



# Directions NA 2023, Orlando FL



# Build a low code partner practice

Opportunities and guidance  
presented by

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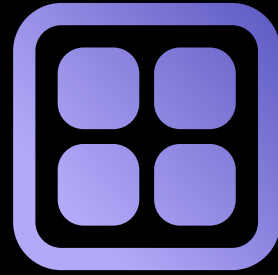


# Agenda

**Partner  
Opportunity –  
Power Platform**

**Resources - from  
Microsoft**

**Experiences-  
Christian  
Lehmann (Neural  
Impact)**



0.5 Bn

More apps

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4M

Developer shortfall

Source: IDC, Quantifying the Worldwide Shortage of Full-Time Developers, September 2021, A. Dayaratna, Research Vice President

**By 2025**

**70%**

**of new applications developed by enterprises  
will use low-code technologies**

Source: Gartner, Forecast Analysis: Low Code development Technologies. January, 2021.



# Low-code, and pro-code - all are welcome



Microsoft Power Platform



**Power BI**

Business analytics



**Power Apps**

Application development



**Power Automate**

Workflow automation



**Power Virtual Agents**

Intelligent virtual agents



**Power Pages**

Website development



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7.4M+

Developers use  
Power Platform  
each month

# Why Build a Power Platform Practice?



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Differentiate from competitors

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Increase average deal size

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Extract more revenue from existing installed base

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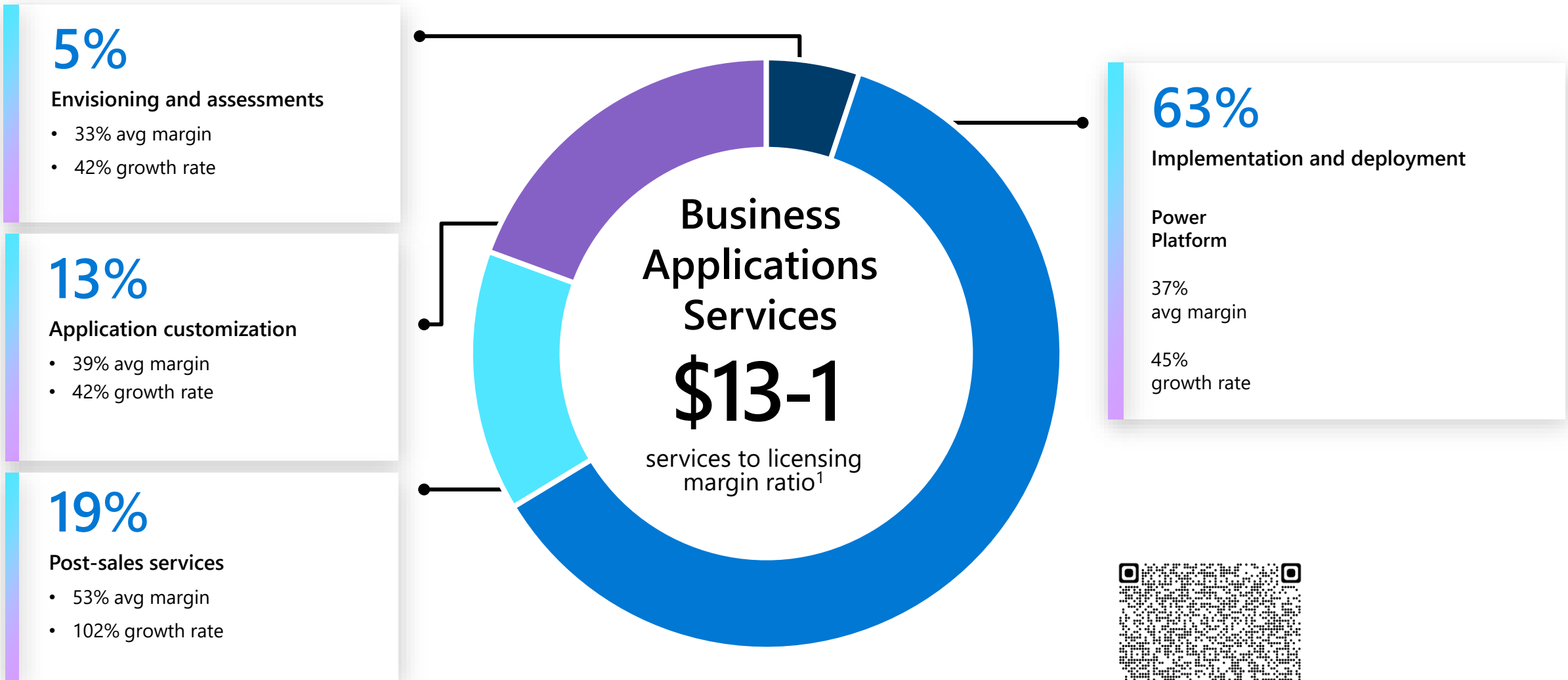
Penetrate into new business buyers and units within the organization

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Deliver more value to customers



# By growing your services, you stand to gain even more



Read the full 2022 TEI study: <https://aka.ms/BAPartnerTEI>

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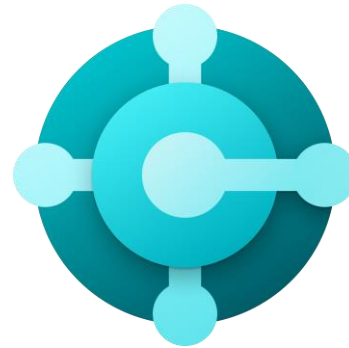
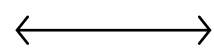


# Business Central differentiation: collaboration and productivity

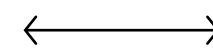
Unmatched experiences built on the broad Microsoft ecosystem



Microsoft 365



Business Central



Power Platform

Microsoft Dynamics 365 Copilot

# Resources



# Plan your pitch

Solution plays offer streamlined go-to-market content that aligns the co-sell motion between Microsoft partners and Microsoft. For each solution play, we provide assets to enable you to activate this opportunity with your customers.

## Pitch decks and go-to-market resources

<http://aka.ms/PartnerGTM>

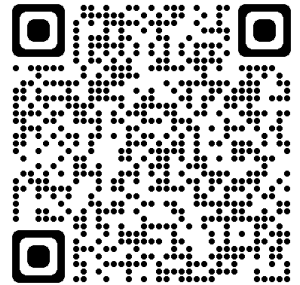


# Develop capabilities and capacity

Explore skilling and enablement resources to support your teams—from sales and pre-sales roles to functional consultants and solution architects—there's something for everyone.

## Training and certification guides

- Power Platform - [aka.ms/PPTrainCertDeck](http://aka.ms/PPTrainCertDeck)





# Experience sharing with Christian Lehmann



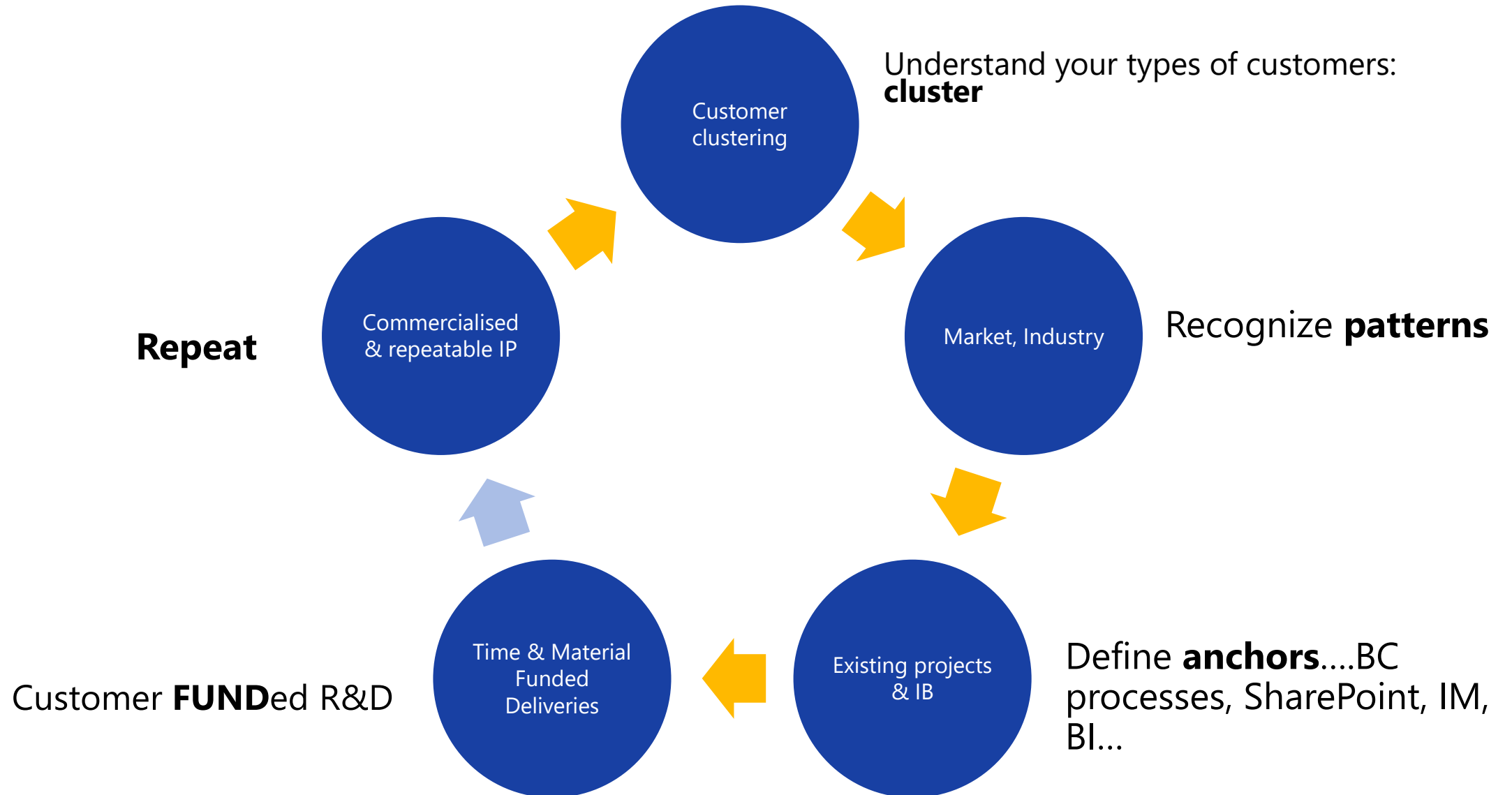
**What was the reason you added  
Power Platform to your solution  
portfolio?**





**Based on what happened to your company: How did you get started?**

# Power Platform Practice Model





**What were the biggest obstacles during your journey?**

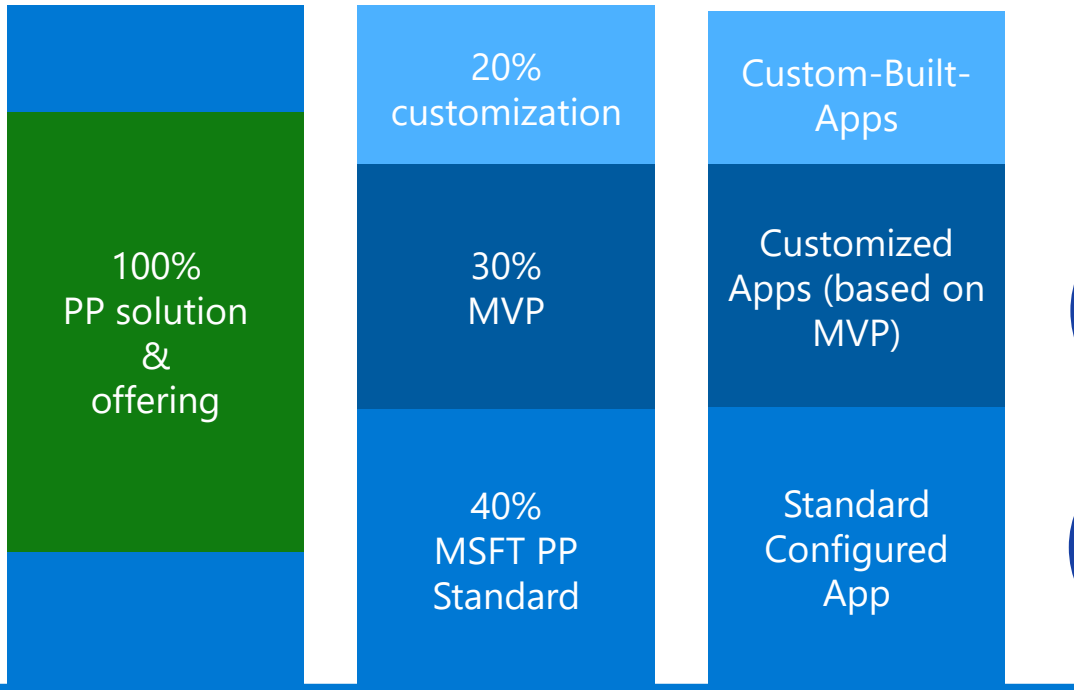


**How did you monetize the Power Platform practice?**

# App Model

WIN

# Service Model



- Extended the existing BC – ISV solutions
- Tailored industry or business prioritized services
- Consulting services
- Support (environment and updates)

- Organisational Change management (process re-org)
- Integrated existing systems AND data
- Project management (governance, rules, regulations, responsibilities )
- “Services as a service”

# Pricing Models and Options

## Competitive Market or Standard Pricing

This is "reference pricing". A consequence of an established product category and aligns with the accepted industry/application standards. i.e. Per user per month.

Standard Configured App

## Penetration Pricing

Offering a low priced entry option to steal market share from competitors. Often break even to accelerate volume.

## Bundle Pricing

Bundling in services, ISV solutions to increase the perceived total value.

Customized Apps (based on MVP)

Extended the existing BC – ISV solutions

## Cost Plus Pricing

Taking your input costs and adding a specific consistent markup.

Custom-Built-Apps

Tailored industry or business prioritized services

Extended the existing BC – ISV solutions

## Value Based or Premium Pricing

Leveraging marketing, and domain expertise to create a differentiated solution which you price intentionally higher than competitors.

Customized Apps (based on MVP)

## Tiered Pricing

The per-unit price drops with the purchase of more units, think volume-based pricing discounts based on specific criteria.

## Flat Rate, Fixed Price, Outcome Based

Same monthly subscription rate regardless of users or consumption - think gym membership.

Could also be a fixed price implementation. Lowest risk for customers.





**Looking back on that journey, what did you achieve?**

# This All Leads To..... ENABLER

- Branding: Differentiator
- Footprint and efficiency of IT:  
Repeatable IP
- Revenue and profitability:
  - Recurring revenue streams
  - Higher utilization and more liquidity
- Customer:
  - Loyalty
  - Growing customer relationships
  - More hidden champions (key user/citizen dev)
  - Proven trusted advisor



**Any other learnings?**

# Takeaways

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**DON'T** regard Power Platform as a **THREAT** –  
**Consider** it as an **OPPORTUNITY**

Start small, **increase** your footprint, and **grow**

Turn the PP decision into something meaningful  
that the **stakeholders** can see and can **visualize**

Leverage **ALL** the **service** opportunities

Know your **customer** and your **stakeholder**  
group

Don't **ONLY** let the **Bus Apps seller** do the sales,  
leverage **IT pre-sales**

