

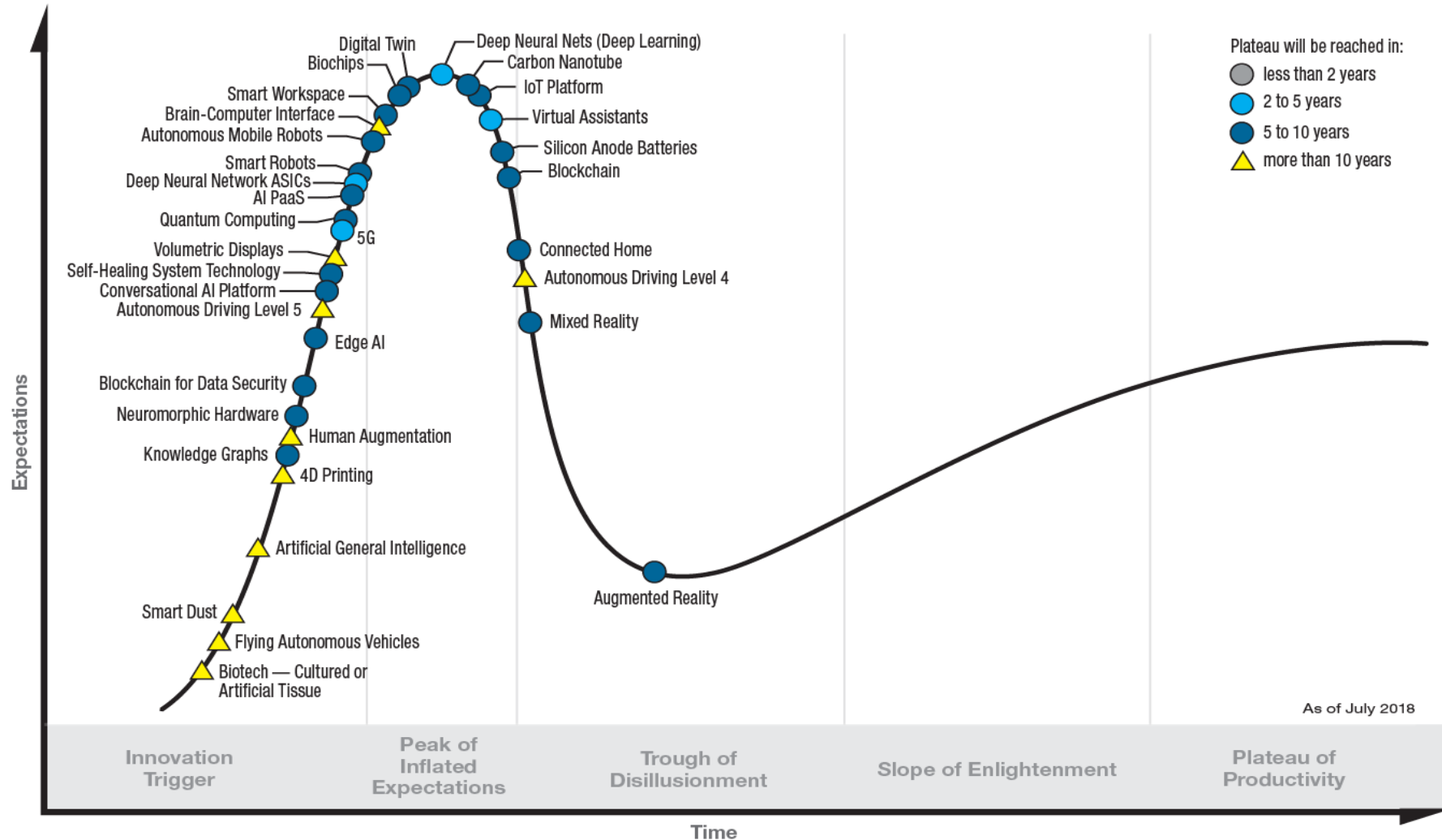
# СЕМЕЙСТВО MICROSOFT DYNAMICS – ЛУЧШИЕ РЕШЕНИЯ ДЛЯ УПРАВЛЕНИЯ БИЗНЕСОМ



Microsoft  
Partner

Gold Enterprise Resource Planning  
Gold Cloud Productivity  
Gold Cloud Platform  
Silver Cloud Customer Relationship Management

# Hype Cycle for Emerging Technologies, 2018

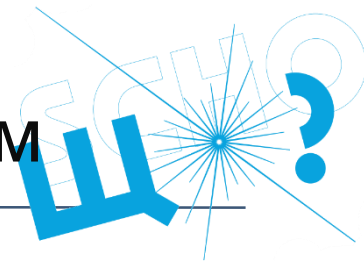


[gartner.com/SmarterWithGartner](https://gartner.com/SmarterWithGartner)

Source: Gartner (August 2018)  
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# Основные тренды в решениях для управления бизнесом



**#OPEX\_vs\_CAPEX**

**#Security**

**#Scalability**



**#New\_Cloud\_Features**

**#Fast\_Deployment**



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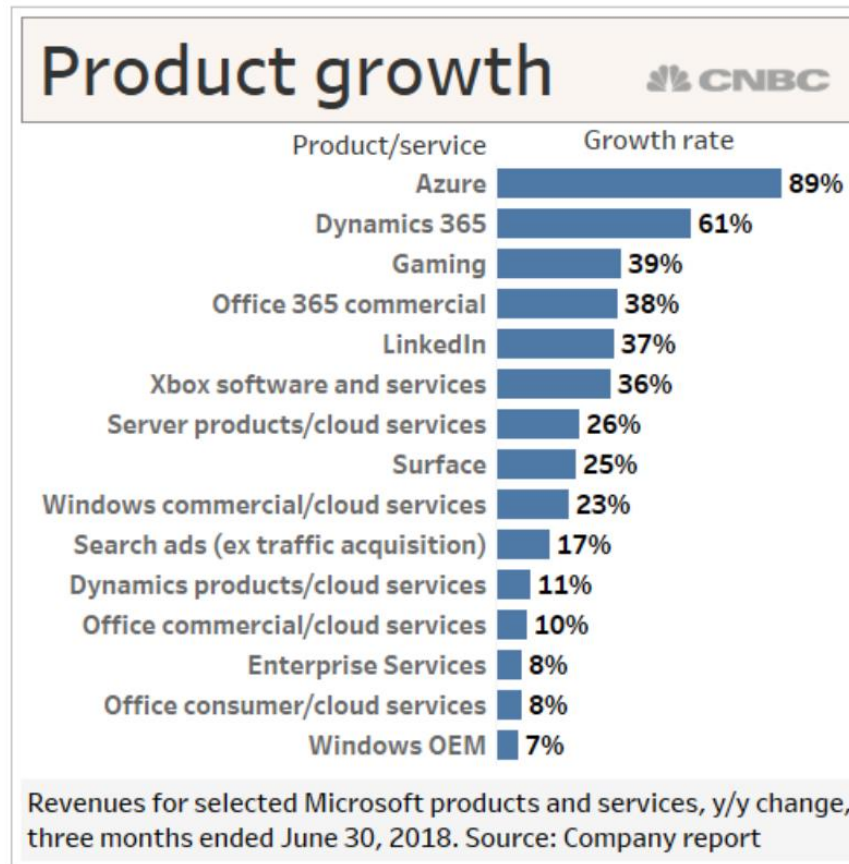
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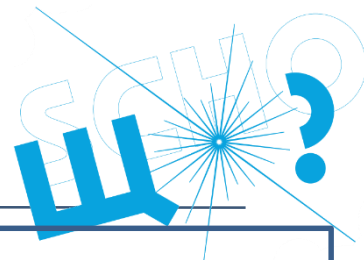
# Microsoft и решения для управления бизнесом



Акции растут 4 года подряд. Увеличение на 300% с 2014 года.



# Давайте разберемся с Dynamics 365



Marketing



Field Service



Business Central



Sales



Project Automation



Finance & Operations



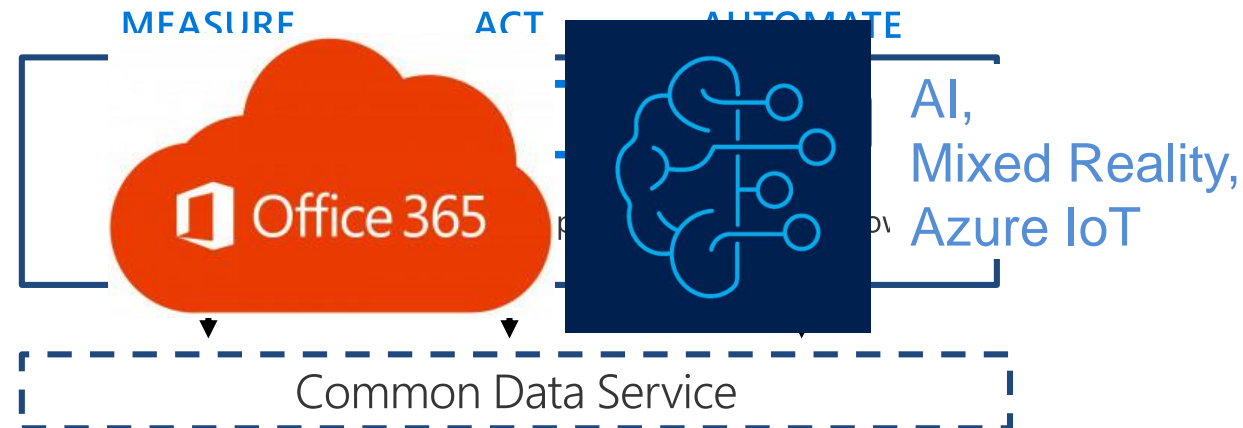
Customer Service



Talent



Retail

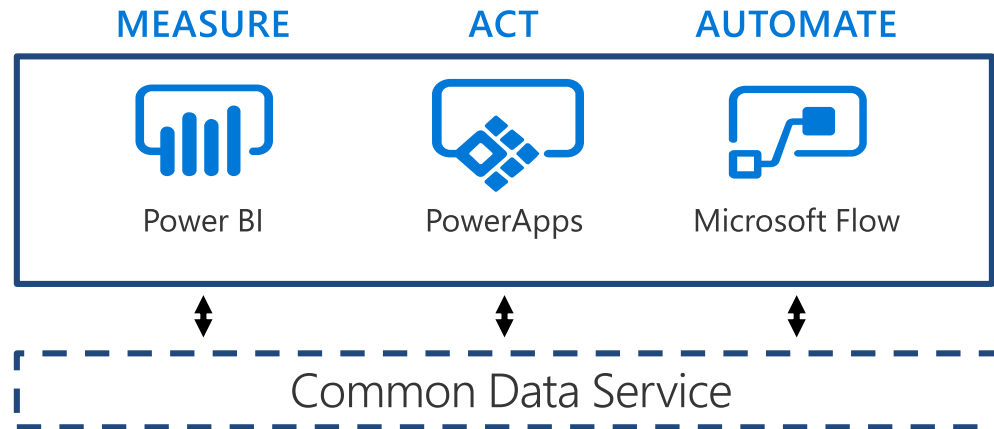
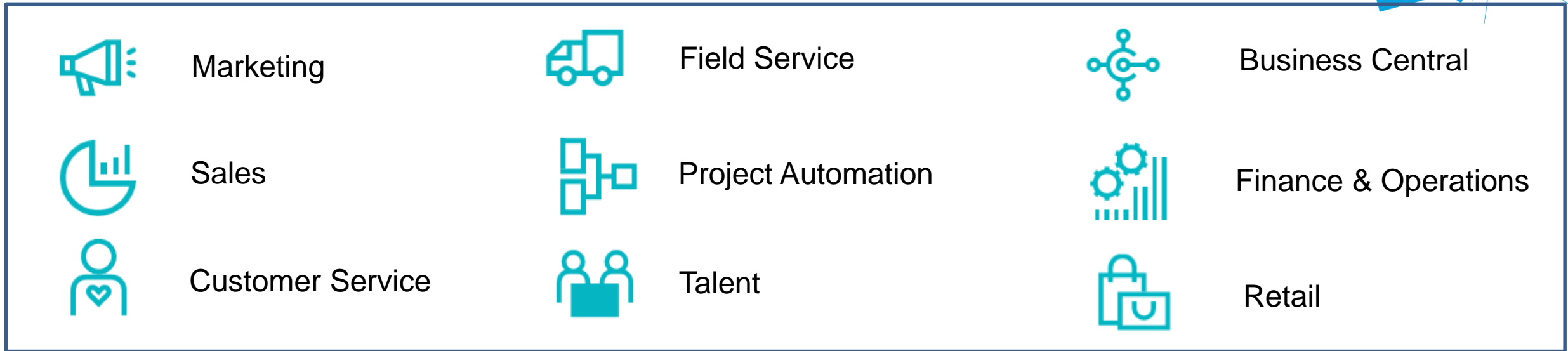


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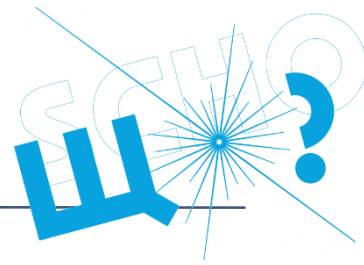
# Давайте разберемся с Dynamics 365



AI,  
Mixed Reality,  
Azure IoT



# Давайте разберемся с Dynamics 365



## CRM



Marketing



Field Service



Sales



Project Automation



Customer Service



Talent



Business Central



Finance & Operations



Retail

## ERP



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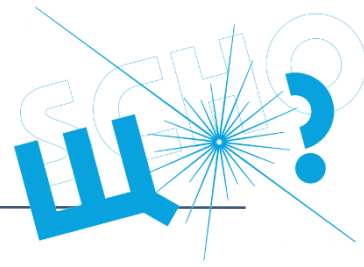
Gold Enterprise Resource Planning  
Gold Cloud Productivity  
Gold Cloud Platform  
Silver Cloud Customer Relationship Management



# Microsoft Dynamics 365 Business Central vs. Finance&Operations



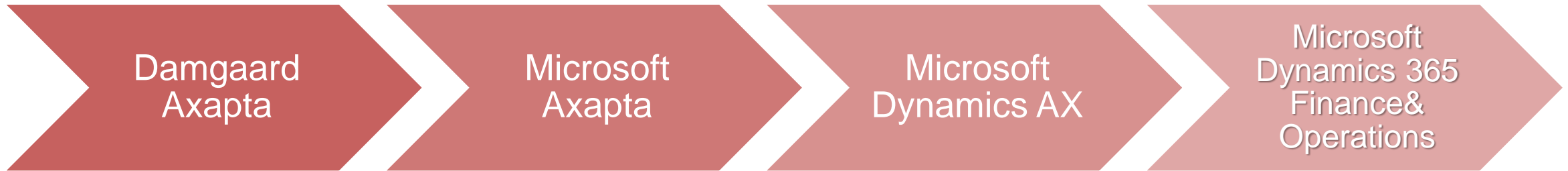
# ERP-решения Dynamics 365



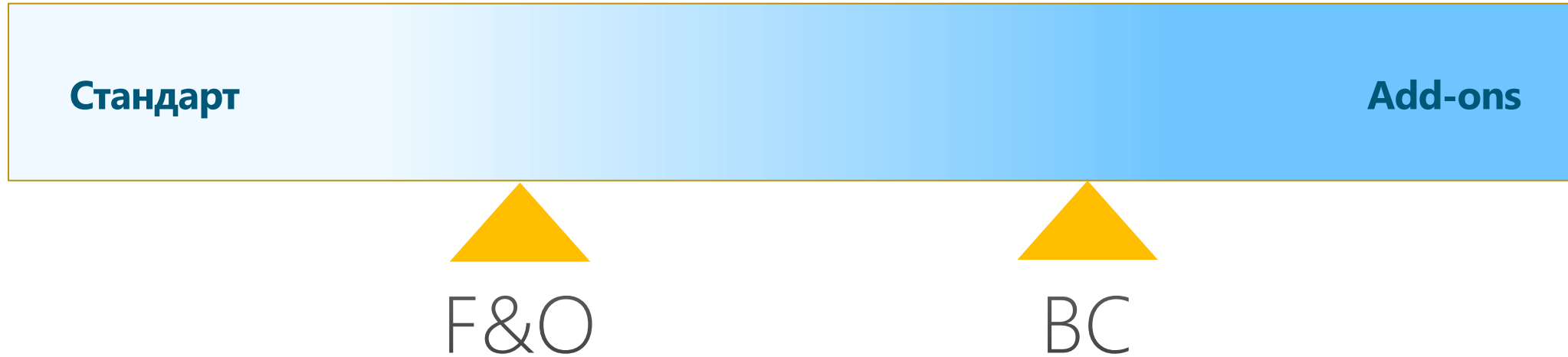
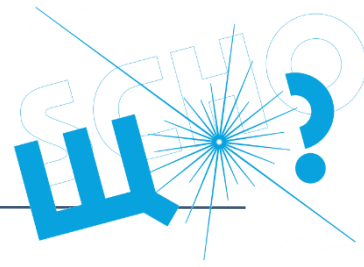
1983



1996



# Finance&Operations vs Business Central

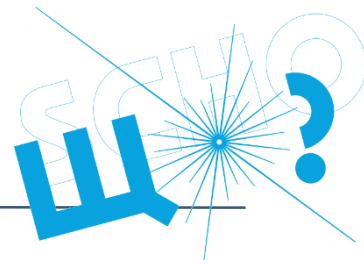


F&O - основное покрытие функциональности обеспечивает Microsoft

BC - партнерская экосистема, стандартная функциональность расширяется партнерскими решениями (add-ons\*)

\*add-on – созданное внутри системы решение с дополнительными возможностями

# Finance&Operations vs Business Central



- Сегмент крупных компаний, со сложными производственными и/или логистическими процессами
- Наличие в стандартной функциональности:
  - управления процессным производством,
  - MRP II,
  - SFC,
  - KANBAN,
  - EAM,
  - специфика розничного бизнеса,
  - TMS,
  - сложный WMS



- Сегмент SMB – от 1 до ~500 пользователей
- Add-ons: [PlannerOne](#), [LS Retail](#), [MODUS](#), [incadea.dms](#), [LogiqStar](#), + сотни других



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# Microsoft Dynamics 365 for Talent

# Talent: основные приложения



Attract

Onboard

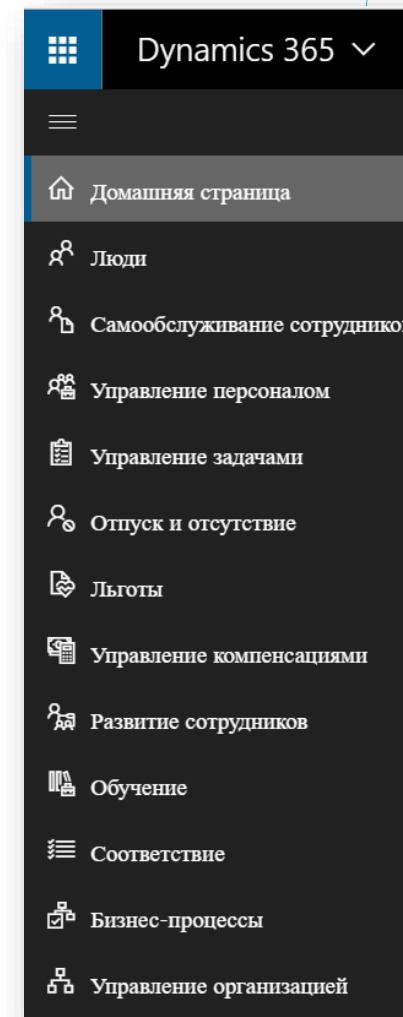
Core HR

Gauge

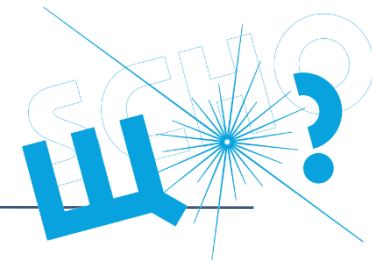
- Опросник для кандидата

Offers

- Предложение для кандидата



# Как работать с кандидатами?



Полный профайл кандидата



Интеграция с  
LinkedIn Recruiter



Создание команды найма



Интерактивный процесс  
взаимодействия:

- Опросник
- Интервьюирование
- Обратная связь
- Предложение



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Gold Cloud Platform  
Silver Cloud Customer Relationship Management

# Как быстро ввести в рабочий процесс?




Preview of the guide for **JG John Golt**




**JG** Activities Contacts Resources 



## Welcome


Welcome to our **Extraordinary Team Family!**  
You will be able to prove how good you are, but you will need to get some support on first stage.

Just follow suggested tasks according to due dates, and everything will be fine!

Filter by All 



ACTIVITY	DUE DATE	
<input type="radio"/> E-lesson	8/1/18	
<input type="radio"/> Get your ID card	8/1/18	
<input type="radio"/> Get your corporate laptop	8/6/18	

 Dynamics 365  Talent

**JG** John Golt   
Actor | kurdyumov.vital

Introduction Activities C

E-lesson

Assign to   
John Golt 

Add description

Enter a YouTube video URL here  
<https://www.youtube.com/emb>

How to become an Actor





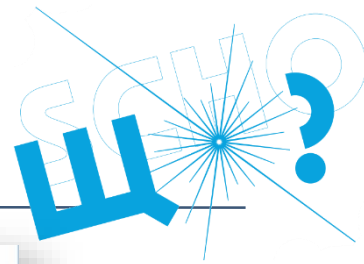


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# Microsoft Dynamics 365 for Sales

# От возможностей к продаже



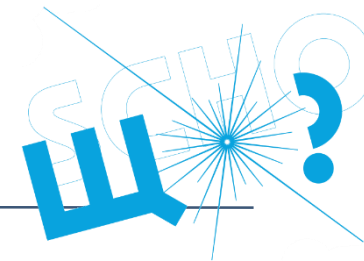
The screenshot shows the Business Process Flow editor interface. At the top, there is a menu bar with options like 'File', 'Update', 'Validate', 'Save As', 'Deactivate', 'Order Process Flow', 'Enable Security Roles', 'Show Dependencies', and 'Actions'. Below the menu, the title 'BUSINESS PROCESS FLOW Lead to Opportunity Sales Process' is displayed. A toolbar contains icons for 'Add', 'Cut', 'Copy', 'Paste', 'Delete', 'Snapshot', and 'Connector'. The main workspace shows a flow diagram with four steps: 'Lead qualify', 'Opportunity develop', 'Opportunity propose', and 'Opportunity close'. Each step has a 'Details' dropdown and a 'Steps' list. The 'Lead qualify' step is expanded, showing three sub-steps: 'Step #1 Existing Contact?', 'Step #2 Existing Account?', and 'Step #3 Purchase Timeframe'. A 'Minimap' is visible at the bottom left, and a 'Global Workflow (0)' indicator is at the bottom center. On the right side, there is a 'Properties' pane for the selected step, showing fields for 'Display Name' (Existing Contact?), 'Data Field' (Parent Contact for lead), 'Required' (checkbox), and 'Sequence' (1). 'Apply' and 'Discard' buttons are at the bottom of the properties pane. The status bar at the bottom left shows 'Status: Active' and the zoom level at the bottom right is '100%'.



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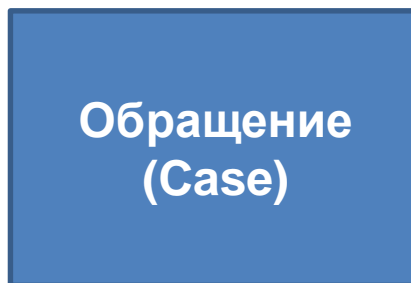
# Microsoft Dynamics 365 for Customer Service



## Какой Продукт/Услуга? Какой уровень обслуживания?

### Откуда:

- email;
- ЗВОНОК;
- вебсайт;
- соц.сеть.



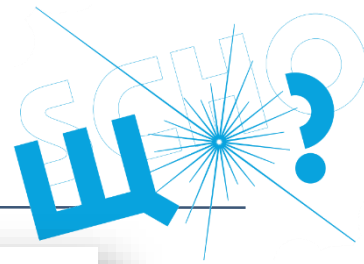
### Суть:

- запрос;
- жалоба;
- другое...

### Кто:

- компания;
- КОНТАКТ.

# Dynamics 365 for Customer Service



Обращение  
(Case)

FILE RULE ITEM

Save Save & Close Delete Save & New Book Delete Analytics View Hierarchy Email a Link Follow Collaborate Run Workflow Start Dialog Flows Process Word Templates Run Report Data

Rule Item Rule Items

## New Rule Item

Rule Criteria

If Conditions

Clear Group AND Group OR

Case	Created By	Equals	Vitaly Kurdyumov
Contact (Contact)	Address 1	Contains	Dnipro
<a href="#">Select</a>			

Then Conditions

Route To\*  Queue  User/Team

Add to Queue

# Dynamics 365 for



Обращение  
(Case)

The screenshot displays a Dynamics 365 Case record for 'Defective item delivered (sample)'. The main view is a 'TIMELINE' showing a 'Resolve' step. A 'Filter by' dropdown is visible. Three KPI cards are overlaid on the interface:

- First Response By KPI:** First response in 0h 2m 12s, Nearing Expiry (Warning icon).
- First Response By KPI:** First response in Expired (Error icon).
- First Response By KPI:** First response in Succeeded (Success icon).

The right sidebar shows the 'RELATED' section with a table of 'Recent Cases':

Status	Case Title
Active	Defective item delivered (sample)
Canceled	Complete overhaul required (sample)
Active	Average order shipment time (sample)
Active	Service information required (sample)
Resolved	Product damaged (sample)

Below the table, the 'Entitlements' section shows:

Entitlement Name	Remaining Terms	Status
Premium Entitlement	100.00	Active

# Dynamics 365 for Customer Service

## Обращение (Case)

CASE  
Defective item delivered (sample)  
Priority: Low

Phone to Case Process  
Active for 36 hours

Identify

Summary Details Case Relationships SLA Related

Content Summary Analytics

Article Content

Title: Issues with the printer installed  
Description: The printer is not working as designed.

Keywords: printer issue, hardware failure

Content

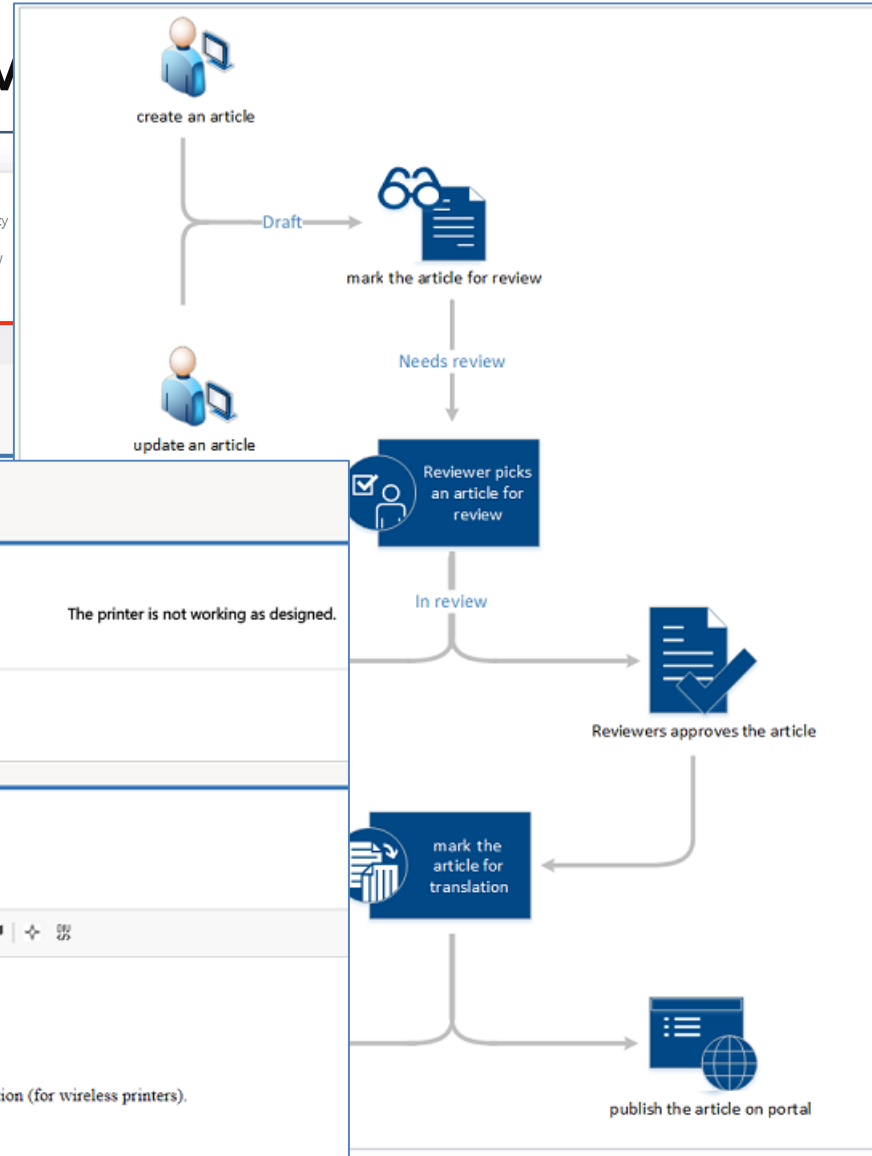
Designer HTML Preview

Styles Normal Font Size B I U S A- A+ [Rich Text Editor Icons]

### Fix printer problems

If you're unable to print or connect to your printer in Windows 10, follow these steps to try and fix the problem:

- Make sure that your printer is plugged into the power supply and turned on. Check the USB connection (for wired printers) or the wireless connection (for wireless printers).
- If none of the above steps work, download and run the [printing troubleshooter](#).



Doe

Sent To Customer

No

No



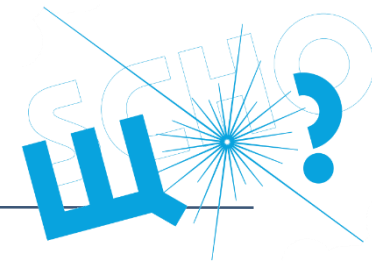


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# Microsoft Dynamics 365 for Marketing

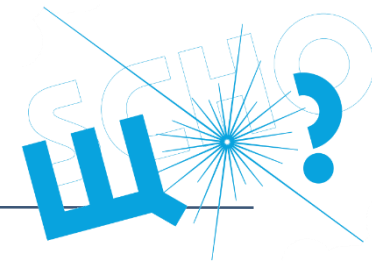
# Концепция Dynamics 365 for Marketing



## Контакт!



# Концепция Dynamics 365 for Marketing



Интеллектуальный e-mailing



Создание и управление лендингами



Управление мероприятиями



Customer Journey



Управление перспективностью клиента (Scoring & Qualifying)

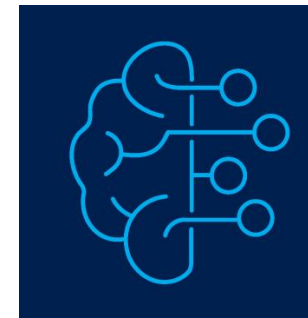
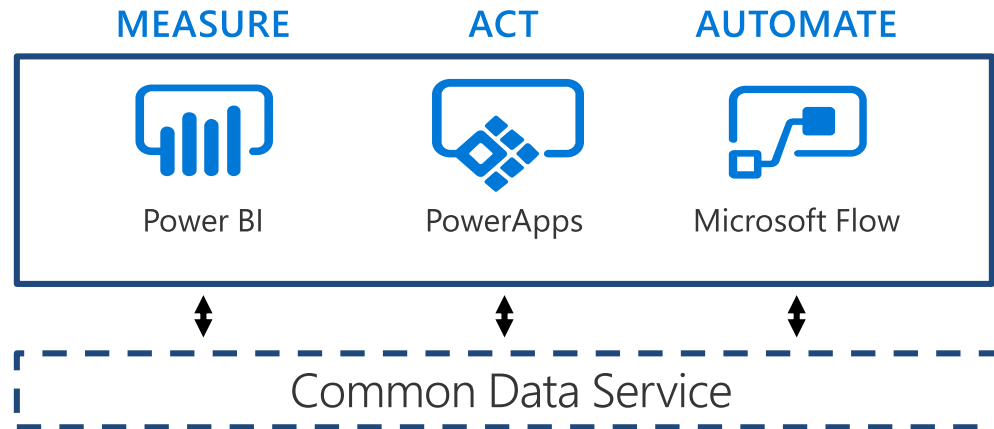
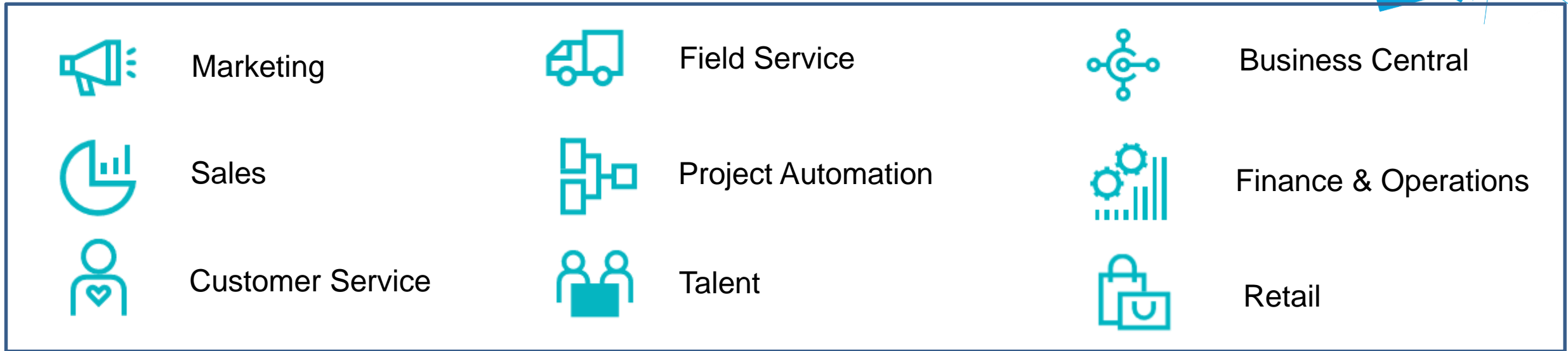
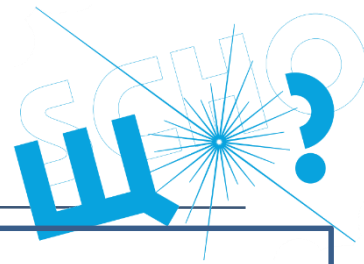


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Silver Cloud Customer Relationship Management

# Dynamics 365



AI,  
Mixed Reality,  
Azure IoT



# Вопросы / Ответы

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