The Ship has Sailed… are you on it?

Thomas Gudman
Phil Meyer
Katherine Le Count

Reimagining the enterprise

Thomas Gudman
Dynamics Lead Australia

Microsoft

Today's technology is sparking imagination

Customers

Today, people have more information and new ways to connect

Competition

Global uncertainty is changing the landscape

Talent

New workstyles are changing the workplace

Products & services

Innovation is coming from everywhere

Bottom line

Managing cost and risk is essential

Imagination is transforming Microsoft

Empowering people and businesses through a family of devices and services

Consumers + Business

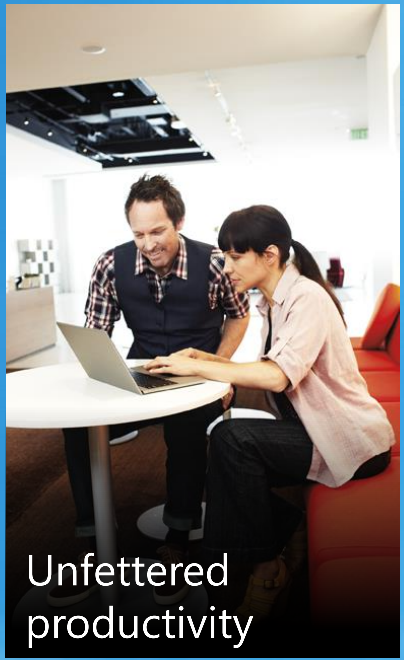

Natural interaction

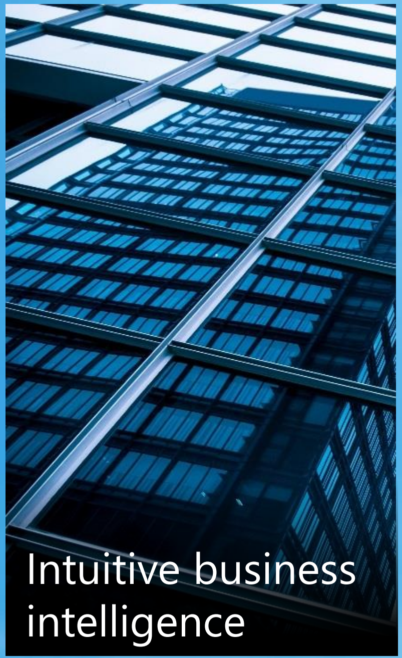

Personalized online experiences


Simplicity at work and play

skype
Windows Azure
Office 365
Microsoft Dynamics

Culture of reliability, security and privacy


Unfettered productivity


Intuitive business intelligence

Enabling you with seamless, differentiated business solutions

Personal focus | Consistent experience | Global excellence

Imagining the possibilities, together

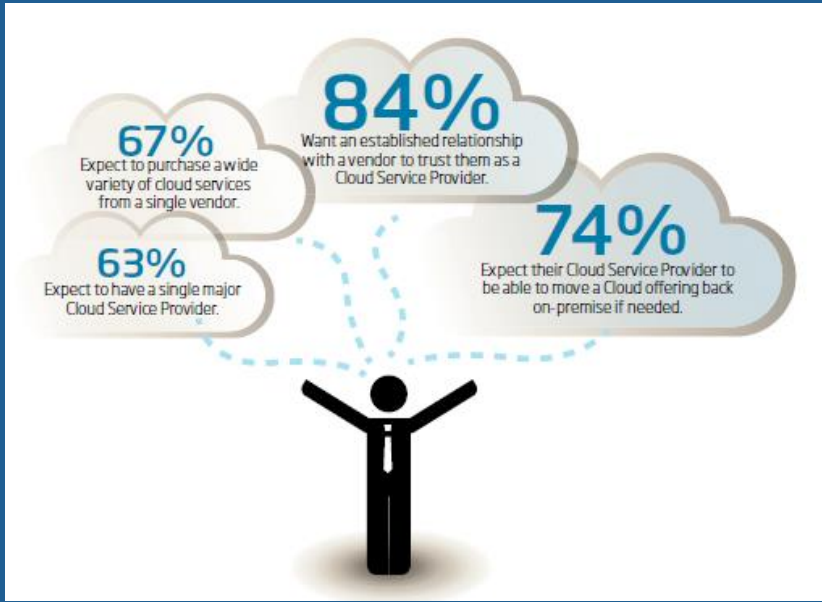
How will devices and services help you to reimagine the future?

2013
Australia
Partner
Conference

"CLOUD" for Dynamics

Philip Meyer
Partner Technology Strategist - Hosting

Successful Cloud Partners
by IDC and Microsoft



Successful Cloud Partners HIGHER, FASTER, STRONGER

An IDC InfoDoc Sponsored by Microsoft

1. Market Opportunity | 2. Managing for Cloud | 3. Organizing for Cloud | 4. Insights By Partner Type

Expanding the Business Model for Systems Integrators

Path To Success	Description/Drivers	Business Impact	Operational/Go-To-Market Considerations
1 • Migrating customers to the cloud	• Preparing customers for migration to the cloud as a service offering	• Revenue	• Good medium-term strategy but limited long-term opportunity
2 • Moving up the value stack	• Focus on business outcomes, application-level services and support, and managing customers' business on cloud • Pivot to "trusted business advisor"	• Revenue	• Uplevel consultants' skill sets • Shift sales focus to line of business • Sell more managed services at end of implementations
3 • New (end to end) implementation stream	• WAN optimization, mobile device management, expanding services to "found" users in environment	• Revenue	• Increase emphasis on post-sale discovery • Get beyond customers' organizational silos
4 • Lower-cost implementations	• Sell implementations for fixed fee at existing rates, staff with less expensive resources	• Cost	• Shift staffing mix to lower-cost resources

IDC Analyze the Future

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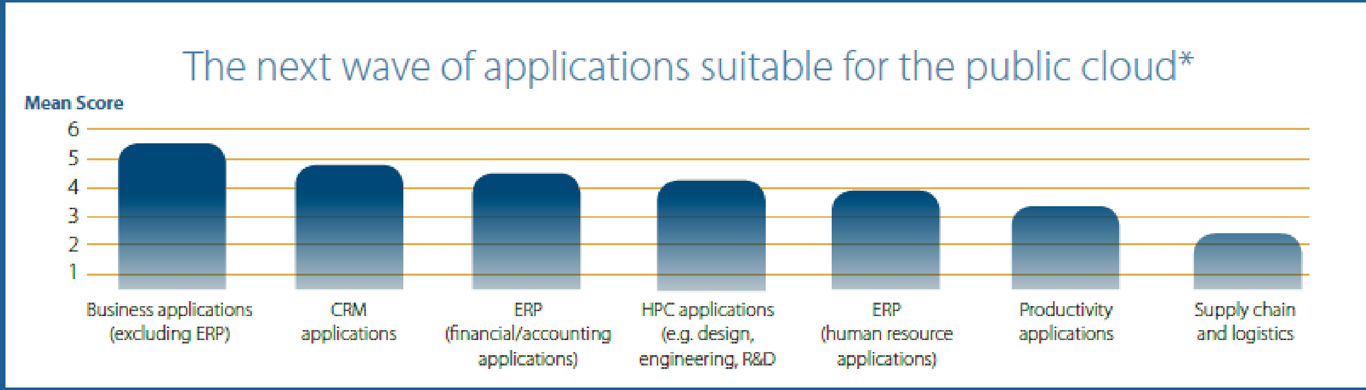
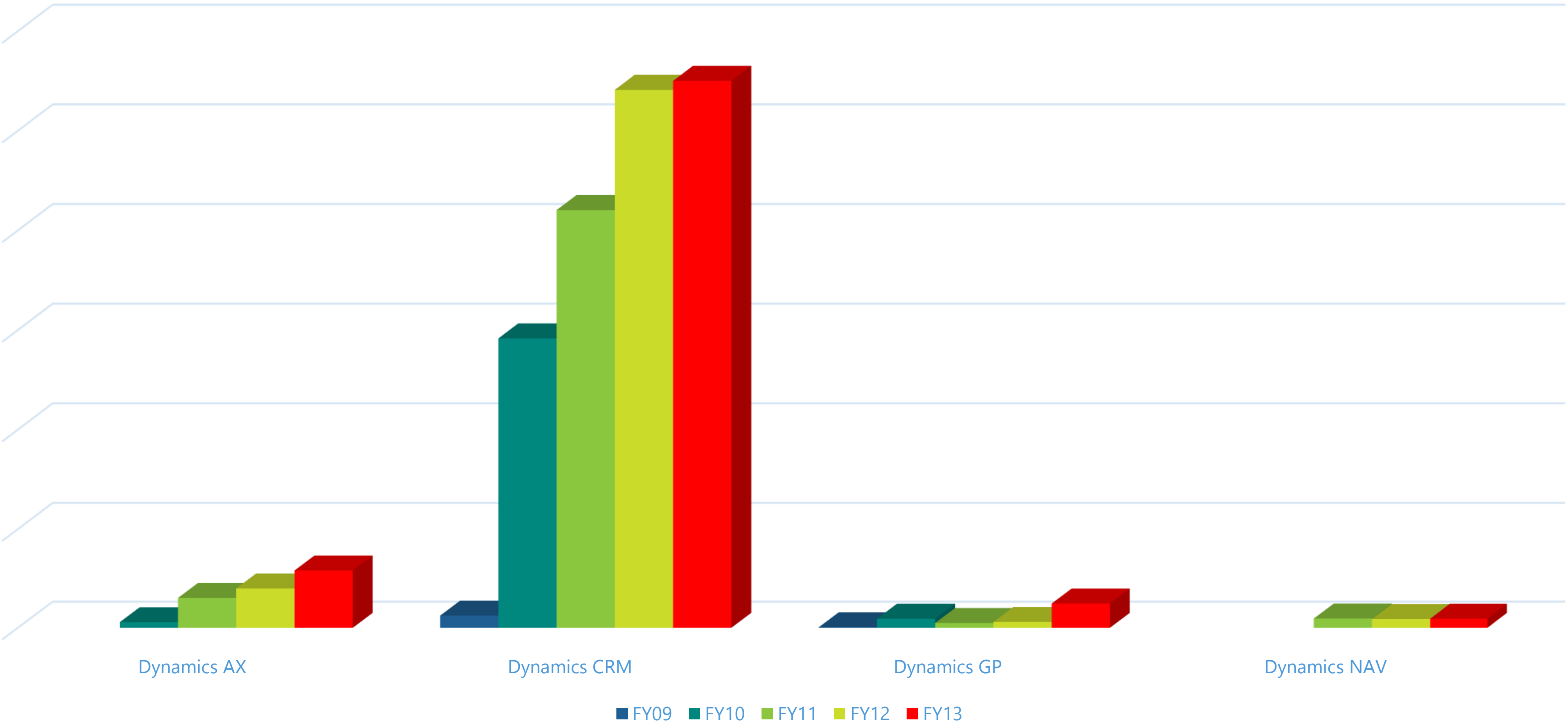


PARTNERS WHO SWITCH OVER TOO FAST FROM THE TRADITIONAL TO THE SUBSCRIPTION MODEL MAY FIND THEMSELVES WITH CASH FLOW ISSUES. THOUGH THIS IS BETTER THAN WAITING TOO LONG TO MOVE TO CLOUD, AND LOSING CUSTOMERS.

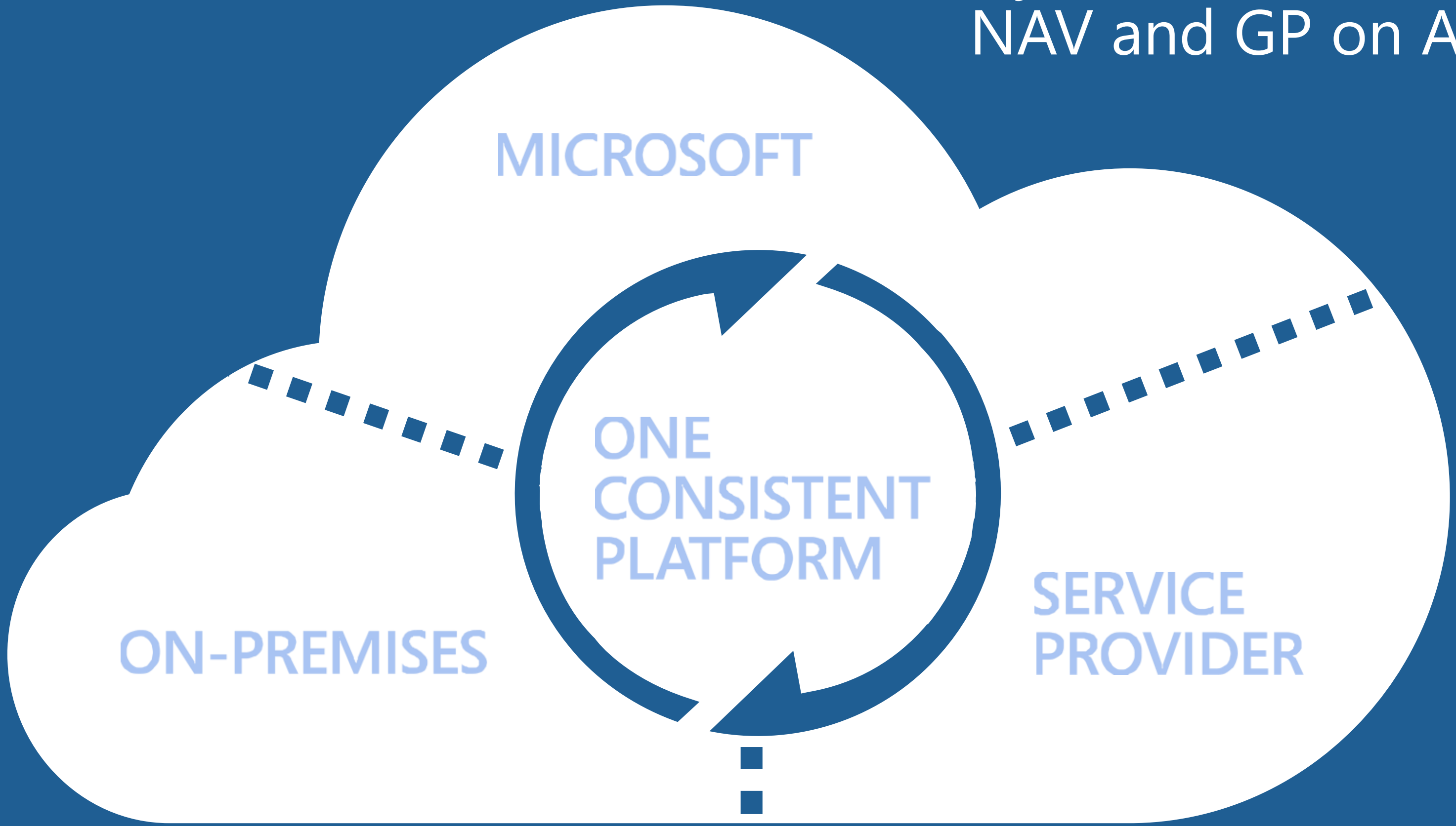
Email philme@microsoft.com for link to full report

Building Momentum....the numbers



The Cloud OS for Dynamics in FY14

Dynamics CRM Online, NAV and GP on Azure



Full range of Dynamics plus 3rd party add-ins

Full range of Dynamics and some 3rd party add-ins

The New Era of Hosting

52.4%

Customers

Grow their business or realign to new company strategy

68%

Cloud

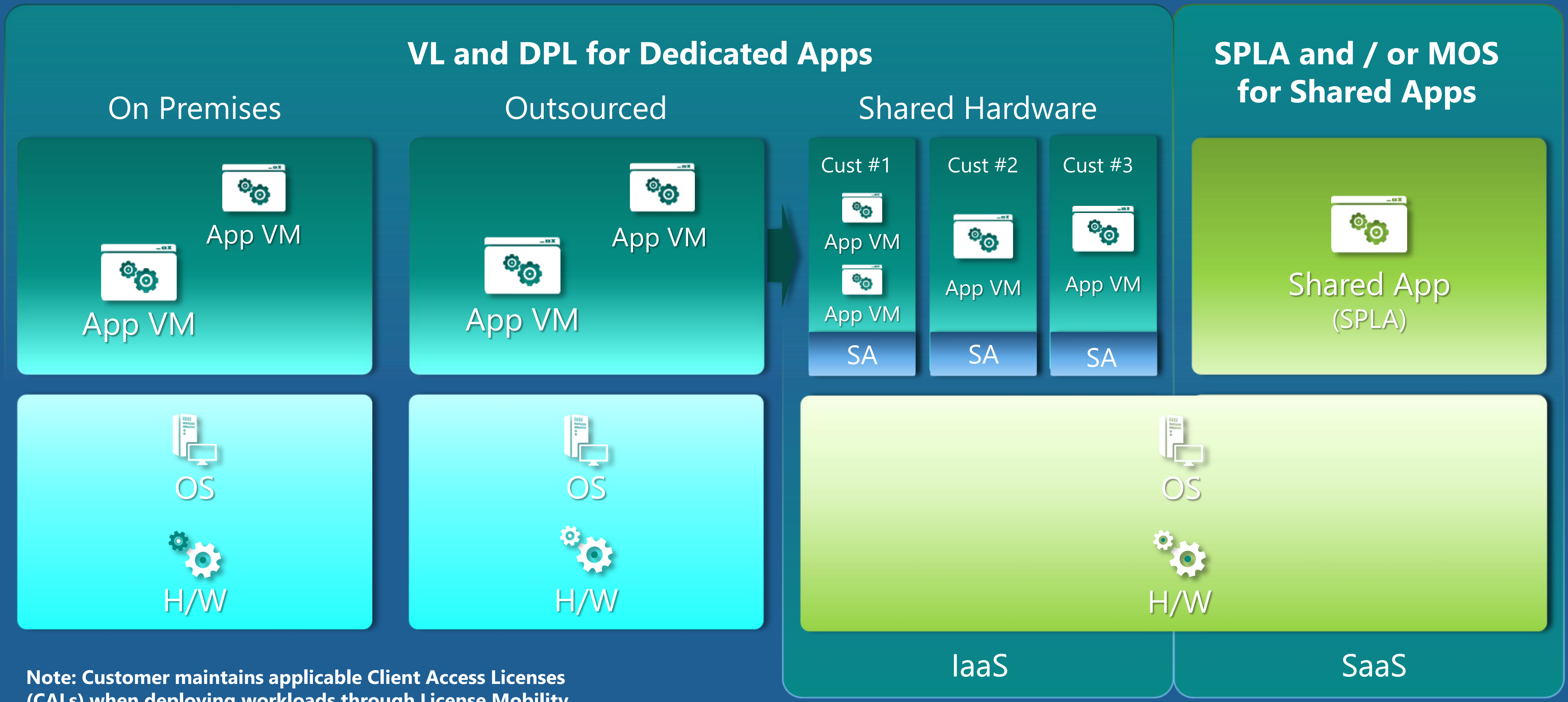
Plan to adopt hybrid cloud models

62.5%

Applications

Will use Software online previously used on-prem

License Mobility through Software Assurance

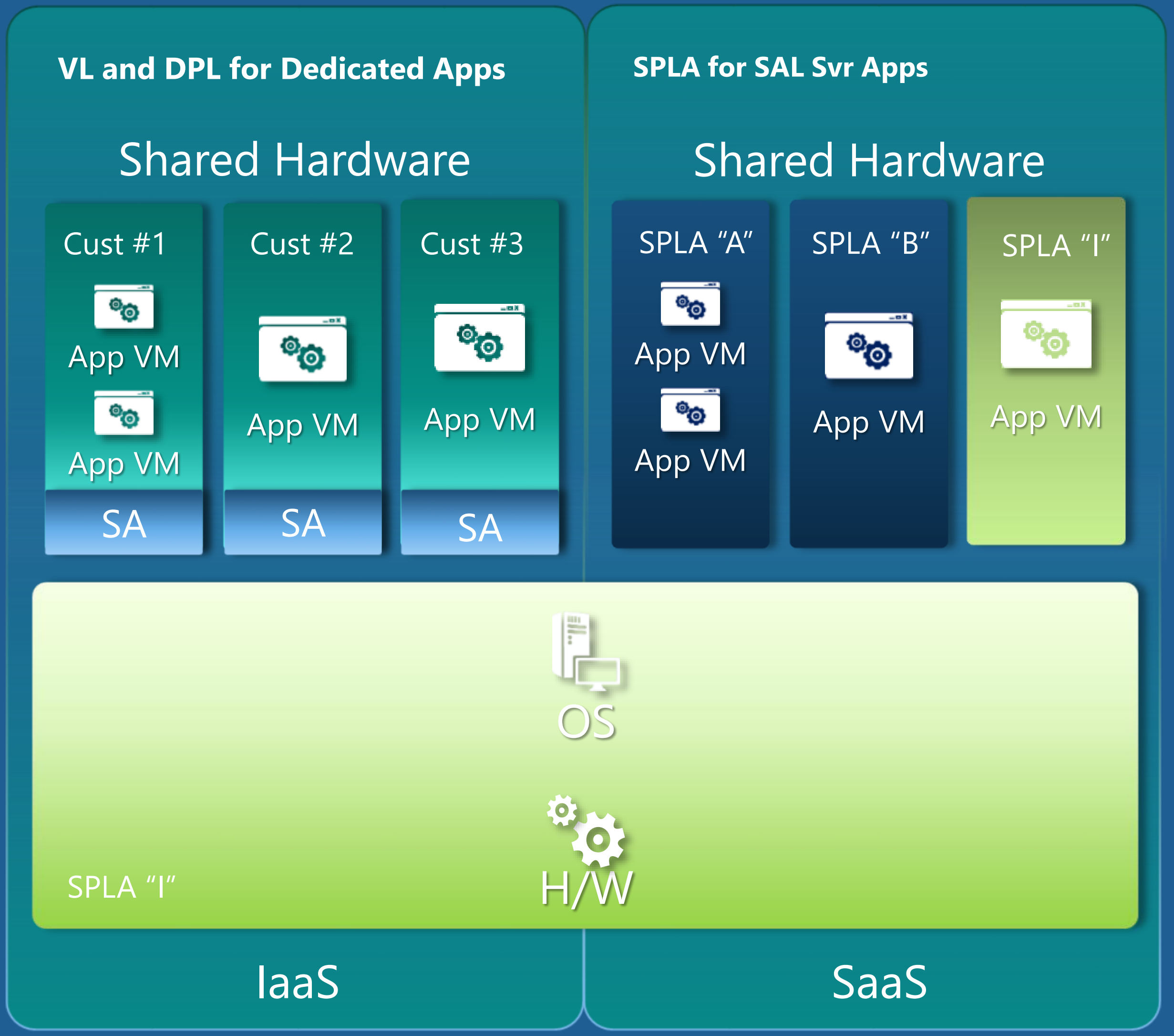


Note: Customer maintains applicable Client Access Licenses (CALs) when deploying workloads through License Mobility

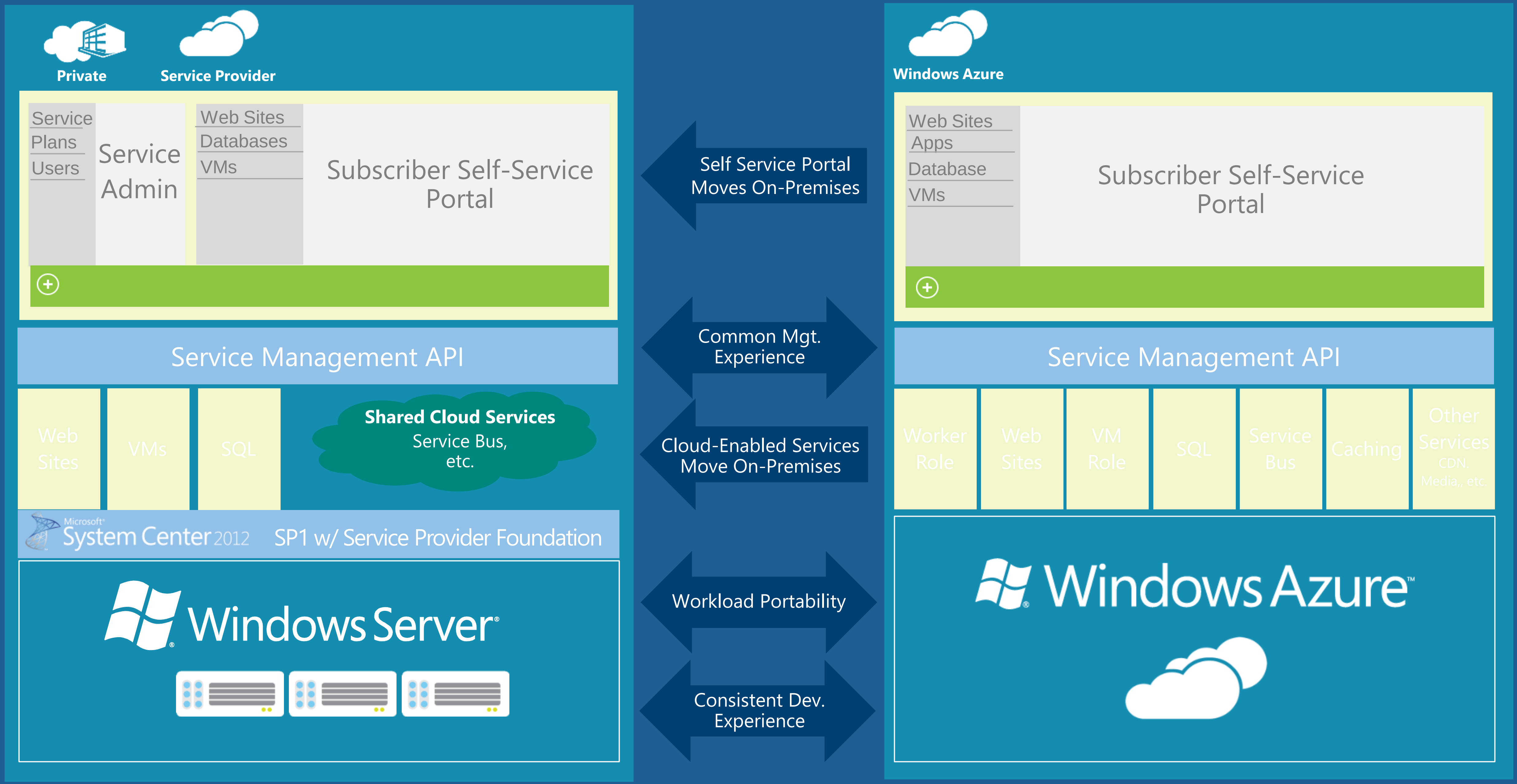
SPA + "SaaS" SPLA on "IaaS" SPLA : SPLA on SPLA

SALs via one SPLA and PLs from another

- "SPLA on SPLA" is when one SPLA Partner places SAL based Server Applications on another Service Providers shared (SPLA) infrastructure.
- Examples:
  - Dynamics ERP and CRM SALs via a Certified Dynamics SPA partner with SPLA using a third party Data Centre operator also with SPLA for shared infrastructure (VMs on demand)
  - Exchange and Lync via a Messaging Specialist on 3rd party shared platform



Bringing Windows Azure Services on Windows Server



What is the CLOUD Opportunity with Microsoft ?

Growing Revenue
Compete
Additional Services
Remain Relevant

Drive Down Costs
Providing Choice
Cloud on Your Terms

How Partner Metrics Change in the Cloud

Upsell Opportunity

Cloud is helping partners to open doors to both new and existing clients. They're curious. And partners are taking advantage. Cloud is also a smaller up front investment for customers, making it overall easier to buy. THEN, partners report that they are using that foot in the door to upsell customers on other cloud products, as well as on-premise products.

Gross Profit

Many partners are optimizing their delivery teams to take advantage of fixed fee engagements with more efficient use of resources to driver higher gross margins.

Overall Revenue

Successful cloud partners have uniformly told IDC that cloud offerings are helping to increase their revenues, much due to the upsell scenario listed above.

Number of Deals

The ease and functionality of cloud are encouraging more purchases. Successful cloud partners are enjoying a much higher customer acquisition rate than their peers.

Annuity Revenue

While cloud offerings fit right into a managed service provider's offerings, many solution provider CFOs are enjoying their introduction to annuity revenue streams through cloud software offerings.

Deal Size

Cloud deals are often smaller in nature as software revenues are spread over time. But enterprise customers can sometimes mean larger deal sizes, especially if consulting and integration time is needed.

Sales Cycle

Enterprise customers can introduce complexity and duration of sales cycles. There can be more stakeholders involved (more LOB), legal departments can scrutinize online agreements, and education can still take time.

Smaller customers can typically procure their expected business outcomes much faster than in the past.

Cash Flow

Partners selling third party or in-house software may begin to realize decreased cash flow in the cloud as they make the transition.

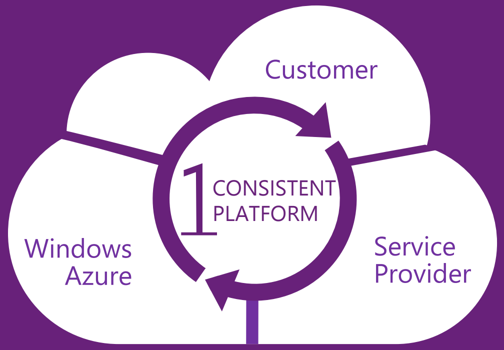
Partner Panel

Systems Advisors Global – Brian Pelser (Sales Manager)

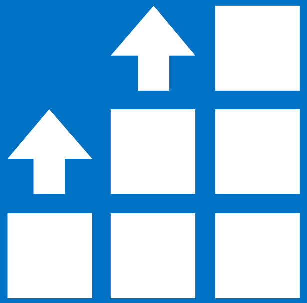
Hands On Systems – John Munnelly (CEO)

Markus Windhofer – FRED IT Group (Business Development Manager)

Changing the Game, Join Us



This is the year of Cloud OS



Optimize your operations

Monetize more solutions

Microsoft