



QBS Talks

# *NAV als Sprungbrett für Ihren Erfolg mit Dynamics 365 „Tenerife“*

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# Risk limitation is smart. Always!

- In 1969, Neil Armstrong was the first man on the Moon!
- In Houston, they used analogue watches, although digital watches were available
- Lesson - big risks ahead? Then better use proven technologies!



# About Guus Krabbenborg



- Co-founder and co-owner of QBS Group
- Over 30 years experience in business applications
- Trained and coached over 150 Microsoft Dynamics partners from 35+ countries in R2R/Cloud SureStep for Dynamics
- Runs workshops for prospect companies searching for new ERP and CRM solutions since 2005
- Presenter at various Microsoft events
- Long-term author of business reports on the most important Microsoft Dynamics events

# About QBS Talks

- A service delivered by QBS Group ([www.qbsgroup.com](http://www.qbsgroup.com))
- QBS is the European SMB Distributor (aka Master VAR)
- We do this to help our 425+ Dynamics NAV partners in 20 countries improve their businesses
- QBS Talks will be delivered on a frequent basis  
Content calendar: [www.qbsgroup.com/gl/events/qbs-talks.aspx](http://www.qbsgroup.com/gl/events/qbs-talks.aspx)
- Interested to become a partner?  
Check [www.qbsgroup.com/gl/become-a-partner.aspx](http://www.qbsgroup.com/gl/become-a-partner.aspx)



# Session objectives and Agenda

1

Understand today's market position with Dynamics 365 'Tenerife'

2

What is your prospect's situation?

3

The 7 reasons to offer Dynamics NAV to new customers

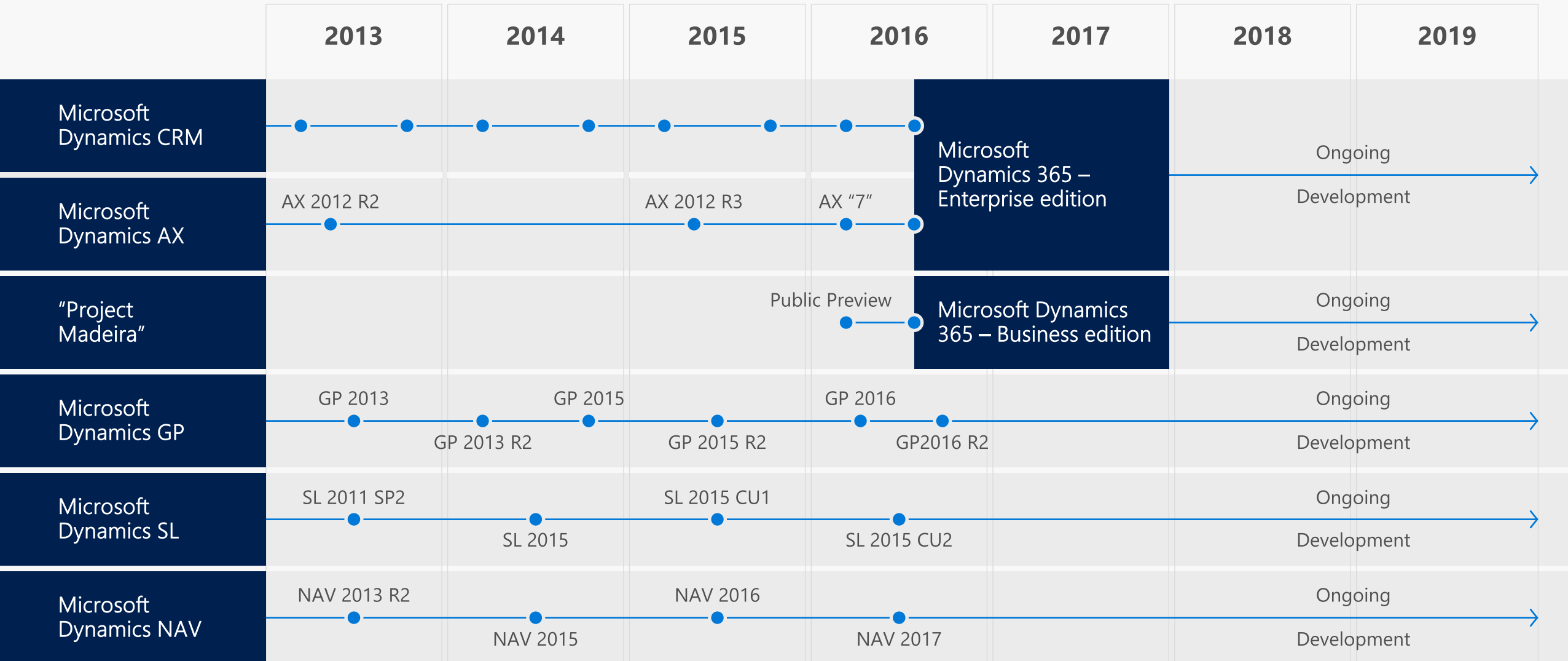
4

3 Scenario's for using NAV or CRM as a *save stepping stone* to D365

# Dynamics NAV versus Dynamics 365 'Tenerife'

Some context

# Dynamics NAV and Dynamics 365 (summer 2016)





# Roll-out and availability (summer 2016)

## Microsoft Dynamics 365 – Business edition

### Roadmap



Apr 2016	Project "Madeira" Public Preview launches in US
Jul 2016	Project "Madeira" Public Preview launches in Canada
Q4 CY16	Microsoft Dynamics 365 for Financials available in US & Canada
CY17	Microsoft Dynamics 365 for Sales, Business edition available
CY17	Microsoft Dynamics 365 for Marketing, Business edition available
CY17	Microsoft Dynamics 365 for Financials available in 4 additional countries
CY17	Microsoft Dynamics 365 for Business Plan available

# Microsoft Corp was focused on D365, but..

- Dynamics NAV on websites?
- Dynamics NAV product roadmap?
- Communication in general?
- Role of the local teams?
- You own role?









# Availability

**Dynamics 365 for Sales**  
"second price point"

→ GA Spring 2018

**Dynamics 365 for Marketing**

→ In preview

**Dynamics NAV 2018**

→ December 1<sup>st</sup>, 2017

**Dynamics 365 "Tenerife"**

→ Cloud GA Spring 2018



**DIRECTIONS**  
**EMEA**

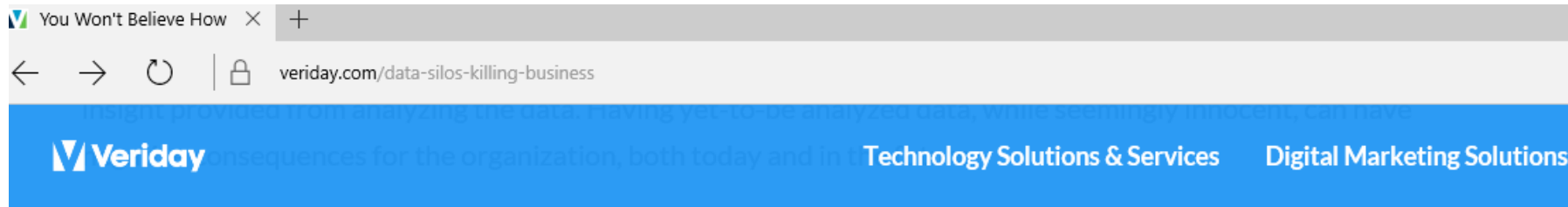
What is your prospect's situation?



**This is their current IT landscape.... 😊**



# Even Small companies have 14 separate solutions!



## Issues Today

The fact that data cannot freely move to where it's most needed forces people to duplicate the data, mostly through imports and exports. This leads to manual data manipulation by employees who need to move the data to another system. Then all of a sudden, we are stuck with duplicate data that has been manipulated by hand in some systems while remaining easily accessible in its original form elsewhere. Any time you start changing or cleaning up the data before moving it to another system, you are asking for trouble. Errors and wasted time are often a consequence.

By not properly handling and analyzing the data that your organization collects, you are leaving room for mistakes to be made and for opportunities to be missed. Often times there will be waste in multiple departments because data is not shared between them. These mistakes and missed opportunities will arise, either because the decision-maker does not have the data available to them, or the decision-makers do have the data, but due to an error during manual manipulation of the data, it is inaccurate.

Companies continue to utilize a wider variety of services, both internal and third-party, for different aspects of their business. **The average small-business is now using 14.3 different systems.** We are seeing more segmentation of data within these silos, with less interaction between them. This results in poor communication between departments, systems, and processes, leading to unproductivity and difficulty meeting both your clients' needs and company's business goals.

**Resulting in multiple versions of the truth...**





**And many, many Christmas cards - unintentionally!**



# Are you interested in a blog? Or better: in a marketing campaign?

<http://www.logistiek.nl/supply-chain/blog/2013/12/uw-kerstkaartenactie-weerspiegelt-uw-erp-integratie-101131295>

Uw kerstkaartenactie weers... x

  (2) Welcome! LinkedIn

Blog

10 dec 2013

Meer

## Uw kerstkaartenactie weerspiegelt uw ERP-integratie

Supply chain

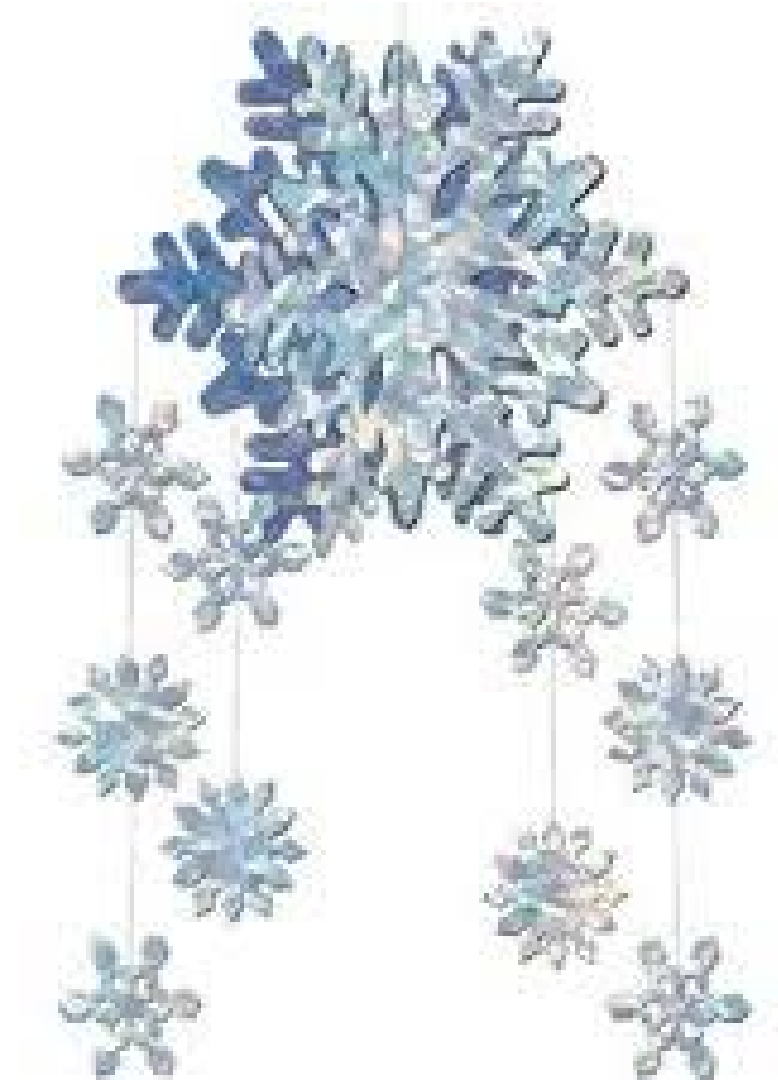
**December is traditioneel de maand waarin bedrijven hun relaties kerstkaarten sturen. Niet zelden worden daarbij onbedoeld talloze kaarten naar hetzelfde adres of zelfs naar dezelfde persoon gestuurd. Een pijnlijk moment! Hoe goed is uw ERP-integratie eigenlijk?**



Veel ondernemingen worstelen dagelijks met de gevolgen van gebrekkige ERP-integratie. Geregeld zijn er aparte systemen voor verschillende domeinen in gebruik, waarbij de integratie matig is of soms zelfs helemaal ontbreekt! Vaak wordt naast het officiële ERP-systeem volop gewerkt met individuele registraties in Excel en Access. Die geheel los staan van het hoofdsysteem. Maar het komt ook voor dat integrale ERP-systemen op een niet-geïntegreerde manier worden gebruikt. Gevolg van al deze scenario's is dat er een zekere redundantie van unieke gegevens voorkomt.

Lees

**And all IT islands move at their own pace....**



**...resulting in an impressive TCO value!**



**A value that increases  
rapidly**



# Professional system management...

[Artikelen](#) [Community](#) [Carrière](#) [Topics](#) [Whitepapers](#) [Service](#)

**COMPUTABLE**  
Alles over zakelijke ICT in België

Zoeken

Artikelen

Are you among the 4% who DOES comply with new EU regulations?

Find out here

[Home](#) | [Artikelen](#) | [Nieuws](#) | [Storage](#)

## 4 op 10 bedrijven maakt geen dagelijkse back-up

**Lees meer over:**

Storage

31 MAART 2016 10:06 | KEVIN STICKENS | 0

Maar liefst 40 procent van de Belgische bedrijven maakt geen dagelijkse back-up. Een kwart van de Belgische bedrijven verliest hierdoor data. Dat concludeert Dat is een Merak, specialist in archiefbeheer, in zijn onderzoek naar dataverlies.

Bij grotere bedrijven vanaf 250 medewerkers vindt dagelijks een back-up plaats. Amper 3 procent van deze bedrijven doet dit om de paar dagen of wekelijks. Vooral bij kleinere bedrijven schort het aan een (goed) back-upbeleid. Zo maakt 8 procent van de kmo's maar enkele keren per jaar een back-up. Deze hebben meestal geen duidelijkheid over wie verantwoordelijk is voor back-ups. Volgens Merak is er daarom een back-upbeleid nodig, dat bedrijven voorbereid op incidenten die data kunnen vernietigen, zoals een computercrash of een brand.

# Poor IT management: a business killer!

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annoyance has now totally crippled all business transactions. The not-so-smart CEO must now retroactively look for help to unlock all of his company files or risk paying the huge fee that was demanded by the ransomware.

That's not even the worst part. Our foolish CEO failed to realize that the costs to retrieve his company data *far exceed* those of regular data backups. Meanwhile, Risk IT Inc. was down a mere **seven** days. And yet, one year later, Risk IT Inc. closed their doors and never opened back up again. Why? [Because more than 90 percent of companies that experience at least seven days of data center downtime go out of business within a year.](#)

# Can you survive with today's IT?





Long term requirements

# Requirements for the long(er) term

- A single, integrated information system that contains both the ERP and CRM domains
- That allows better decision making → *one version of the truth*
- No more data silo's → *better internal cooperation*
- Tight(er) Office integration
- Full blown SaaS application → *safer data (!), a much lower TCO and 'evergreen' software*
- Investment protection → *continuous innovation*
- Long-term supported by a professional partner organisation

# Here's the powerful Dynamics 365 concept

## Dynamics 365 "Tenerife"

Business management suite, based on full capabilities of Dynamics NAV

MARKETING	SALES	SERVICE	FINANCE	OPERATIONS	TALENT
Basic campaign management	Sales order management Contract and opportunity management	Project management Service order management	Advanced financial management	Supply Chain Management Discrete Manufacturing	Employee entities Payroll integration

COMMON DATA SERVICE

# So, dear prospect, where are you today?

MARKETING

SALES

SERVICE

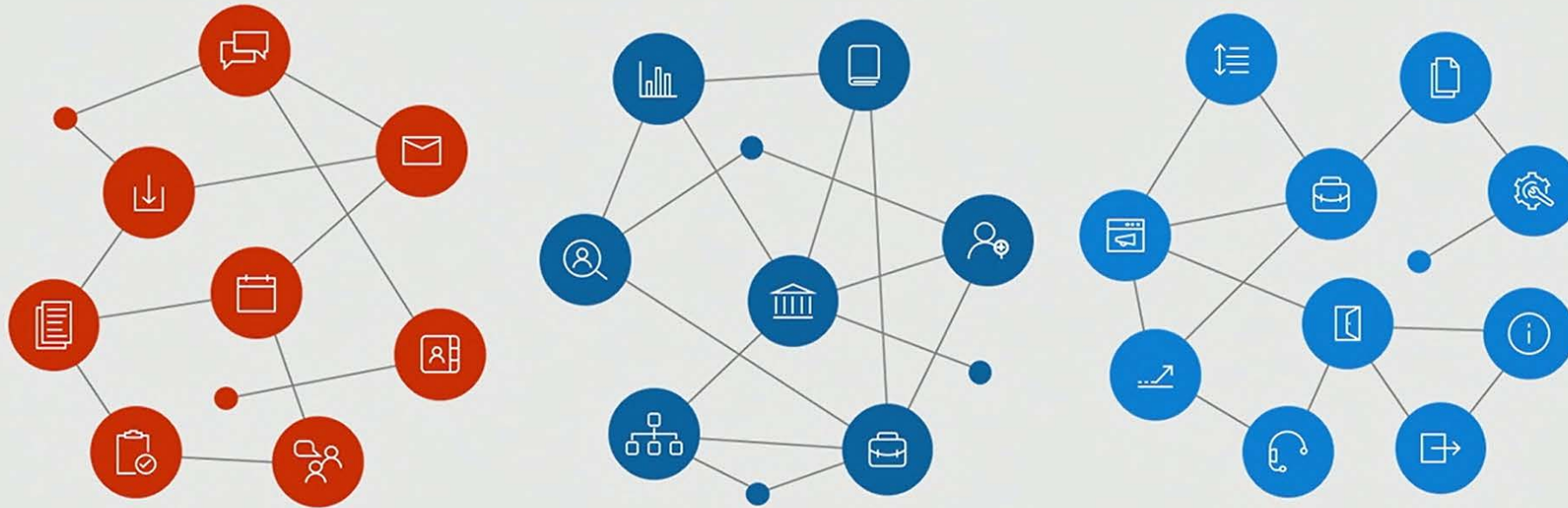
FINANCE

OPERATIONS

TALENT

# One level higher - are you already pitching this concept?

Microsoft 365 + LinkedIn + Dynamics 365



Common Data Service ----- Bots & Connectors ----- PowerApps ----- Flow ----- Power BI

# How is the competition doing?

- SAP Business One – Just ERP. No professional CRM system. The cloud offering is *Business by Design*
- Sage line 50, 100, 200 – Just ERP. No professional CRM system. X3 is their cloud future

✓ How do I get to Business by Design and X3? When? And at what cost?

✓ Data conversion? Re-implementation? Buying new licenses?

✓ AND - there's still no CRM, O365, LinkedIn & Azure included!!

# How strategic are the various ERP products you're competing with?

Microsoft has made NAV, GP and AX cloud ready, but also gave a commitment to continue the development of the on-premise versions

This is quite unique since not every ERP competitor does this!!

Many ERP systems find themselves in a *Dead End Street*

So let's take a look at the QBS blog:

[www.qbsgroup.com/gl/qbs-blog/strategic-offer-or-cash-cow-is-your-erp-system-in-a-dead-end-street.aspx](http://www.qbsgroup.com/gl/qbs-blog/strategic-offer-or-cash-cow-is-your-erp-system-in-a-dead-end-street.aspx)

# Strategic Offer or Cash Cow?

LinkedIn interface showing a post by Guus Krabbenborg titled "Strategic Offer or Cash Cow - Is your ERP system in a Dead End Street?". The post features a large image of a yellow "DEAD END" road sign. The author's profile information is visible below the image.

**Strategic Offer or Cash Cow - Is your ERP system in a Dead End Street?**  
Guus Krabbenborg

**Powerful Habits of Considerate People**  
Dr. Travis Bradberry

**Zenefits says "take it or leave it" to employees; Napster's back!? And more news.**  
Katie Carroll

**Zuckerberg breaks arm, eschews sling; The 'Spam King' is finally getting jail time (and**  
John C. Ahell

**Strategic Offer or Cash Cow - Is your ERP system in a Dead End Street?**

**Guus Krabbenborg**  
Co-founder of QBS Group, OneBizz and Partner Master Class. We help Microsoft Dynamics



# ERP/CRM implementations are always risky!

Of course, the biggest risk today is ***not*** modernizing! 😊

But there are many other risks. like:

- Time, budget & quality
- Scope creep
- Knowledge levels
- Wrong choice
- Disrupted operations
- Organisational change



# The two things prospects look for...

**A safe implementation**



**And a bright, innovative future**



The 7 reasons to offer Dynamics NAV to  
new customers (and not yet D365!)

# Starting with Dynamics NAV is the safest scenario!

1. The largest single customer base ww for ERP in the midmarket with **130.000+** customers
2. An ISV community with thousands of certified ISV solutions
3. 3.500+partners ww with deep Dynamics NAV knowledge
4. 43 localized versions
5. Implementation and local support capacity in over 100 countries
6. The Power of Choice: onprem, hosted & cloud
7. Easy upgrade to Dynamics 365 'Tenerife'





**43 Localized versions**

Easy international expansion

**130.000+**  
**Companies**

... trust on Dynamics NAV ww

**3.500 Partners**

Strong Partner Eco-system with  
high branche expertise

**12 Billion \$**

R&D Investment secure  
future proof solutions

**5.000+ new  
customers** in  
the last 12 Months!

**SMB focus**

Clear focus for Partners and Customers

**Power of Choice**

Onpremise, hosted or cloud

**5 Mio. End-users**

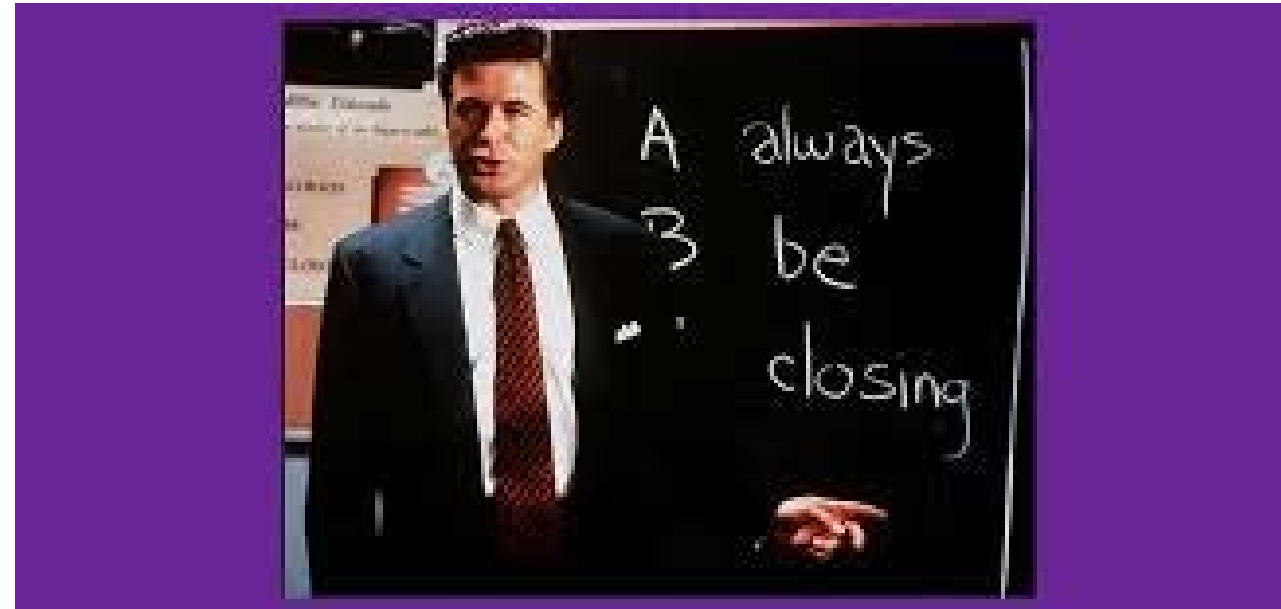
... use Microsoft Dynamics ERP-solutions every day

**Clear Roadmap**

Continuos development and  
integration of innovative technologies  
(like Azure)

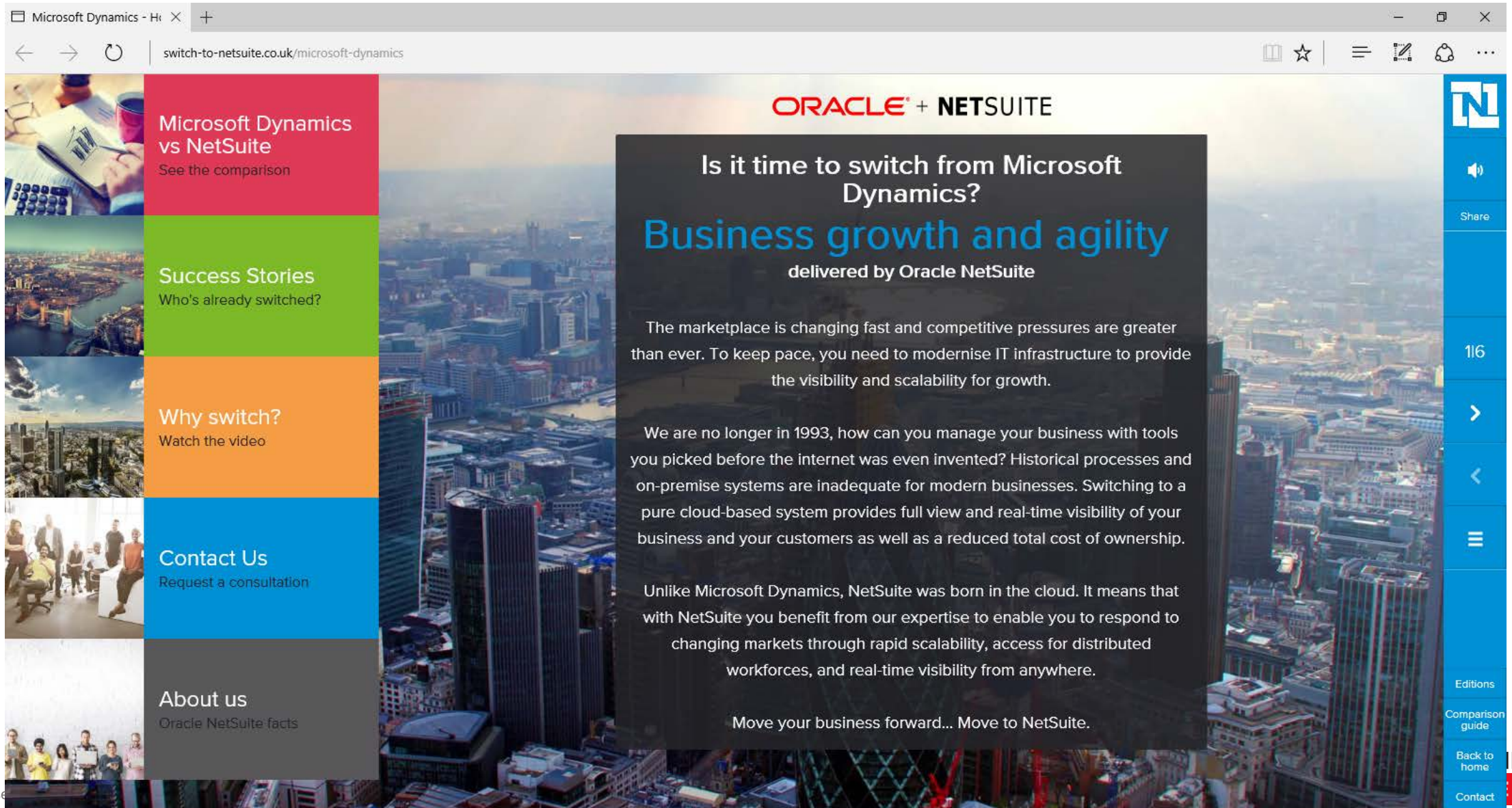
# Just checking 😊 - do you use these reasons:

- On the homepage of your website?
- In every sales pitch?
- In all your brochures?
- In your standard proposal?
- In every webinar?
- At the start of every demonstration?





# We're not alone in the market...



The screenshot shows a web browser window with the URL `switch-to-netsuite.co.uk/microsoft-dynamics`. The page features a large central banner with the Oracle NetSuite logo and the headline "Is it time to switch from Microsoft Dynamics? Business growth and agility delivered by Oracle NetSuite". The banner text states: "The marketplace is changing fast and competitive pressures are greater than ever. To keep pace, you need to modernise IT infrastructure to provide the visibility and scalability for growth." and "We are no longer in 1993, how can you manage your business with tools you picked before the internet was even invented? Historical processes and on-premise systems are inadequate for modern businesses. Switching to a pure cloud-based system provides full view and real-time visibility of your business and your customers as well as a reduced total cost of ownership." and "Unlike Microsoft Dynamics, NetSuite was born in the cloud. It means that with NetSuite you benefit from our expertise to enable you to respond to changing markets through rapid scalability, access for distributed workforces, and real-time visibility from anywhere." and "Move your business forward... Move to NetSuite."

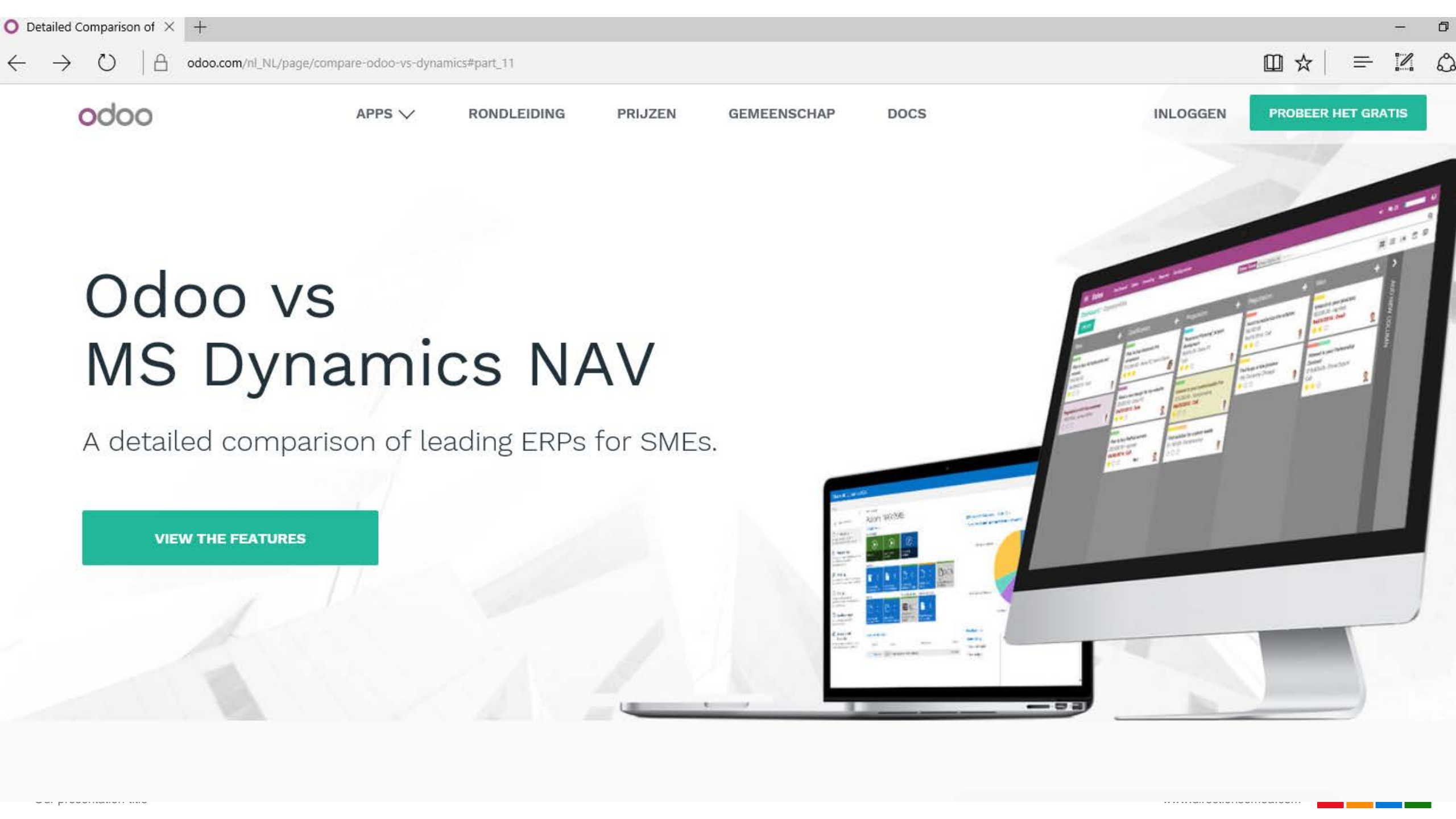
On the left side, there is a vertical navigation menu with five items:

- Microsoft Dynamics vs NetSuite  
See the comparison
- Success Stories  
Who's already switched?
- Why switch?  
Watch the video
- Contact Us  
Request a consultation
- About us  
Oracle NetSuite facts

On the right side, there is a vertical sidebar with the following elements:

- NetSuite logo (N)
- Speaker icon
- Share button
- 116
- Navigation arrows (right, left)
- Menu icon (three horizontal lines)
- Editions
- Comparison guide
- Back to home
- Contact

At the bottom right, there is a logo for "DIRECTIONS" with the letters M, E, and A in colored boxes.



APPS

RONDELEIDING

PRIJZEN

GEMEENSCHAP

DOCS

INLOGGEN

PROBEER HET GRATIS

# Odoo vs MS Dynamics NAV

A detailed comparison of leading ERPs for SMEs.

VIEW THE FEATURES



3 Scenarios for using Dynamics NAV as  
a save stepping stone to Dynamics 365



# Start scenario 1

Dear customer, please start today with Dynamics NAV 2017, hosted on Azure. Migrate to Dynamics 365 Tenerife later

- Buy a subscription license (through QBS or via Microsoft)
- No investment in server, database, tools, system management, etc.
- All the hardware you need is devices, printers and scanners
- You can terminate that agreement with QBS/Microsoft per month
- Migrate to D365 'Tenerife' once available in your country
- Data conversion is available via RapidStart
- *No big implementation issues expected*, according to Microsoft

→ *The most safe start combined with a bright future!*

# Start scenario 2

Dear customer, buy the NAV Perpetual license, deploy that license in the cloud. And migrate to D365 'Tenerife' later

- Customer receives a cloud deployment with all the advantages
- But pays for the license upfront
- Partner gets money earlier (lower risk, good for your cashflow!). And with a much better margin 😊
- Unfortunately you don't qualify for the 40% upgrade discount... 😞  
since the deadline for this discount is 31/10/2016

→ *Similar scenario, but at lower risk and better cashflow & margin*

# The Dynamics 365 roadmap

"Moving to Dynamics 365 'Tenerife' is just another Dynamics NAV upgrade."

**Marko Perisic – General manager Dynamics 365, Oct 2017**



# Start scenario 3

Dear customer, why not start with Dynamics 365 Sales? And add Dynamics 365 'Tenerife' later

- Most of today's prospects want/need professional CRM first
  - Sell and implement the 'Sales App'
  - Implement D365 'Tenerife' once CRM Sales is up and running
  - Also a great model for existing NAV customers!
- *Win time by starting at the CRM side of the house*
- *QBS can help you built a CRM practice or find a good CRM partner*

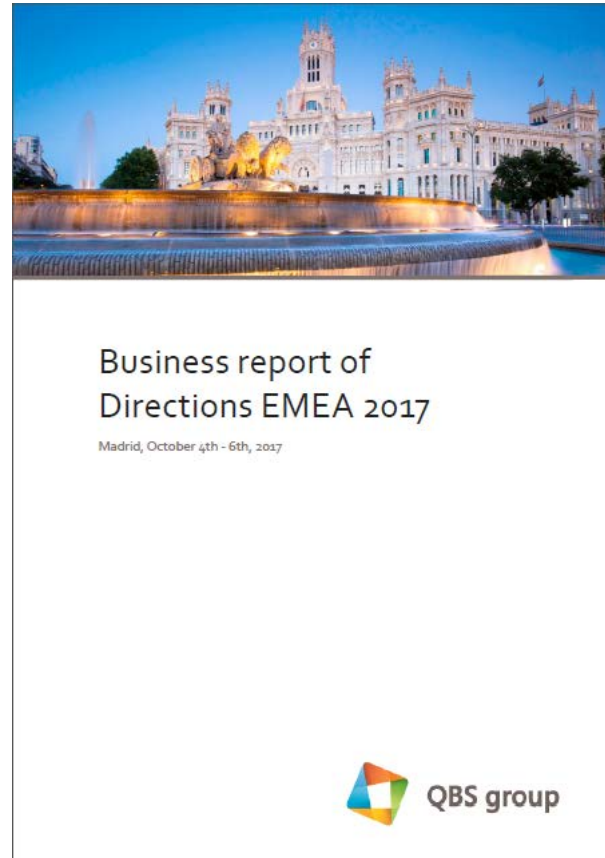


Call to Actions

# Your possible next steps

- Strengthen the NAV messages on your own website!
- Consider using the X-mas story for a marketing campaign
- Build your marketing and sales pitches around one or more of the scenario's
- Use our Directions 2017 report to support your pitch
- Get your marketing and sales people trained in that pitch
- Consider how and where QBS can help you (idea: a video for your website?)

Use our DIRECTIONS EMEA 2017  
Business Report to navigate!



Unique business  
report on  
DIRECTIONS EMEA  
2017 that helps you  
understand Why to  
change and How!

For free for QBS  
partners!

Only EUR 400 for  
other Microsoft  
partners

## 10. Improve your Dynamics NAV pitches

As it will take some time until Dynamics 365 ‘Tenerife’ will be available in a localised version for your market, you need to win new customers based on your Dynamics NAV proposition in the interim. That is of course not easy since NAV can and will be perceived by your prospects as an outdated solution. Over the past few months, many non-Dynamics competitors suggested to the market that Dynamics NAV was in a dead-end street. They successfully sowed doubts by pointing out that the Microsoft Dynamics.com websites were completely Dynamics 365 focused.

For at least the next 4 to 6 months, partners must have an improved marketing and sales pitch to keep selling Dynamics NAV for new business until Dynamics 365 ‘Tenerife’ is fully available. For the countries that don’t belong to the first 14 locations where Dynamics 365 ‘Tenerife’ will be launched, scheduled for Spring 2018, this period could be even longer.

QBS Group delivered a session in Madrid to help partners improve their pitch. The objection of that pitch is to combine the current strengths of Dynamics NAV to survive the always

## HOW TO USE DYNAMICS NAV AS STEPPING STONE TOWARDS D365?

Most prospect's investment in business applications lasts for many years. That's why they need to know what the future of Dynamics NAV will be. So, here's your chance to position NAV as the stepping stone towards Dynamics 365. As Microsoft's Marko Perisic stated in his keynote presentation in Madrid: "Moving to Dynamics 365 'Tenerife' is just another Dynamics NAV upgrade"!

So, here's a scenario that you can use to build your pitch upon:

### Start scenario 1

Dear customer, please start today with Dynamics NAV 2017, hosted on Azure. Migrate to Dynamics 365 Tenerife later

- Buy a subscription license (through QBS or via Microsoft)
- No investment in server, database, tools, system management, etc.
- All the hardware you need is devices, printers and scanners
- You can terminate that agreement with QBS/Microsoft per month




← → ↺

qbsgroup.com/gl/news/directions-emea-2017-business-report.aspx

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NEWS


# DIRECTIONS EMEA 2017 business report is available now!

Never before it was so important for Dynamics partners to understand the directions that Microsoft takes with her Dynamics NAV and Dynamics 365 business applications in today's fast changing cloud world!

At DIRECTIONS US in Florida and the EMEA edition in Madrid, Microsoft unfolded some bold ideas to disrupt the market and grow faster. QBS group was in

**REQUEST FOR CONTACT**

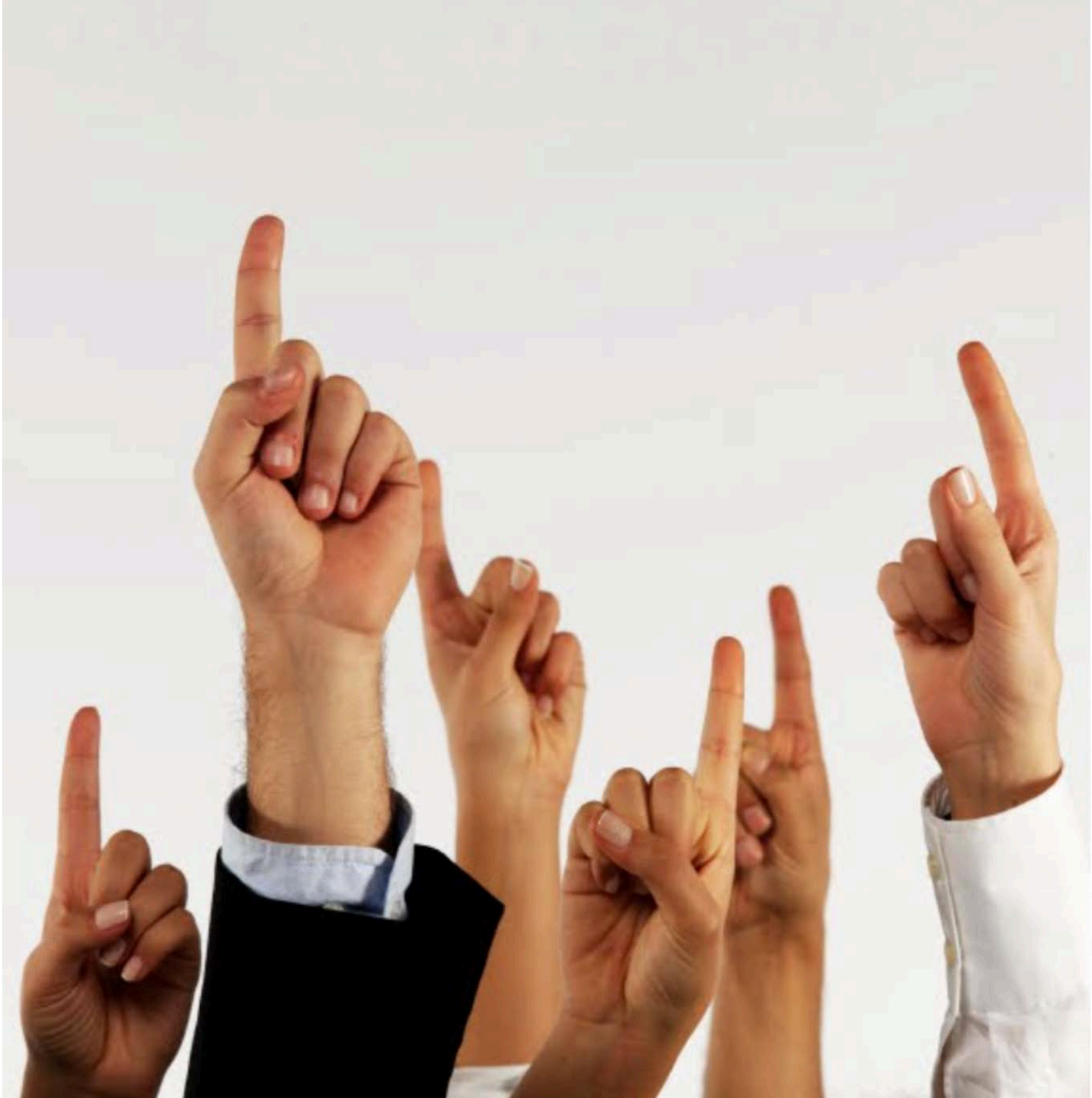
**ORDER NOW: Directions EMEA 2017  
Business Report**



31 October 2017  
**DIRECTIONS EMEA 2017 business  
report is available now!**

21 September 2017  
Slimstock and QBS group join  
forces to strengthen QBS partner  
capabilities

<http://www.qbsgroup.com/gl/become-a-partner.aspx>





QBS Talks

My next webinar:

## 4 Business reasons to start a CRM practice

Tuesday January 9<sup>th</sup> 2018, at 4 pm CET

Register here:

[www.qbsgroup.com/gl/events/qbs-talk-4-business-reasons-to-start-a-crm-practice.aspx](http://www.qbsgroup.com/gl/events/qbs-talk-4-business-reasons-to-start-a-crm-practice.aspx)

## Upcoming QBS Talks

28-11-17	<a href="#">CRM Inspirational Webinar</a>	Arjen Jansen
30-11-17	<a href="#">Position NAV as stepping stone for more Dynamics 365 'Tenerife' deals</a>	Guus Krabbenborg
04-12-17	<a href="#">NAV als Sprungbrett für Ihren Erfolg mit Dynamics 365 „Tenerife“</a>	Guus Krabbenborg
09-01-18	<a href="#">4 Business reasons to start a CRM practice</a>	Guus Krabbenborg
30-01-18	<a href="#">Creating the winning quotation</a>	Guus Krabbenborg

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# Thanks for your attention!

