

WHITE PAPER

DYNAMICS 365

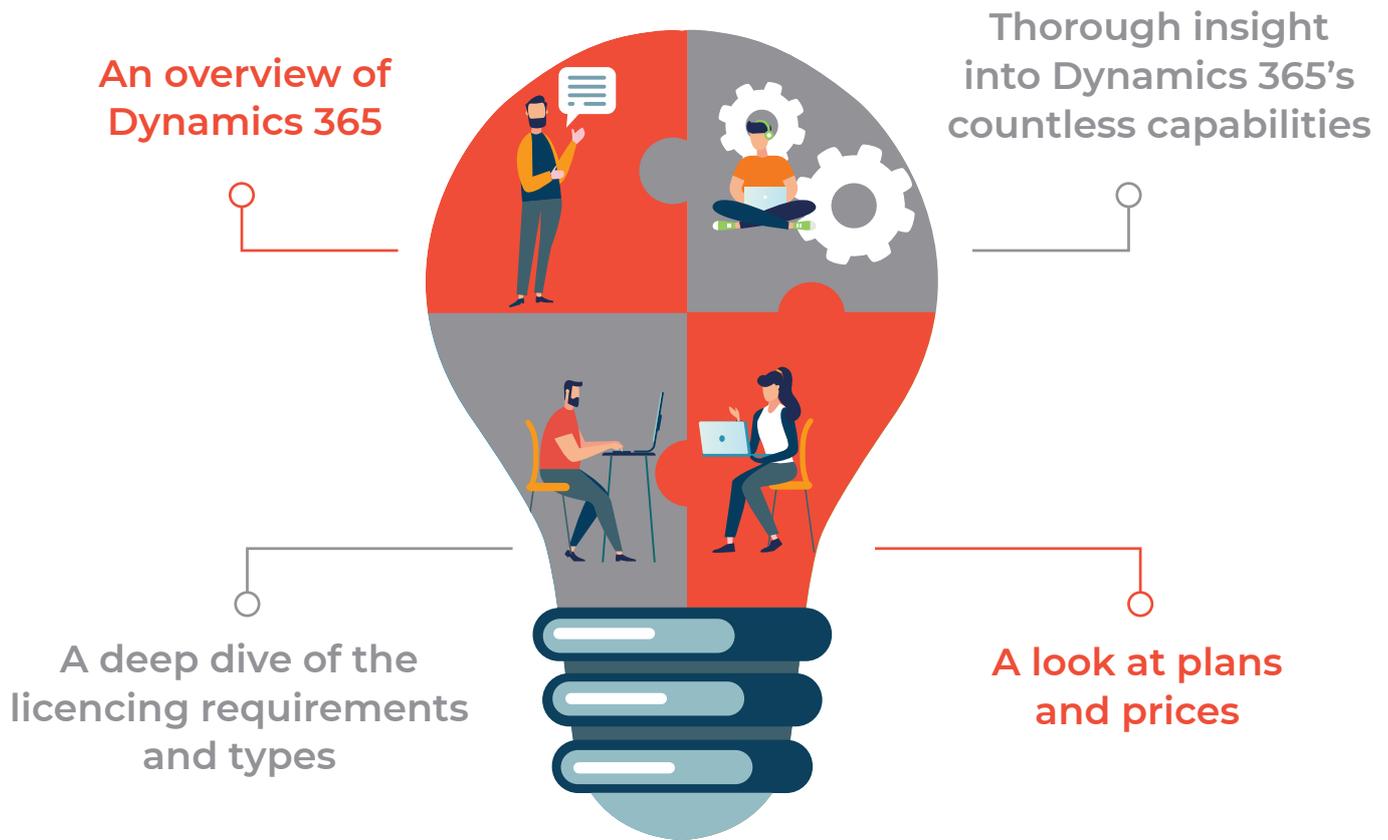
Buyer's Guide – A Snapshot



Overview

IT investment decisions are often very difficult to make. And as an IT leader, you have to make several of them – decisions that are crucial for organizational growth yet challenging to implement and adopt. These decisions can range from ensuring IT goals coincide with enterprise goals, to choosing the right IT solutions that meet the needs of your users. While you evaluate various ERPs in the market, you are sure to consider D365 as an option. When you do, another tough decision you may encounter is evaluating Dynamics 365 and understanding its various products, plans, and licensing requirements and types.

Dynamics 365, Microsoft's latest all-in-one software, unifies ERP and CRM capabilities to deliver deeper insights, and productivity like never before. If you're looking to up your game in the market using Dynamics 365, this is the right place to start! We've created this buyer's guide to give you:



Your one stop solution – Dynamics 365

Dynamics 365 is Microsoft's next generation of intelligent business applications in the cloud that seamlessly unifies **CRM** and **ERP** capabilities – enabling you to meet all of your user, and customer needs (and wants!). Since it's personalized, it fits your organization just perfectly by enabling greater productivity, delivering deep insights, and adapting to your business needs in unimaginable ways.

PURPOSE-BUILT



Start with what you need and grow at your own pace

PRODUCTIVE



Familiar tools in the context of your business processes

INTELLIGENT



Built-in intelligence to proactively guide to optimal outcomes

ADAPTABLE



Grow, evolve, and transform with modern, extensible platform

So what makes Dynamics 365 exceptional?

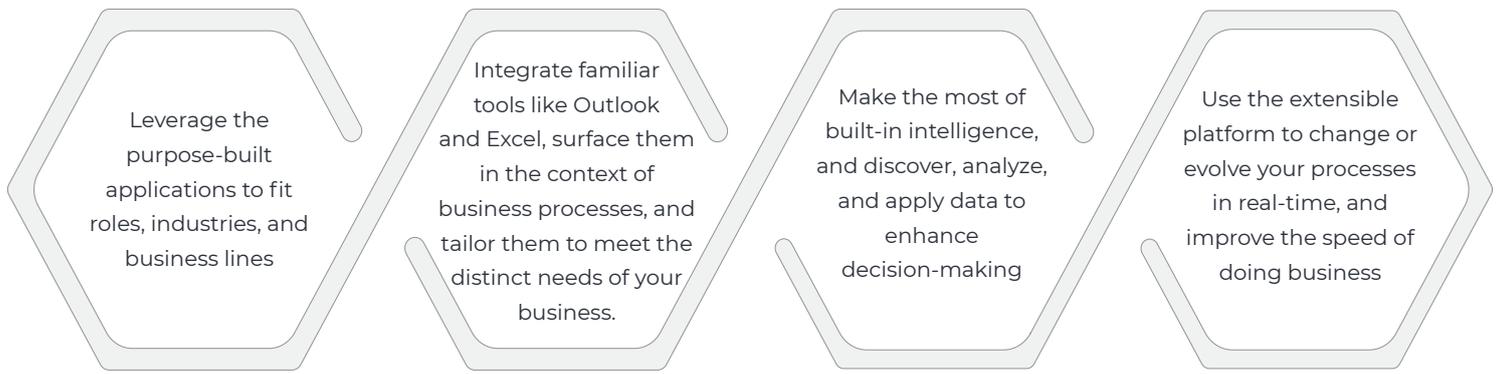
- Is it the personalized experiences that you can build across all customer touch points?
- Or providing employees the insights they need to do their jobs – anytime, anywhere, and on any device?
- Is it the inbuilt Machine Learning capabilities, and predictive analytics that enable you to optimize your operations?
- Or the ability to automate processes and respond to changing business and market needs?

Dynamics 365 is all this and more. Carefully curated intelligent applications that work seamlessly together, helping you run your business in a smarter, and more innovative manner.

 SALES	 CUSTOMER SERVICE	 MARKETING*	 FIELD SERVICE	 PROJECT SERVICE AUTOMATION	 FINANCE AND OPERATIONS
Opportunity management	Omni-channel	+ 	Scheduling and despatch	Opportunity management	Retail
Social selling	Portal		Asset and warranty management	Resource management	Procurement and sourcing
Content collaboration	Agent enablement		Service agreements	Time and expenses	Supply chain management
Mobile sales	Onsite service		Inventory management	Project planning	Project accounting
Planning & management	Knowledge		Mobile	Team collaboration	Human capital management
Intelligence	Intelligence		Intelligence	Customer billing	Manufacturing
				Intelligence	Financial management
					Talent
					Intelligence

* Adobe and Microsoft announced plans for a strategic partnership; Microsoft will make Adobe Marketing Cloud its preferred marketing service for Dynamics 365 Enterprise edition.

The connected business platform, Dynamics 365, delivers end-to-end processes that:

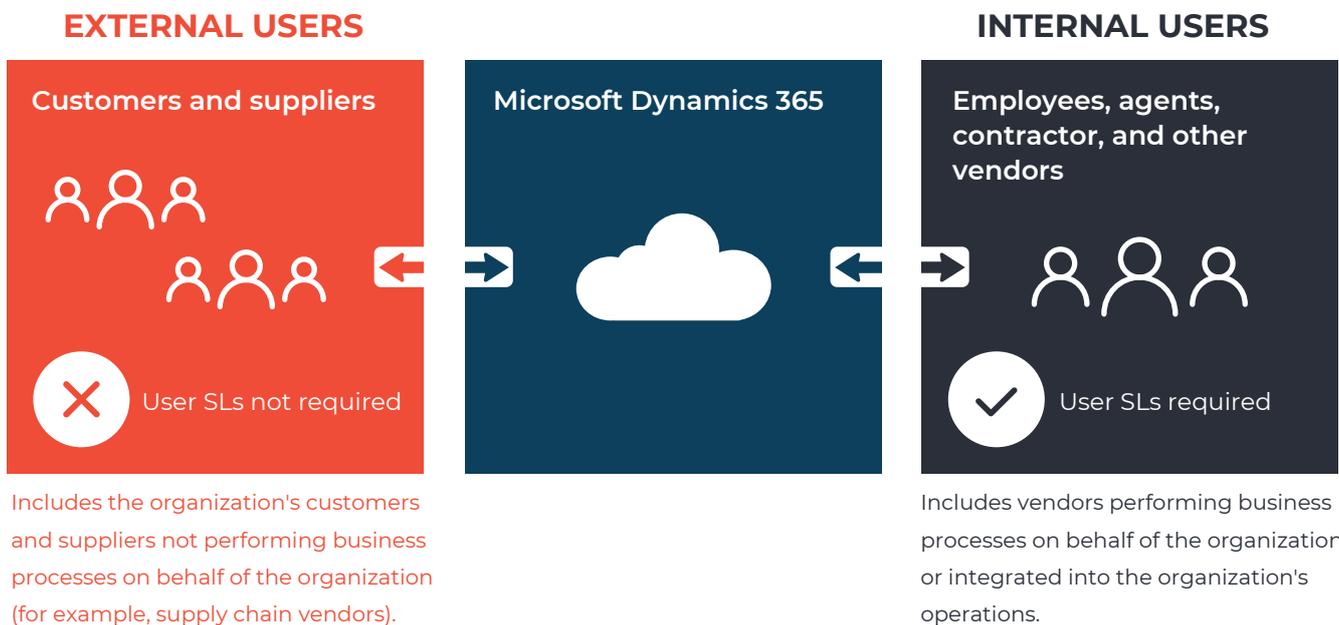


Licensing Requirements

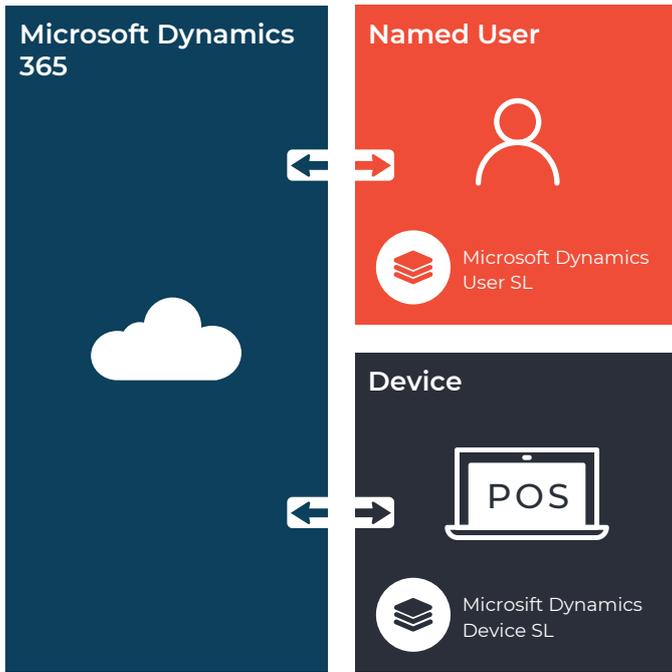
Microsoft Dynamics 365 employs a new approach to business application licensing: first, there are **full users** who leverage the embedded BI capabilities, in addition to specific apps workflows, then you have **other users**, who are team members who, execute basic processes, share knowledge and leverage the embedded BI capabilities.



Each internal user who directly or indirectly accesses Dynamics 365 has to be licensed; however, access by external/third party users is included with the subscription, and does not require subscription licenses:



You have the freedom to purchase user SLs or device SLs based on your preference:



If an individual accesses Microsoft Dynamics 365 using more than one device, licence the individual with a User SL. With the User SL that user can use any device without the need for a device SL.

If multiple individuals access Microsoft Dynamics 365 using the same device, license the device with a Device SL. With the Device SL any number of individuals can use the device as described in the SL section without the need for User SLs.

You can have a mix of User SLs and Device SLs

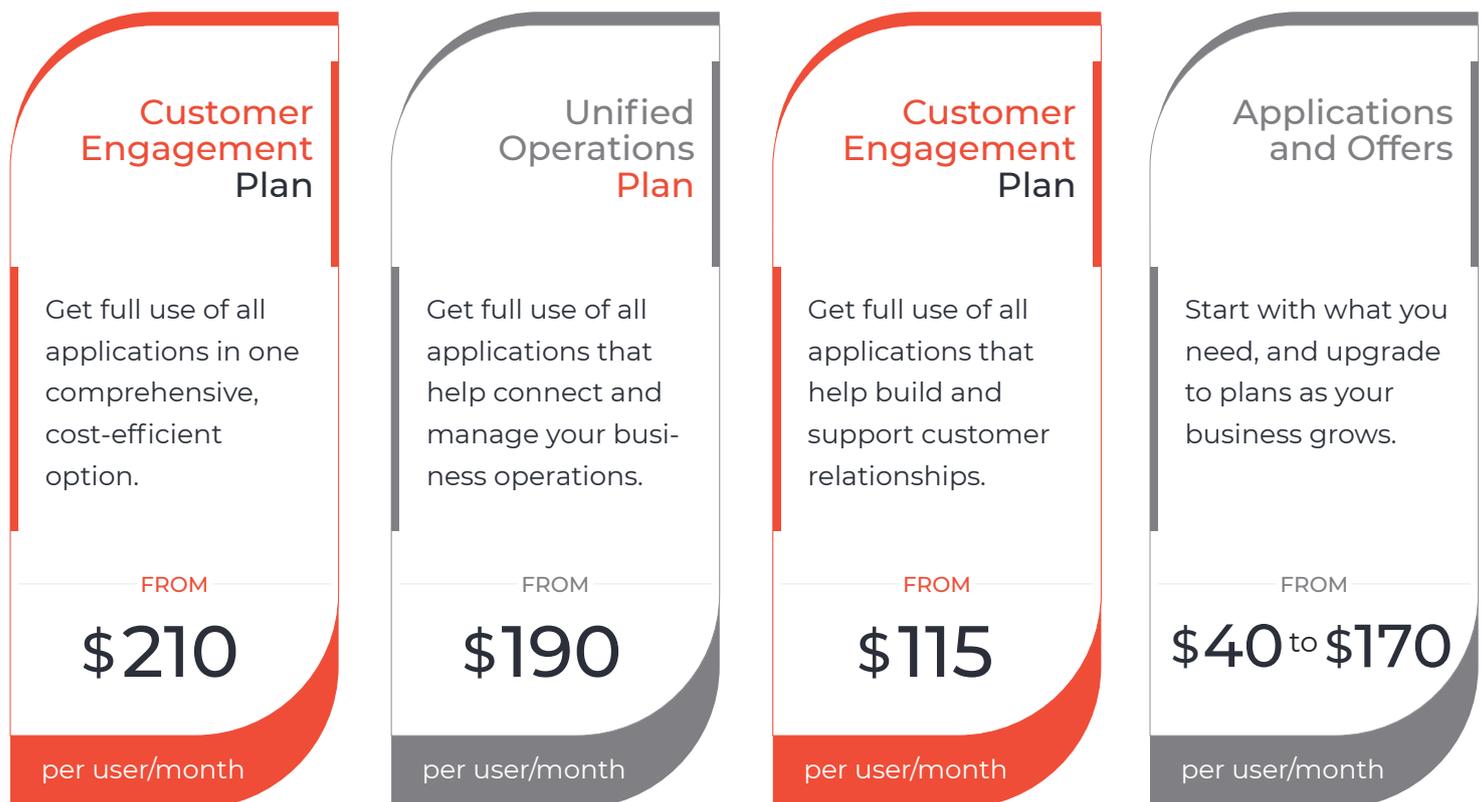
For existing Dynamics customers who wish to reinvent their company in a cloud based, intelligent business application world, or want to stay on-premises, there are several transition options available:

CUSTOMER TYPE	Online Customers	On-premises Customers		
	LICENSING MODEL	Stay on Subscription	Stay with Perpetual	Perpetual + Cloud Add-On
OPTION	Transition options to new SKU's	Continue to pay SA or Enhancement	Continue to pay SA or Enhancement + Cloud Add-On SKU	Stop paying SA or Enhancement + purchase From SA SKU
TIMING	Anniversary or Renewal	Renewal	Anytime	Anniversary (EAS only) or renewal

Pricing Overview

Plan subscriptions are the most cost-effective options to provide ultimate flexibility to users; they provide user rights to use functionality across any of the respective plan applications as well as use of Microsoft PowerApps. Dynamics 365 is offered in two standard editions: Enterprise and Business.

Using the Enterprise edition, you can make data-driven decisions and accelerate business growth at a global scale. The Enterprise edition is the perfect choice if you have more than 250 employees, who require access to all of Dynamics 365's modules.



The Enterprise editions are further segregated into Plans 1 and 2. With the Enterprise edition Plan 1, you can work with any application functionality – including Dynamics 365 for Sales, Dynamics 365 for Field Service, Dynamics 365 for Customer Service, Dynamics 365 for Project Service Automation, and full PowerApps Plan 2.

DYNAMICS 365, ENTERPRISE EDITION (PLAN 1)



DYNAMICS 365 FOR TEAM MEMBERS, ENTERPRISE EDITION

DYNAMICS 365, ENTERPRISE EDITION (PLAN 1)

PowerApps

Sales

Field Service

Customer
Service

Project Service
Automation

Finance
and Operations

DYNAMICS 365 FOR TEAM MEMBERS, ENTERPRISE EDITION

With the Business edition, you can increase visibility and control by bringing together a host of processes including accounting, sales, warehousing, manufacturing, and project and service management in a configurable and easy-to-use solution. The Business edition is perfect for you if you have 10-250 employees, and if you require access to Financials, Sales, Marketing, and Customer Service modules within Dynamics 365. You can always add more modules (at an extra cost) as and when you need them, as integration is seamless.

 Full User	 Team Members	 External Accountant License
Get full access to application functionality.	Execute basic processes and light task.	Access the service at no additional cost.
FROM \$40	FROM \$5	Free with full users
per user/month	per user/month	

Making the Choice

Dynamics 365, an enterprise solution hosted in the cloud and purchased on a subscription basis, combines the popular ERP and CRM functionality, and helps you conduct business in an efficient manner. Available in two versions Business and Enterprise, it meets the needs of several distinct businesses worldwide. But how do you, as an organization, make the choice?

Three factors you need to consider are:

- 1 Number of employees in your organization
- 2 Your intended budget
- 3 Assessment of the various modules available in both the editions, to see what functionality you need to drive your business forward

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:

Consulting, IT Leadership, and Management

- IT Strategy and Planning
- M&A Due Diligence and Planning
- IT Service Management Assessment
- Business IT Services Cost Optimization Assessment
- Risk Management: Availability & Data Protection Assessment
- Program & Project Management
- Retained CIO/CTO/CISO/Service Management Services

Business Process and Software Solutions

- Business Applications
- Data Insights
- Product Development Services
- Workforce Productivity

Business Infrastructure and Systems Solutions

- Cyber Security
- Cloud Advancement
- Infrastructure Performance
- Data Protection

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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