



WESTCOAST CLOUD



# MAPPING OUT DYNAMICS JOURNEYS. HOW TO SPOT OPPORTUNITIES AND DELIVER TRANSFORMATION WITH DYNAMICS 365

Dynamics 365 is Microsoft's family of cloud-based CRM, ERP applications, HR solutions, marketing and much more. It's a big family. So big, in fact, that it can be tricky staying on top of everything that Dynamics can do.

The complex nature of Dynamics is what causes many resellers to avoid it.

But Dynamics doesn't have to be daunting. As your partner, we're here to support you across the whole process, from sales and marketing to implementation and technical support.

In this guide, we'll help you understand the Dynamics customer journey, and ensure that you're able to maximise the value of every Dynamics opportunity.

## HERE'S HOW EASY SELLING DYNAMICS CAN BE WITH WESTCOAST CLOUD.



You notice that one of your customers would clearly benefit from automating core business processes and improving customer engagement. Dynamics would be a great fit for this business.



You get on the phone to tell us about the potential Dynamics opportunity.



We'll also discuss deployment with your customer. This will involve bringing in a third-party specialist - which we'll organise, naturally.



We spring straight into action and arrange a Teams meeting with you and your customer. We lead the call, getting to the bottom of the customer's pain points and recommending the best Dynamics apps for the job.



As soon as the opportunity has been scoped and deployment costs have been agreed, work will get underway. You can bill your customer yourself, or our third-party specialist can bill them directly. Either way, we'll always be there to help. You'll be on all the calls between the client and the specialist, but they'll manage the project, so you can focus your attention elsewhere. And we'll keep you updated on how everything's going.



And that's all there is to it. Once you've seen the value that Dynamics brings your customers and the revenue it brings to your business, you'll no doubt want to find many more Dynamics opportunities.



With Dynamics deployed, all that's left to do is issue the licences. Again, we'll take care of this. The vendor will even assume responsibility for providing your customer with ongoing support - leaving you with one less thing to worry about. You'll also get a little something extra from the vendor for providing the opportunity. So everyone wins.



Whether it's your first Dynamics project or your hundredth, we'll support you just the same. And if you'd like to get more involved, you can.

If you're interested, we'll train you up into a Dynamics master, and get you managing deployments yourself. That's the development and growth you can expect as a Westcoast Cloud partner.



IF YOU'D LIKE TO KNOW MORE ABOUT DYNAMICS, PLEASE GET IN TOUCH AT:

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