Empowering Digital Transformation Through

DYNAMICS 365

Technology is transforming our personal lives with apps and services that are simple and intuitive, and deliver helpful assistance to improve our lives. Microsoft Dynamics 365 helps you manage business needs with digitally intelligent processes and predictive guidance. Read this white paper to learn what makes it so well positioned in the market to change the way people use business applications today and help transform their businesses digitally.

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The accelerating transformation of business activities that digital technologies drive has a profound impact around the world. The development of new competencies revolves around the compelling need for organizations to be more agile, responsive, customer-centric, innovative, and efficient – not just to meet their own needs, but those of the industry and of customers.

Only 10 percent of companies around the world describe themselves as fully digital – an appalling percentage in today's highly competitive and technologically driven world. The ability to move faster to respond to changes in market conditions, customer demands, government and industry regulations, and technological innovations is vital to the success in the long run. And that's exactly where digital transformation comes into the picture, providing continuous optimization across processes, departments, and ecosystems of a hyper-connected age where building the right bridges is the key to business accomplishment.

By breaking silos between business processes, and offering intelligent cloud applications for all of your organizational activities, Dynamics 365 can help drive digital transformation. You can grow, progress, and alter every aspect of their business and meet the changing needs of their customers and market. This whitepaper aims to shed light on:

"I can't think of any industry sector or company **which is immune from Digital transformation."** **(Andrew McAfee, MIT)**

Challenges faced by enterprises in today's competitive arena

How are enterprises turning digital?

How Dynamics 365 can help your business drive transformation

Why CXOs should focus on digital transformation metrics

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Organizations say developing new business models and strategies to increase connectivity and engagement is their biggest Digital Transformation roadblock. As a result, they are constantly battling a host of challenges that restrict them from embracing this massive transformation. Here are 8 such challenges:

LACK OF STANDARDIZATION:

Bringing about a transformational change in organizations can be difficult – especially if there is no standardization of processes. Standardization enables managers and employees to complete daily tasks and responsibilities quickly in a far more efficient manner, and offers a plethora of benefits including improved productivity, economies of scale, and cost savings. However, all through the history a majority of firms have built their own processes for anything and everything that needed to be done. But if companies have no way of comparing their processes to a benchmark, or if processes are not standardized, embarking upon something as massive as digital transformation often hits a major roadblock, having a direct bearing on the compatibility, interoperability, and quality of processes within an organization. Imagine if you're looking to implement IoT – and there is no stand-ardization - devices won't easily plug & play; they would require additional software, extra drivers, and more time before they can start functioning – not to forget the complexity that would arise for the end user.

POOR SALES AND SERVICE EXPERIENCE:

A shocking statistic reveals 80 percent of businesses believe they provide excellent customer service, but only a paltry 8 percent of customers agree. With the world moving towards a customer-centric approach, poor sales and service can spell disaster for any organization. Although there are several reasons why businesses fail, a shoddy understanding of customer needs is a primary reason for loss of business. With snowballing customer demands, competition and price pressures, substandard sales (and service) can alienate customers – organizations not only lose the knack of attracting any new customers, but also lose the ones that have been extremely faithful. This has a spiraling effect on the reputation that often results in loss of profits and loss of employees in the long run. Picture this: 60 percent of consumers stop doing business with a brand due to poor customer service!

| Is it using same data for all trials? | Is it naming our data consistently? | Is it structuring our data consistently? | Is it having semantic unambiguity? | Is it structured to meet a regulatory guidance/ requirement? |

"$62 billion of business **was lost due to poor customer service**" -Forbes

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INCREASING ROI TO JUSTIFY VALUE:

In today's competitive business environment, business initiatives that fail to justify ROI (benefits exceed costs) are unlikely to survive. ROI is not just a number; it is a justification that supports the idea that value is being created. Understanding how business processes affect outcomes and where business results are impacted provides key measurement milestones that align with business goals and objectives – businesses need to see where and how value is created because only then can ROI be calculated. However, due to the absence of reporting mechanisms and tools, organizations fail to attribute expenses to KPIs, often impacting the current success, and future budget.

ABSENCE OF DATA INSIGHTS INTO CUSTOMER EXPERIENCE:

It takes 12 positive customer experiences to make up for one negative experience. In order to enhance relationships, a majority of businesses today are putting in efforts to alter customer experience – from bold initiatives to delight customers, with incentives and benefits to entice them. However, with no insight into knowing whether these initiatives are adding value (or doing harm), organizations often end up having poor customer satisfaction with almost nil near-term results. Data-driven customer experience insights are vital to the future growth and development of organizations (especially in today's hyper-competitive economy). Insights enable organizations to enhance revenue (increasing customer retention rates by 5 percent could increase profits from 25 percent to a whopping 95 percent), reduce cost, accelerate process efficiencies, and achieve quality improvements. Data-driven insights also aids organizations in targeting and optimizing service experience for specific customers, and delivering consistency and context across various channels.

To improve customer experience, move from touchpoints to journeys

Observe

Customer journeys consist of a progression of touchpoints that together add up to the experience customers get when they interact with companies. Seeing the world as their customers do helps leading companies better organize and mobilize their employees around customer needs.

Shape

Designing the customer experience requires reshaping interactions into different sequences and, though the effort may start small, soon entails digitizing processes, reorienting company cultures, and nimbly refining new approaches in the field.

Perform

Rewiring a company to provide leading customer experiences is a journey in itself, often taking two to four years and requiring high engagement from company leaders and frontline workers alike.

Source: McKinsey

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LACK OF RISK MANAGEMENT AND LEGAL COMPLICATIONS:

The uncertainty in industry over the past few years has had a major effect on how companies operate. Companies that functioned just fine using forecasts and projections now need sophisticated risk management strategies to operate successfully. Every organization is susceptible to a variety of unexpected events: from political unrest and wavering exchange and interest rates, to information breaches, information risk, and equipment failures. Organizations that do not have a risk management strategy in place are in no condition to identify their strengths, weaknesses, opportunities, and threats – they cannot possibly define goals and objectives for the future. Although risks can never be fully avoided or mitigated, identifying potential ones and coming up with strategies to guard against risks enables you to respond to them efficiently, and sooner rather than later.
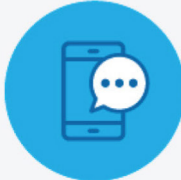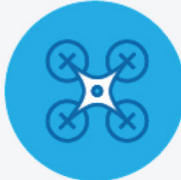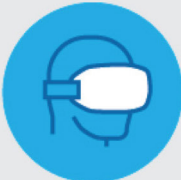
ABSENCE OF AN AGILE COMPANY CULTURE:
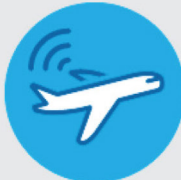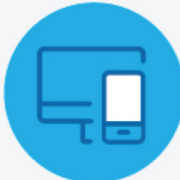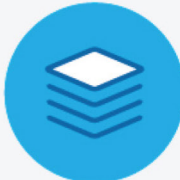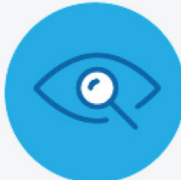
Market turbulence including persistence of superior performance and the need to keep pace with technology propagation is a prime driver of organizational agility. Rapidly changing to a changing business environment is no longer a luxury, but a necessity. Competitive advantage depends a lot on your abi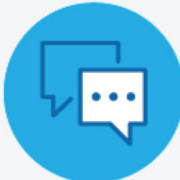lity to move quickly and efficiently in identifying, responding to nd exploiting change. An agile company culture does much more than enable you to adapt; it makes you proactive and gives you the ability (and capacity) to adjust and excel.

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The pace at which technology is advancing, there's always something new on the horizon – a smarter gadget, a more innovative way to retrieve information, or a more innovative method of automation – technology is all set to become a mainstay through 2017 (and beyond), enabling the replacement of almost all manual tasks. The emergence of AI, and AR, and the embedding of machine learning, and IoT in almost every gadget today.

Gartner.

Top 10 Strategic Technology Trends 2017

Intelligent

Applied AI & Advanced Machine Learning

Intelligent Apps

Intelligent Things

Digital

Virtual & Augmented Reality

Digital Twins

Blockchains and Distributed Ledgers

Mesh

Conversational Systems

Mesh App and Service Architecture

Digital Technology Platforms

Adaptive Security Architecture

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Source: Gartner
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HOW ENTERPRISES ARE TURNING DIGITAL

According to a Gartner spokesperson, CIOs currently devote 18 percent of their budgets in support of digital transformation, a figure expected to increase to 28 percent by 2018. Currently, all companies (big or small) use digital technology in some form or another: while mature digital businesses focus on integrating digital technologies (such as cloud, IoT, machine learning, artificial intelligence, big data) to transform how their businesses work, the less-mature ones are solving discrete business problems with individual digital technologies. However, according to a report, only 27 percent of businesses are actively pursuing an enterprise-wide digital strategy!


The 7 traits of effective digital enterprises

Acquire new capabilities
Buy scarce talent en masse; hire for digital skills, not industry experience; move into adjacent markets

Be unreasonably aspirational
Make someone accountable at the board level; create a stretch vision; measure digital value, not digital interactions

Ring fence and cultivate talent
Protect digital talent from "business as usual"; don't rely on existing HR models

Challenge everything
Don't accept historical norms; question the status quo; create a plan covering every function, product, business unit, and location

Follow the money
Create a zero-based tech budget aligned with value at stake; invest across the value chain; scale successes rapidly

Be quick and data driven
Continually evolve your value proposition; embrace live testing; create a data-based view of each customer

Be obsessed with the customer
Learn from every interaction; relentlessly evolve and improve the customer experience

Source: McKinsey

GE uses 3D-printing to make parts for its new Leap Engine. Result: 19 parts now produced in 1 print, which is 5 times more than what it could earlier. The company plans to invest close to $3.5 billion by 2020 in additive manufacturing.

Airbus invests in OneWeb a company building a constellation of 640+ satellites in order to provide broadband internet access to the world. Total disclosed funding by companies like Airbus, Qualcomm, Virgin etc. is around $500 million.

GE launched **Predix** as an industrial internet cloud solution that can keep an eye on locomotives, collect data about heat and vibration, and predict when you need to perform maintenance or replace parts. Value created for GE in 2014 alone => $1 billion.

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As companies seek new levels of competitive advantage, digital transformation needs to become a cultural norm. The ability to digitally reimagine business needs to begin with a clear digital strategy – a strategy which is supported by leaders who foster a culture to adapt to technology disruption and leverage the innovations to achieve competitive excellence.

53%
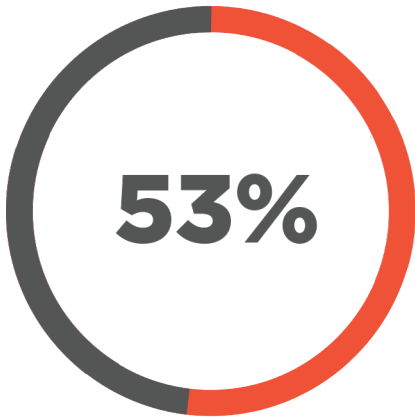
53% of companies have a comprehensive transformation road map that includes business capabilities and processes, as well as digital and IT components.

Global Digital IQ Survey, PWC, 2015

85%
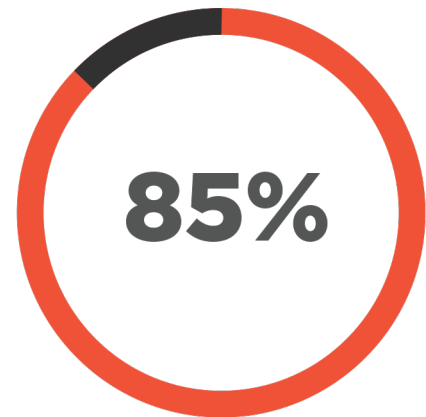
85% enterprise decision markers feel they have a time frame of two years to make significant in road on their digital transformations, or they will suffer financially and fall behind their competitors.

Are Businesses Really Digitally Transforming or Living in Digital Denial, Progress, 2016

Source: Redpixie

A lot of companies today are relying on technology to innovate and improve productivity in order to create exceptional value. By 2020, 50 percent of the Global 2000 will see the majority of their business depend on their ability to create digitally-enhanced products, services, and experiences.

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THE NEED FOR A UNIFIED ENTERPRISE SOLUTION FOR DIGITAL TRANSFORMATION

With the rise of the digital enterprise, and with consumers leveraging a host of digital channels to do most of their purchases, companies are re-strategizing their businesses by:

- *Improving the quality and speed of their information logistics systems*
- *Achieving real-time operational tempos*
- *Redesigning and re-architecting for business agility*
- *Utilizing real-time contextually relevant data to personalize digital user*
- *Developing and implementing enterprise-wide network*
- *Personalizing and contextualizing the mobile user experience*
- *Employing artificial intelligence and machine learning to improve the speed*

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One enterprise system that is built with digital transformation at the core is Dynamics 365; using digital technology, it aims to help organizations change the way they do business. You can now leverage intelligent and unified applications in he cloud, and do a lot more to improve your business.

Integrate your enterprise applications:

By unifying several business applications in the cloud including AX ERP, CRM, O365, and BI, Dynamics 365 gives you a comprehensive and flexible business solution through one single platform. Having the capabilities to access content from your financial management system, customization tools, and process automation anywhere, anytime, has the potential to revolutionize the way you conduct business. For instance you'll be able to create apps on Azure to improve operations and digital products, empower your staff by automating financial and operational workflows (Dynamics 365 for Finance and Operations), and also interacting with your customers through one platform that does everything from sales, customer service, field service, project service automation, and marketing.

SALES

CUSTOMER SERVICE

FINANCE AND OPERATIONS

FIELD SERVICE

PROJECT SERVICE AUTOMATION

MARKETING

RETAIL

TALENT

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LEVERAGE TECHNOLOGY ADVANCEMENTS:

Dynamics 365 supports and integrates a host of cutting edge technology advancements – from IoT and Power BI, to Azure Machine Learning and Cortana Intelligence – to help you transform your operations. This enables you to get real-time insights from across your organization to improve your business processes, easily develop targeted strategies like pricing strategies based off small changes in the weather or increases to sales as a result of promotional pricing, and build attractive offers for your prospects and customers.
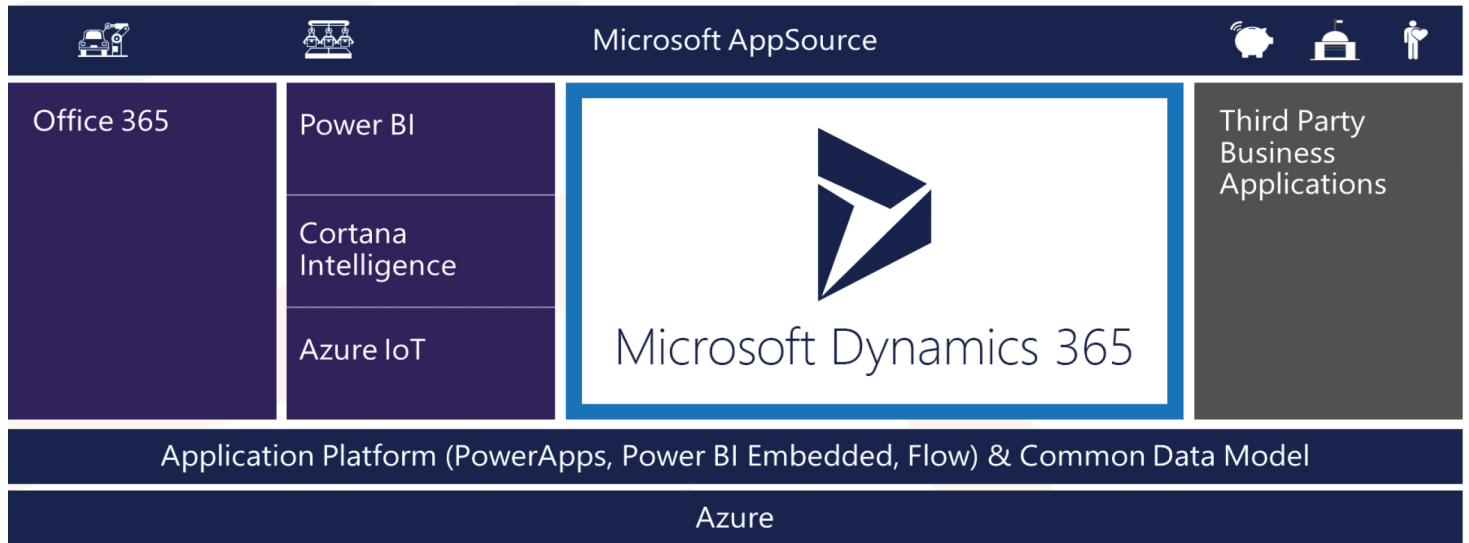
MAKE THE MOST OF PURPOSE-BUILT PROCESSES

Gone are the days when you had to invest substantial time and money in modifying/tweaking enterprise software to suit the needs of your business that often required experienced programmers. Dynamics 365 provides you with tools (such as **Flow** and PowerApps) that allows you to customize the software to perfectly fit the way you do business – without requiring a programmer and without requiring a lot of time either. Get push notifications for emails, or save O365 attachments to OneDrive for Business – leverage a host of Flow templates and improve the efficiency of your efforts.

When someone tweets about my company

Filter to users with more than 100 followers

Add as a lead to Dynamics CRM

Add to Mailchimp for follow up

Source: Microsoft

# EMPOWER YOUR EMPLOYEES, AND INCREASE PRODUCTIVITY:

Empowerment of customers begins by empowering your employees first. Dynamics 365 offers employees the autonomy and tools they need to do their job successfully. The unified system gives them a single point of reference that is easy to access and simple to navigate. Locate the information you need and respond to customer inquiries in no time. For instance, by pairing sensors with Power BI, an equipment or appliance provider can provide end users with real-time data on usage and provide automated alerts about end of life. For a field service operation, Dynamics 365 can be utilized for automated dispatching so the right field service technician is ispatched to the right issue. Empowering you and your employees to provide great customer service with high responsive rates and a consultative approach.

DEEPEN CUSTOMER ENGAGEMENT:

Dynamics 365 brings all customer related information in one place, and enables you to deliver a personalized customer experience. With customer insights, you can better understand customer needs, engage with them in more meaningful ways, and improve your customer experience. To understand your customer journey, create rich visualizations in one easy-to-reference dashboard, and get the insight you need to improve your engagement. Fine-tune your promotional activities, product offers, and deliver personalized service across all channels.

Source: Microsoft

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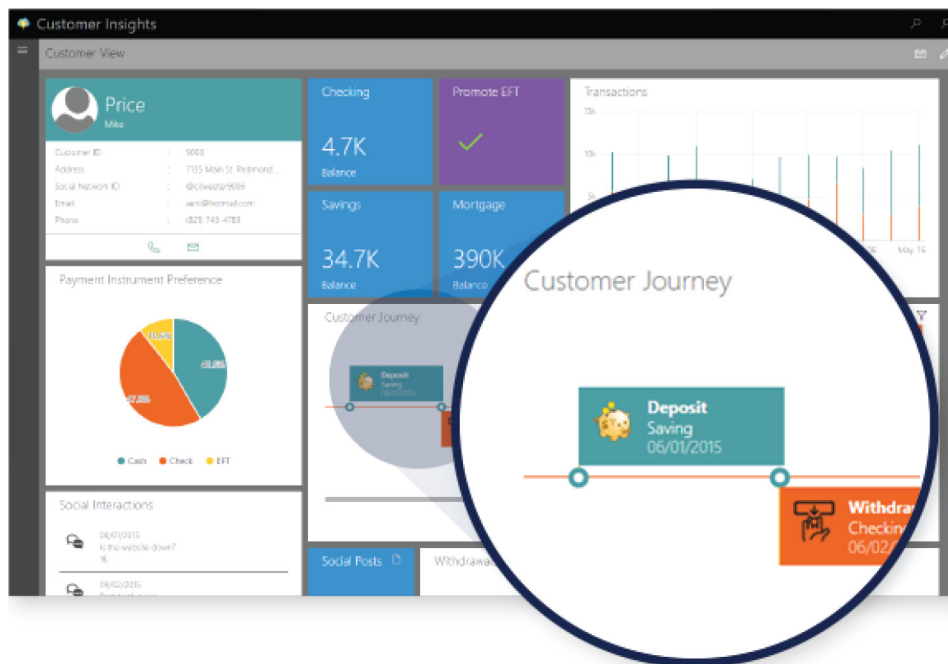
GET THE FLEXIBILITY TO EVOLVE:

For organizations experiencing immense growth opportunities, investing in Dynamics 365 makes total sense as it grows with your organization. Purchase only applications you need right now, and add more as and when there is a business requirement. Since there are a host of apps that include capabilities for specific roles (sales, customer service, operations, field service, project-based business, marketing, financials, human resource management, retail), you can focus on the required capabilities and keep pace with your growing organization.

OPTIMIZE OPERATIONS WITH ENHANCED ERP FUNCTIONALITIES:

Track all your communications and interactions with customers using relationship insights, get reminded on important tasks and meetings, and focus on opportunities nearing closure. Work more efficiently without leaving your inbox – track emails, meet deadlines, and take up important tasks on priority using Outlook Client. Easily and quickly search for results from multiple entities – and get the information you need in a matter of seconds. Enjoy touch-friendly intuitive interface across a range of devices, and make the most of workspaces – your personalized action hub.

REINVENT PRODUCTS AND BUSINESS MODELS:

In a world of information overload, getting more out of every byte is vital to change the nature of digital work across organizations of all sizes. Digital transformation is achieved through a combination of intelligent systems that are tailored to each industry, each company, each micro-task performed by each person – systems that can learn, expand, and evolve with agility as technology, market, and customer needs change. And Dynamics 365 is comprised of just that. By unlocking data stored in silos, you can derive new insights, extend your businesses with increased agility, and reinvent your products and business models.

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SaaS services for all key business processes

Modern experiences

Common data model and extensibility

Disruptive business model

Source: Microsoft

WHY CXOS NEED TO FOCUS ON DIGITAL TRANSFORMATION METRICS

We live in a world of numbers - from mobile phone numbers to social security numbers, number of Twitter followers, to the number of likes on your latest Facebook post. The emphasis on metrics can be overwhelming, especially when you're undertaking a digital transformation. However, it is these metrics that quantify your organization – numbers you should watch out for. Metrics are essential to measure success, or else you might lose sight of your goals along the way; they reflect how responsive or agile you are, how good you are at customer (and employee) engagement, and how efficiently you operate your business.

As a CXO, it is more than critical for you to focus on digital transformation metrics for the following reasons:

If you want to drive creativity and innovation, your tech teams need to understand customer impact metrics and see how well your customers are responding to your marketing campaigns, product offers, and service engagements.

Irrespective of the industry you are in, purchasing decisions are always made based on the perceived value of the product or service that you offer. Measuring impact on perceived customer value and highlighting it in the best possible way is essential to stand out from your competition.
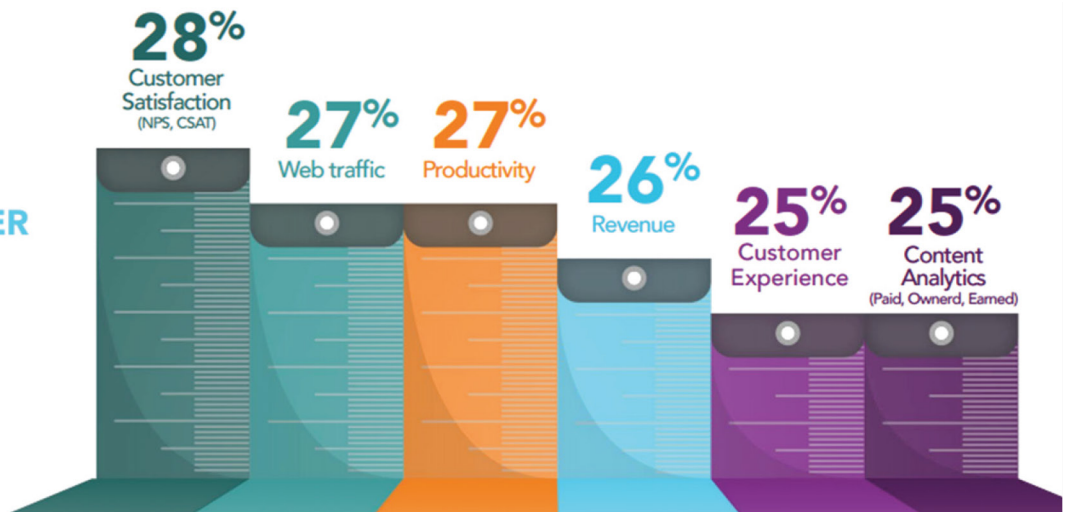
In a highly collaborative world, it is important for you to get insight into how effectively knowledge is used and shared across your organization. Collaboration metrics give you much needed insight into how your employees are making use of the latest technology innovations to drive value – say faster production cycles or reduced resolution time of customer issues.

Measurable goals that help you understand customer behavior are important for predicting future purchases. By offering products and services that your customers need, you can retain them and drive long-term revenue and growth.

Operational agility is critical to revenue. Therefore, metrics that reflect how flexible your leaders and employees are and how well your business adapts to change, you can drive your efforts in the right direction for increased revenue.

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DIGITAL TRANSFORMATION SUCCESS TIED TO MEASURING CUSTOMER SATISFACTION

Question: What are the five most important metrics your organization can actually measure today related to digital transformation?

28% Customer Satisfaction (NPS, CSAT)

27% Web traffic

27% Productivity

26% Revenue

25% Customer Experience

25% Content Analytics (Paid, Ownerd, Earned)

DRIVE GROWTH THROUGH DIGITAL TRANSFORMATION WITH D365:

The pace at which the world is moving, and technology trends are changing and disrupting the landscape. The host of challenges faced in a highly competitive world requires you to be extremely agile; responding quickly to technology, industry, regulatory changes is the need of the hour, in addition to always keeping track of changing customer needs. If you want to keep pace with the transformation that is currently happening in the technology world, you have to make the most of digital technology to alter the way a company functions. And, no matter what business you're in, chances are you're looking to improve business process efficiency in order to grow and be more competitive. By leveraging modern technology advancements such as cloud, big data, predictive analytics, machine learning, and IoT, and measuring metrics across businesses processes, you can take the first (successful) step towards **digital transformation** and experience growth like never before.

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About Synoptek

Synoptek is a global systems integrator and managed IT services provider offering comprehensive IT management and consultancy services to organizations worldwide. Founded in 2001; headquartered in Irvine, CA, we have offices and resources across North America and delivery centers in Europe and India.

Our key services include:

- Application Management
- Data Insights
- Workforce Productivity
- Custom Software
- IT Leadership
- Cyber Security
- Infrastructure Stability
- Business Continuity
- Cloud Advancement

Synoptek focuses on providing maximum "business value" to our clients enabling them to grow their businesses, manage their risk/compliance, and increase their competitive position by delivering improved business results.

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