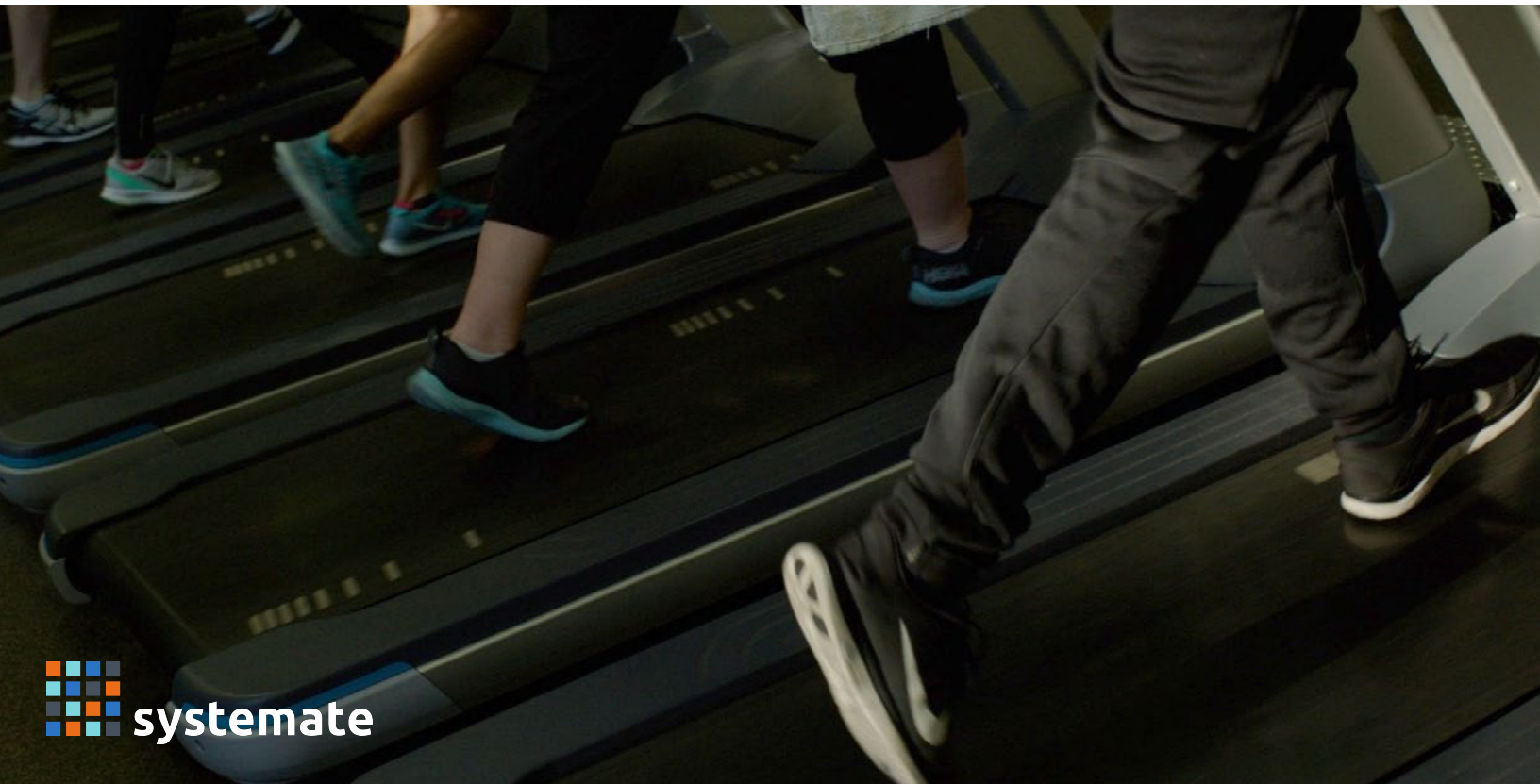
With intelligent CRM from Dynamics 365, workers can enhance their productivity using dashboards, contextual charts, and graphs to get vital insights on customers. Predictive lead scoring, for example, can improve your sales team's win rates by prioritizing prospects who are most likely to become opportunities. And with access to customer relationship history along with contextual prompts, your sales team can tailor their interactions to each specific individual.

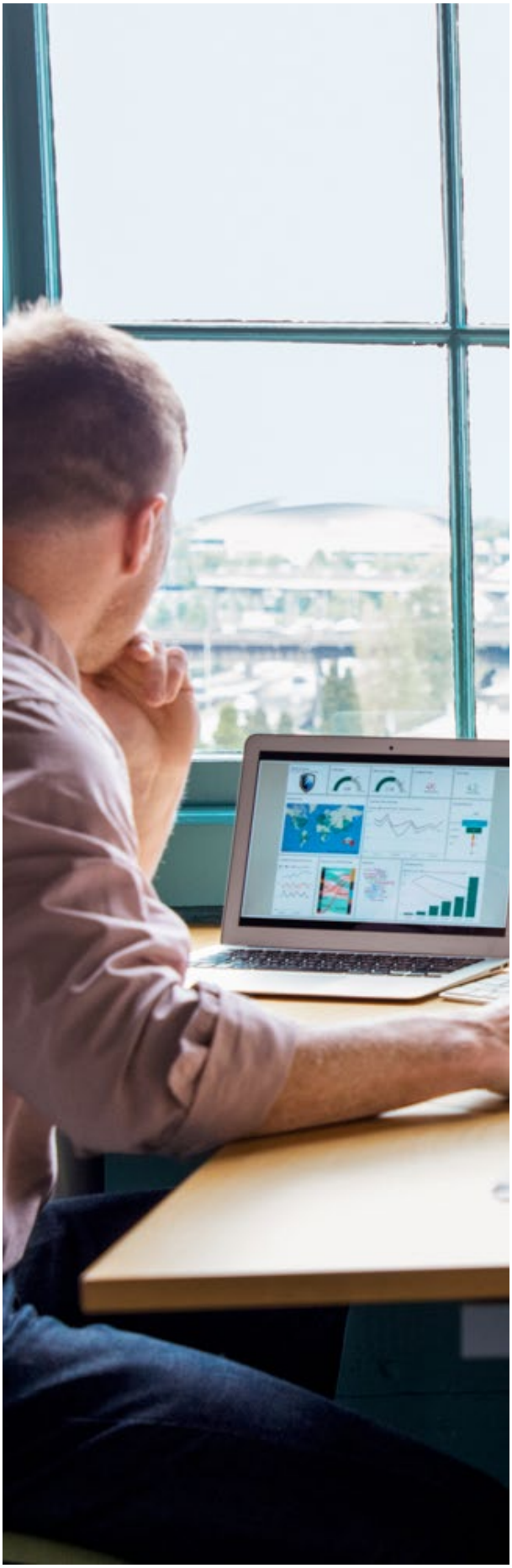
According to Dresner Advisory Services, dashboards are the most essential feature strategic to BI in 2018.[1]

Dynamics 365 has helped 24 Hour Fitness engage customers wherever they are with activities suited to their interests. The company details each customer's wellness goals in its digital guest registry, and then uses data analytics to craft marketing messages tailored to the person. This innovative approach has helped 24 Hour Fitness stand out in a crowded industry while helping millions of members reach their full potential.

"By using Microsoft Dynamics 365 and Adobe Experience Cloud, we're able to serve up personalized content to every individual, and that builds trust and long-term relationships," says Jenn Galantini, Director of Acquisition Marketing at 24 Hour Fitness.[2]

[1] Keith Craig, "10 Business Intelligence Software Trends Disclosed by Dresner Advisory Service's 2018 BI Surveys," Phocas, August 30, 2018.
[2] Microsoft, "24 Hour Fitness Uncovers Data Insights to Create Personalized Customer Experiences," August 22, 2018.





Anticipate customer needs with outside information

Dynamics 365 also helps you build stronger customer relationships by anticipating what people want using data from multiple sources, including social media and relevant news. Dynamic profiles that track customers and their social media activities can help you create deeper relationships. And through awareness of their online service requests, your team can customize communications and respond rapidly to specific needs, increasing customer satisfaction.

Optimize operations

From manufacturing floors to conference room acoustics, Dynamics 365 can impact the way your business uses its workspaces and transforms its processes. It not only allows businesses to be more cost effective and worker friendly, but also encourages a proactive approach to problem solving. Deep insights increase the ability to anticipate future needs and act on them in advance.

Accelerate impact with machine learning

With machine learning, you can transform your business processes so they're smarter and more productive. By connecting real-world data from thousands of automated parameters in real time, there's a tighter link between machine, supplier, and customer. This improves product quality and production times to better meet customer expectations, while eliminating waste.

The breakneck speed of Renault Sport Formula One Team cars requires a system that can keep up with the rapid pace of racing technology. Renault adopted Microsoft Azure Machine Learning to track extensive data, from ambient temperature to information about the cars' tires. These details are integrated into a simulator that creates a model of the cars' performance, down to tire temperature variations in relation to current track conditions. The team's proactive approach helps predict how their cars will perform in future races, improving the operation of their entire process.

"When you look at it in terms of the efficiencies around improving how quickly people can do things, how easily people can do things, I'd say that's where Dynamics 365 had the biggest impact," shares Mark Everest, IS Development Manager at Renault Sport Formula One Team.[3]

[3] Microsoft, "Renault Sport Formula One Team Uses Data to Make Rapid Changes for an Even Faster Race Car," November 1, 2017.

Make informed decisions with unified reporting

Artificial intelligence and predictive data engines can streamline the way you do business by offering real-time reporting capabilities that help your team get more from their data. With Dynamics 365, you have access to over 50 role-based, customizable workspaces that provide a unified overview of business processes using visuals, tiles, KPIs, and quick links that drive productivity. These insights can be used to improve product quality and the speed of delivery, while simplifying your resource management systems at the same time.

Although AccuWeather was handling 17 billion daily data requests, its outdated sales system lacked real-time inventory data to keep up with constantly shifting weather patterns. This caused a delay in response times to global advertisers interested in reaching affected markets. By switching to Dynamics 365 for Finance and Operations, AccuWeather can now track data as it occurs, allowing the company to make hour-by-hour decisions on how to allocate inventory for its advertisers.[4]

[4] Microsoft, "Weathering the Storm: Big Data and Cloud Technologies Safeguard Lives and Businesses Worldwide," October 8, 2016.

Empower employees

Using artificial intelligence isn't about replacing human skills—it's about amplifying human ingenuity with intelligent tools that surface actionable insights.

React smarter with predictive analytics

The predictive insights capabilities embedded in Dynamics 365 can help your team uncover patterns in historical or transactional data to help guide better decision making, which in turn boosts overall performance and profitability for your organization.

"[Microsoft Power] BI is not just for experts anymore," says Giacomo Bonora, Application Analyst and Developer at Italian mechanical product manufacturer UmbraGroup. "We make decisions faster based on data we trust, putting us in the position not only to react just in time, but to be one step ahead."[5]

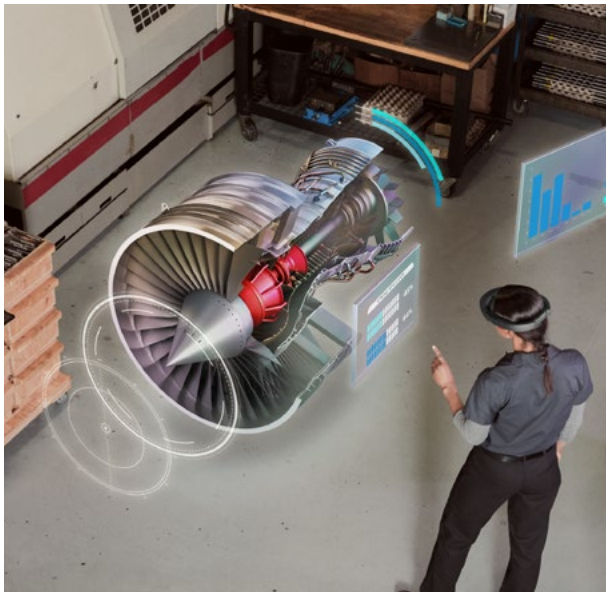
[5] Microsoft, "UmbraGroup Optimizes Worldwide Organization for Customer Service by Moving ERP to the Cloud," March 6, 2016.

With cloud-based Dynamics 365 and Power BI, sales personnel, external distributors, and the UmbraGroup management team all have access to the same customer and sales activities to track, analyze, and respond to data in real time. What's more, Dynamics 365 helps UmbraGroup predict future IT costs and adapt and scale processes for greater efficiencies.

Surface insights with mixed reality
Many workers need real-time information and data in the context of their real-world work environment. Mixed reality is uniquely suited to do exactly that.

Technicians at German automotive supplier ZF Group are using augmented reality to perform predictive maintenance and complicated repairs remotely. Offsite specialists collaborate with onsite workers in all 230 locations by using augmented reality rather than traveling to see the equipment in person.

"People are already making use of this kind of technology in their private lives," says Chief Information Officer Jürgen Sturm. "It makes a great difference when we can use this technology to work together globally during the day and still be at home with our kids at night."[6]



[6] *Harvard Business Review*, Mixed Reality: A New Dimension of Work, 2018.

Transform products

Take digital transformation to the next level with vital insights gained from machine learning and AI to find new ways to improve the quality of your products and help reinvent your business model to offer new value to your customers.

Harness real-time data to uncover patterns

Dynamics 365 can help your business look at customer data in a new light by uncovering purchase patterns, seasonal variations, and other crucial information to improve your existing line of products and create new ones.

Children's Mercy Hospital created an app that helps save babies with a rare form of heart disease. The hospital found that babies who were monitored by the app saw an increased survival rate of 100 percent, while the app also lowered costs for families and hospitals by decreasing hospitalizations.

Nurse Practitioner Lori Erickson is acutely aware of how the app has dramatically transformed the way Children's Mercy treats affected children.

"If we follow 30 kids a year, that's a whole kindergarten class that was saved, and that's crazy," Erickson says. "We didn't know what we didn't know before and didn't realize that we were missing trends due to only getting [data] once a week."[7]

[7] Microsoft, "Children's Mercy App Brings Doctors Home, Virtually, with Babies Born with Heart Disease," July 20, 2016.

Connect data to create value-added service

When you can identify customers' needs before there's a problem, you're building value-added services that transform one-off transactions into long-term customer loyalty.

Coffee equipment manufacturer BUNN has a proactive service tool that connects its espresso makers for offsite troubleshooting. Through these automated coffee machines, service technicians get real-time information on product performance and repair needs.

"For example," explains Kurt Powell, Executive Vice President at BUNN, "a service technician for a quick-service customer got an alert on a Friday night, so he just grabbed the part he needed for the repair and headed into the restaurant at 6 AM the next morning. He was able to service the equipment before the customer even noticed a problem. With [Dynamics 365 for Field Service and Microsoft Azure], we know exactly which component to fix before we get there."[8]

[8] Microsoft, "Now the Cloud's in Your Coffee: Improving Beverage Service with Real-Time Data," March 9, 2016.

Put insights into action

Dynamics 365 is ready to help your business identify trends, anticipate opportunities, and gain powerful insights through deep analytics and data visualization.

Enabling business intelligence across your organization will provide the actionable insights your workforce needs to build deeper customer relationships, optimize operations, and improve the quality of your products. Now you can become more agile and proactive by harnessing the potential of big data in practical, game-changing ways.

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