

# DYNAMICS 365

## live your future now



The time when purchasing a business information system was a complex and expensive project is long gone. All applications that are essential for conduct of business are now available quickly and simply **on lease basis for a very reasonable prize**. Investments to IT have no longer negative impact on a company budget (no purchasing of owned infrastructure, no maintenance operation fees). It deals with using information systems as **Software as a Service (SaaS)**.

The Microsoft Company has decided to advance even further to join the world of digital technologies and make software solutions available **for every field and enterprise, for every team member and his work all around the world**.

In the same way **WEBCOM** as a strong and trustworthy Microsoft partner in delivering business information systems is now helping to develop business of its customers thanks to an innovative Cloud solution Microsoft Dynamics 365.

### WHAT IS Dynamics 365

Dynamics 365 is the union of ERP and CRM systems with other practical applications in online environment. It also facilitates integration with outside solutions and smooth transition to the world of Microsoft. In this way it is possible to link for example Office 365, SharePoint, mobile devices or supported applications of third parties. You can expand and develop your software easily whenever you need. Data are accessible from anywhere and from any mobile device even in localities with no internet connection.

Dynamics 365 fully uses **the latest technologies**. It works with **the Internet of Things (IoT)** and is **one of the first solutions** to have **the Artificial Intelligence (AI)** system implemented in its basis.

Dynamics 365 deals with the fields of Sales, Marketing, Customer Service, Field Service, Project Management, Operations, and Financials.

### MAIN BENEFITS OF Dynamics 365

The Dynamics 365 solution helps enterprises to change the world of business, make work easier and gain competitive advantage.

**THE RIGHT DECISION MAKING** – thanks to improved analytical devices and comprehensible reporting.

**PROFIT GROWTH** – thanks to optimization of business processes you gain more opportunities and manage to process more requests.

**HIGHER PRODUCTIVITY** – thanks to automatization and speeding-up processes.

**EASY COMMUNICATION WITH CUSTOMERS** – thanks to interconnection of all communication channels.

**IMPROVING CUSTOMER SATISFACTION** – thanks to quick and high-quality service, ability to predict and act proactively.

**HIGH RETURNABILITY OF IT INVESTMENTS** – thanks to low purchasing and operating costs.

**COMMON DATA MODEL** – all data on one spot.

## SALES

The Sales application for business will increase and speed up sales of products and services. Thanks to intelligent solution you can get to know your customers better, predict their needs and actively build business relationships leading to maximization of customer satisfaction.

**Getting to know a customer** – predictive analytical tools, automatized processes and interconnection of the application with Office 365 help to pursue communication with a customer, since the first contact to conclusion of a contract and to customer service. 360° view of a customer ensures the perfect handling of the whole business process.

**Cooperation and sharing** – using the application OneNote the whole team works together. It cooperates and shares findings and experience, notes about meetings, events and other sales documents.

**Customer Relationship Management** – helps to define the key business cases and contacts and focuses on them. It provides understanding of structure, processes and activities of an enterprise as well as up-to-date information about its situation. Salespeople always know how and when to attend their customers.

**Business efficiency** – the perfect connection of information and cooperation supports healthy competition of the sales team. Simple and clear layout enables easy monitoring of results and setting the right goals.

## MARKETING

The popular application Adobe Marketing Cloud provides complex marketing activities for addressing and gaining customers and strengthening their awareness about the brand, services and products.

**The overall view of a customer** – brings a unified and correct client profiling as a basis for integrated, multichanneled marketing communication.

**Individual approach** – focused on a person, not the masses. It helps to create campaigns that are personal, contextual and rich in content, aiming to maximize loyalty and total customer value.

**Efficient course of campaigns** – enables to coordinate campaigns across all channels and provides global measuring of returnability of investments.

## CUSTOMER SERVICE

It helps to gain lifetime customer loyalty. The Customer Service application helps to provide first class services leading to loyalty and retention of customers. It improves the overall impression and customer satisfaction by supporting self-service portals, peer-to-peer services and assisted services.

**Consistent multichannel communication** – the single platform helps to provide services to customers at any time and via any channel. Employees have always information available being able to provide them to a customer relevantly according to his needs, wishes and expectations.

**Self-service portal and peer-to-peer services** – thanks to self-service portal in combination with online community communication and knowledge database customers can seek for and find required information by themselves. In case of need they can pass easily to assisted support.

**Simple user interface** – workers can manage interaction of services from a PC or a mobile device. Unlike other help-desk applications Customer Service offers a unified access to all information. It helps to provide personalized services simply and quickly.

**Knowledge base** – provides space for quick questions and answers across channels. It evaluates and maintains current and relevant responses. It can carry out in-depth analyses for measuring the influence of responses.

**Artificial intelligence and machine learning** - mean prediction and proactivity in providing services to customers by means of analytical tools. It brings interactive reports and data visualization helping to identify trends and predict opportunities.



## FIELD SERVICE

With this application every service request represents a strategic advantage of an enterprise. It provides everything that is necessary to optimized planning of service requests and regular maintenance. The tool for Field Service management helps to improve providing these services and to come up with new opportunities for increasing income.

**Optimized planning** – includes tools coordinating scheduling of meetings on the sides of both controllers and service technicians. By means of automatized planning and a planning board it is easy to use the time of field technicians efficiently and manage more work orders by day.

**Service agreements** – the functionality for simplifying the management of all service documents including repetitive requests and orders, already installed products and their warranties including monitoring localities and placement of a device/product.

**Stock management** – includes all necessary for inventory management in all localities including depots and stock houses. The constant updates ensure that you have always the exact information in actual time for monitoring service stock and well-timed booking of required material.

**Field productivity** – increases productivity of technicians by means of data accessibility from mobile devices even in off-line regime. Information about customers and their products are available anytime and anywhere.


**Connected devices** – thanks to the Field Service application workers can detect, be solving and solve problems from the distance. A technician is sent to a service visit only in case of a real necessity. Like that, redundant costs can be cut off and also some problems can be detected before they actually arise.

**Communication with a customer** – a customer is in the center of attention during every interaction. By means of the customer portal he can view his requests, the state of their solution; he can see an interactive map with information about a technician's whereabouts. Updated information is delivered in the form of text messages and phone calls.

## PROJECT SERVICE AUTOMATION

Project Service Automation is the right solution for everyone who looks for a strong tool for efficient Project Management. The solution of Project Management automatization helps enterprises to establish valuable long term relationships with customers, to gain their confidence and satisfaction, and improves team performance thanks to the thorough overview of relationships with customers. It is an innovative solution for strengthening corporate agility, maintaining competitiveness and making your business grow.

Project Service Automation brings higher productivity thanks to unifying assignment of resources and planning of work orders. It brings detailed information about workers, their assignment to customers/tasks, and approving of their work. Project updates are clearly displayed in a PC, web browser as well as in mobile applications. In combination with Microsoft Flow all tasks can be automatized to carry out everything smoothly, at any time and any place. Monitoring time and work on projects is easier this way. Check, evaluation and approvals of cost and work take place transparently on one spot. Managers can create, approve and distribute invoices via both email and web. The Project Service Automation application works with your financial systems and is integrated with the famous Microsoft Project, everything remains compatible and simple.





## OPERATIONS

The complete ERP Dynamics 365 tools for operational management help enterprises to develop their activities at a fast pace.

**Manufacturing** – thanks to smart use of this solution in Distribution, Customer Service, Sales and Marketing it is possible to innovate products and to develop processes for fulfilling the increasing expectations. The continuity of ERP system for Operations helps to simplify production control, speed up a product development and offer flexible alternatives of delivery.

**Retail** – all information about a product as well as about a customer are available to sales people so that they can provide immediate and personalized services no matter if during direct sale or virtual or phone communication. In the Retail field, Dynamics 365 brings efficient trading, faster sales of goods and positive experience of customers.

Besides, currently it is possible to connect Dynamics 365 Operations (AX) with terminals in Points of Sales – POS. Like this, Dynamics 365 brings new and improved functionalities on the sides of both customers and staff from orders over payment transactions to stock management. For example, while a customer is choosing some goods, on mobile devices it is possible to browse, save and share information across all channels. It is possible to check the actual availability of goods at any shop. As soon as goods are paid, the transaction immediately shows in all related layouts in the system (Inventory, Sales, Accounts).

**Financials** – Dynamics 365 Operations provides immediate display of all important numbers and data by means of analytical tools. Clear and comprehensible reports bring relevant information needed for strategic business management and monitoring of key departments.

**IT** – Dynamics 365 Operations helps to obtain information in real time on almost any device and at any time. Dynamics 365 runs in cloud, integrating easily with various, even earlier systems all over the world. This brings to companies the ability of quick transformation, economical covering of IT needs and possibility of growing at their own pace.

**Purchasing** – Dynamics 365 Operations covers all steps of Purchase management from identification of need for products, material and services to their procurement (delivery notes, billing, stock management). Purchasing processes can be configured according to specific needs of an enterprise.

**Supply chain management** – in Supply chain management Dynamics 365 Operations covers the fields of Accounting, Cost management, Procurement and Resources planning, Technical Documentation and information about products, Incoming Inspection management, Shipping services and Warehousing.


**Human Resources** – Dynamics 365 in the field of Human Resources management simplifies many routine operations. It automatizes processes for recruitment and motivation of employees, benefits administration, training, evaluation of performance as well as management of change.

**Other extensions** – you can customize Dynamics 365 Operations by extension of applications, adding functions into current codes (e.g. setting up business logic, event management, creating new plug-ins).

## FINANCIALS

It represents an overview about the entire company on one spot. Dynamics 365 Financials represents a solution for the complete business and finance management for all small and middle-sized organizations. It covers processing orders, sales, billing and reporting.

It connects business activities by consolidating more systems into one. It closely collaborates with Office 365 saving time of employees. It helps to make better decisions thanks to clear analyses and reporting. It runs in cloud, so you can get the solution quickly and use it immediately.



## MAIN FUNCTIONALITIES OF Dynamics 365

The set of business applications Dynamics 365 consists of Sales, Marketing, Field Service, Customer Service, Project Service Automation, Financials, and Operations. All is fully integrated with Office 365, Cortana, Business Intelligence and Internet of Things, including supported applications of third parties. Dynamics 365 operates on the Common Data Model and is based on the Azure platform.

### POWERAPPS

PowerApps helps to **generate, create and adjust your own applications** for mobile devices that work with all Dynamics 365 data. You can share your applications with others as well as use applications shared by other users. Applications can be created over various data sources by means of Microsoft Common Data Model, SharePoint list or over SQL Server database and Salesforce.

### FULL MOBILE OFFLINE

It is a practical functionality providing the availability of data even in offline regime. Your data are displayed on mobile devices and you can work with them even when the internet connection is unavailable. This way you can be **productive even if you are not online**.

### VOICE OF CUSTOMER

Voice of Customer even more **supports two-way communication with a customer**. You will gain a valuable feedback and you can easily and in time find out about wishes and complaints, carry out targeted marketing campaigns and send the right offers leading to sales increase.

### PORTAL

Dynamics 365 includes **one default and one integrated Portal within the license** of default setting. The Portal is equipped with templates for Customer service, Support, joining of both community and employees as well as for B2B and partner portals. You can just choose a template without any other monthly costs.

### HYBRID DEPLOYMENT

You can **combine Cloud and On-premise solutions**. You can store a part of your data in safe environment of Microsoft Azure and a part on your own servers.

### FULL KNOWLEDGE MANAGEMENT

Knowledge management helps you to solve questions of customers in good time, to offer them correct information and improve quality of Customer Service. **Dynamics 365 works with knowledge database, sharing experience of all users, similarity of questions and in case of need it offers you help**. All this is supported by proactive help of machine learning by means of Cortana Intelligence.

### STORAGE & INSTANCES

Microsoft provides a **generous data storage for reasonable price**. The capacity of data storage is determined by license fee. **The more users you have, the bigger space you get for free**. According to the current amount of stored data, you can adjust the capacity of data storage and increase it in case of need.