



Getting started on leveraging Power Platform to build low code industry specific solutions and drive more customer value

Christian Lehmann
Chief Growth Officer



What Will You Learn?

1

Practical approach to positioning and selling a PP initiative/project

2

Infuse PP into an industry and business value-driven conversation as a differentiator

3

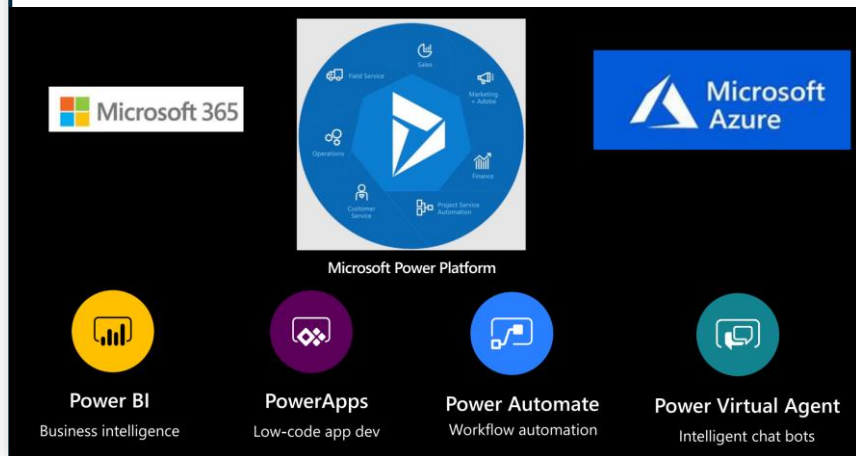
Experience sharing

4

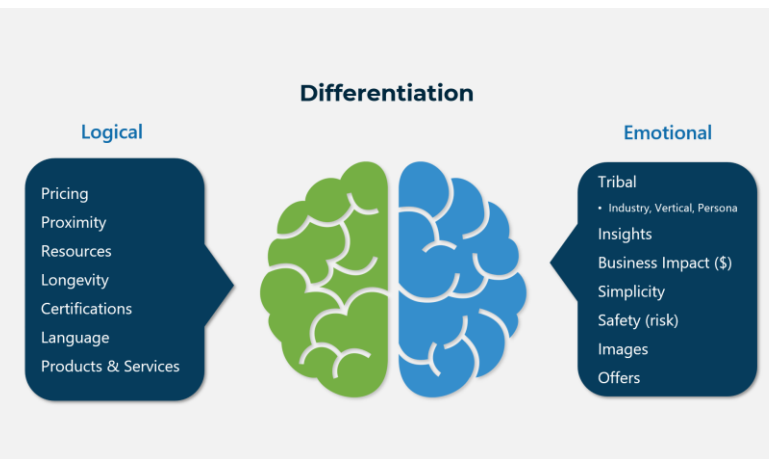
Potential to earn money with PP

15 Years of Working with Dynamics Partners

No onboarding.
99% of our Clients =
Microsoft Partners



Experts in Neuroscience



Specialize in Customer
Acquisition & SaaS
Transformation Strategy
Development

- Modern Digital Marketing
- Accelerated Selling
- Cloud/SaaS Transformation

Neural Impact Observations

Experience

What Neural Impact Has Seen....



- Technical sale and/or business sale (at least 50%/50%)
- Single-use case = no company-wide decision
- Operational vs strategic challenges
- Less to almost no leadership involvement

Technical (IT) Talk and Visuals

Dyn 365 BC

Dynamics 365 Business Central

CRONUS International Ltd. | Service Management | Posted Documents

Loaners Customers Service Items Items Item Journals Requisition Worksheets

Headline

Want to learn more about Business Central?

Activities

Service Orders

Service Orders - Today	Service Orders - in Process	Service Orders - Finished	Service Orders - Inactive	Open Service Quotes	Open Service ... Quotes	Service Contra... to Expire
8	7	1	0	0	1	6

User Tasks

My User Tasks

Pending User Tasks: 0

Approvals

Approvals

Requests Sent ... Approval	Requests to Approve
0	0

Self-Service

Time Sheets

Pending Time Sheets

Open Time Sheets	Submitted Time Sheets	Rejected Time Sheets	Approved Time Sheets
0	0	0	0

Insights

Power BI Reports

Get started with Power BI

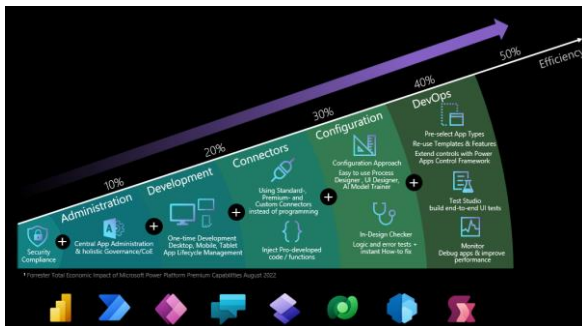
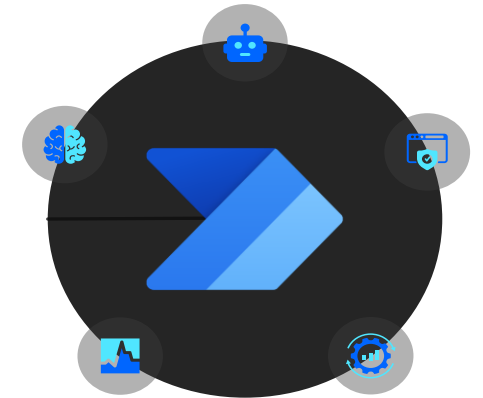
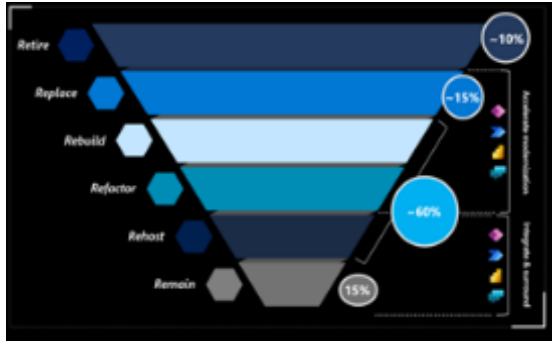
My Customers

1,600 x 900



Technical (IT) Talk and Visuals

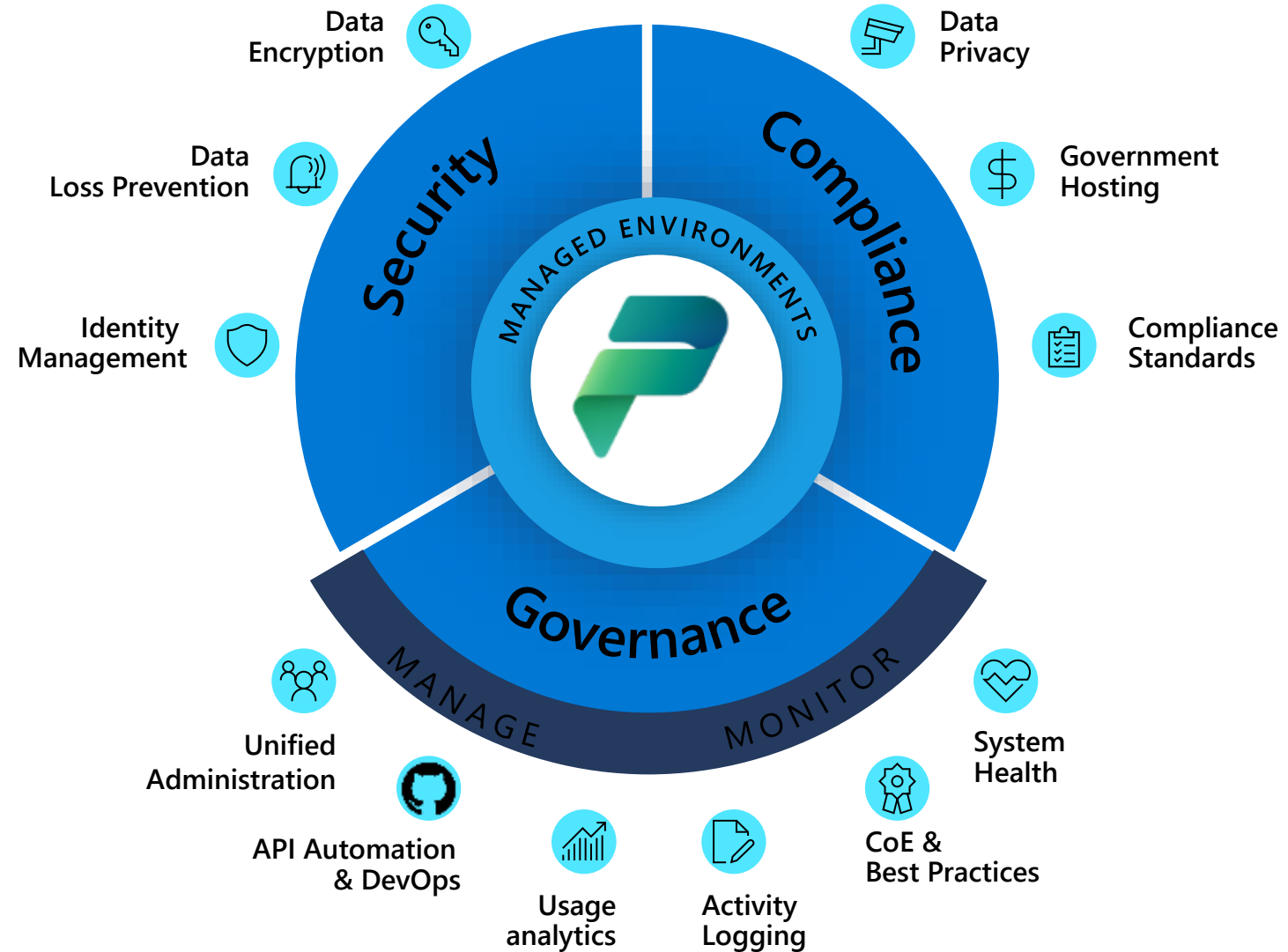
Power Platform



Technical (IT) Talk and Visuals

Power Platform

Power Platform offers unmatched governance and security controls at scale today



Or?You get.....



Experience

What Neural Impact Has Analysed

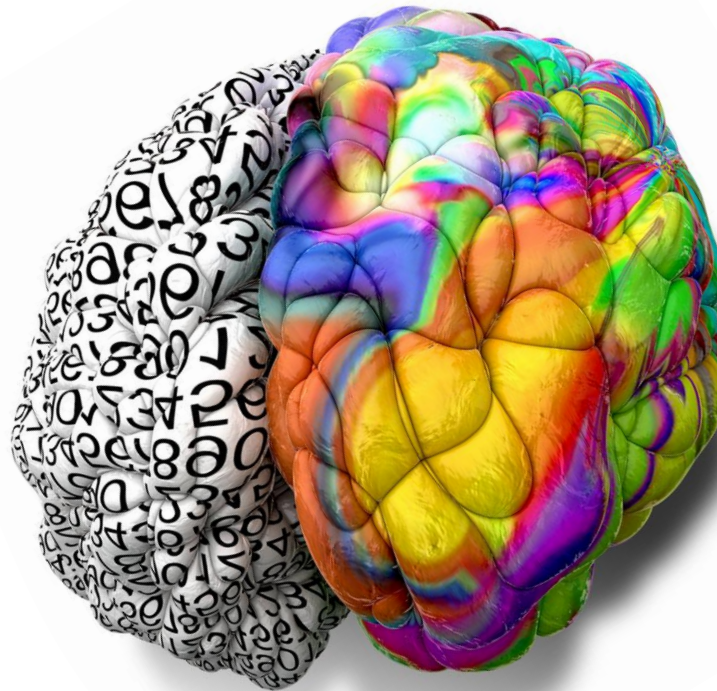


- No visualization means no demo. No demo equals “I can’t buy it!!”
- PP is unstructured and abstract → a higher buying risk
- Technology buyers buy safety!

Decision Making

Logical

Price
Functionality
Resources
Partners
Certifications
Capabilities



Emotional

Tribal (Industry, vertical, persona)
Insights
Business impact (\$) (risk)
Simplicity
Safety (risk)
Outcomes

Emotional Motivators



Money
x1

"We can make you more productive!"

"We can help you grow or save some more costs....."



Risk
x3

We learned from you that....

- Inaccurate forecasts
- Market share loss
- Lost a bidding
- Safety incident
- ...

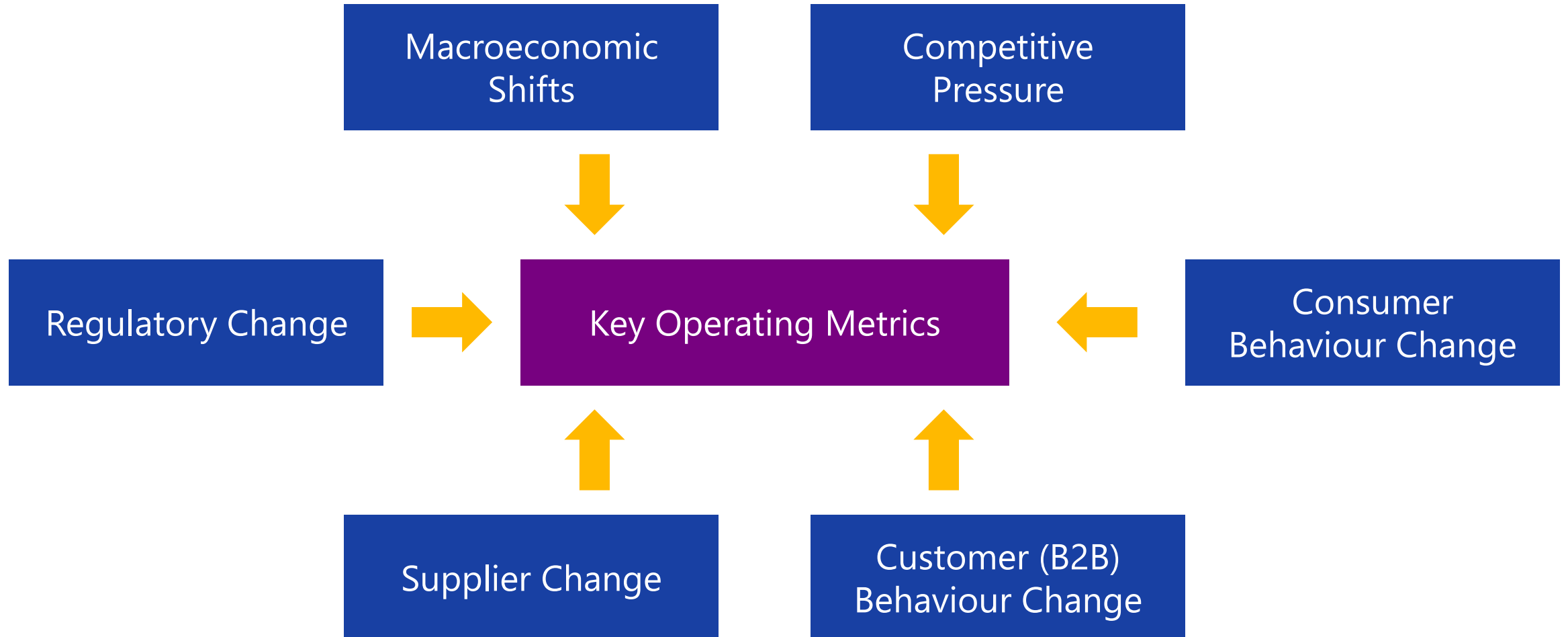


Control
x7

You shared with us that....

- Correct decisions
- Real-time support Data availability & accuracy
- Maintain control

What Drives Change? What Matters to a BDM?



Disruption



Market Tension and Pressure

Global economy (capital preservation)

Shortage of qualified developers and consultants:

High utilization in existing customer segments

backlog for business needs: partner and customer

Too long development cycles – decelerate productivity

Legacy systems: connectivity and modernization

Availability and Data Quality

Evolved customer and **consumer expectations**



Decision Making Target Personas



Leadership Team

- Chief Executive Officer
- Managing Director/Partner
- Chief Operations Officer
- Chief Financial Officer
- ...



Business Community

- VP Sales
- Managers
- Director, Business
- Head of...
- Key User
- ...



IT Community

- CIO
- CTO
- ID Admins
- Developers
- ...

Decision Making Target Personas

What They Care About...



Leadership Team

- ROI
- Strategy and differentiation
- Market share
- Competition
- Regulations and Compliance
- Innovation
- ...



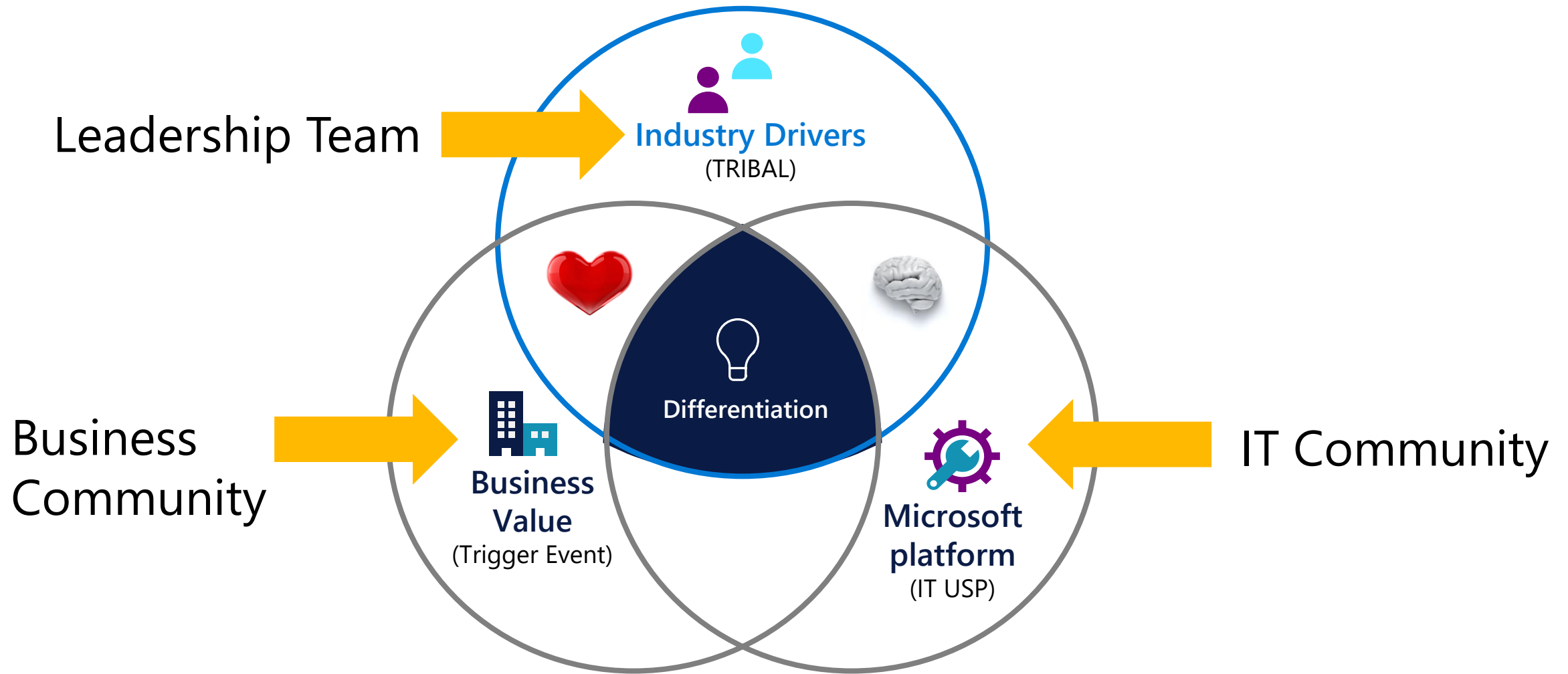
Business Community

- KPIs
- Success
- Growth
- Skills and Capabilities
- Business Impact
- ...



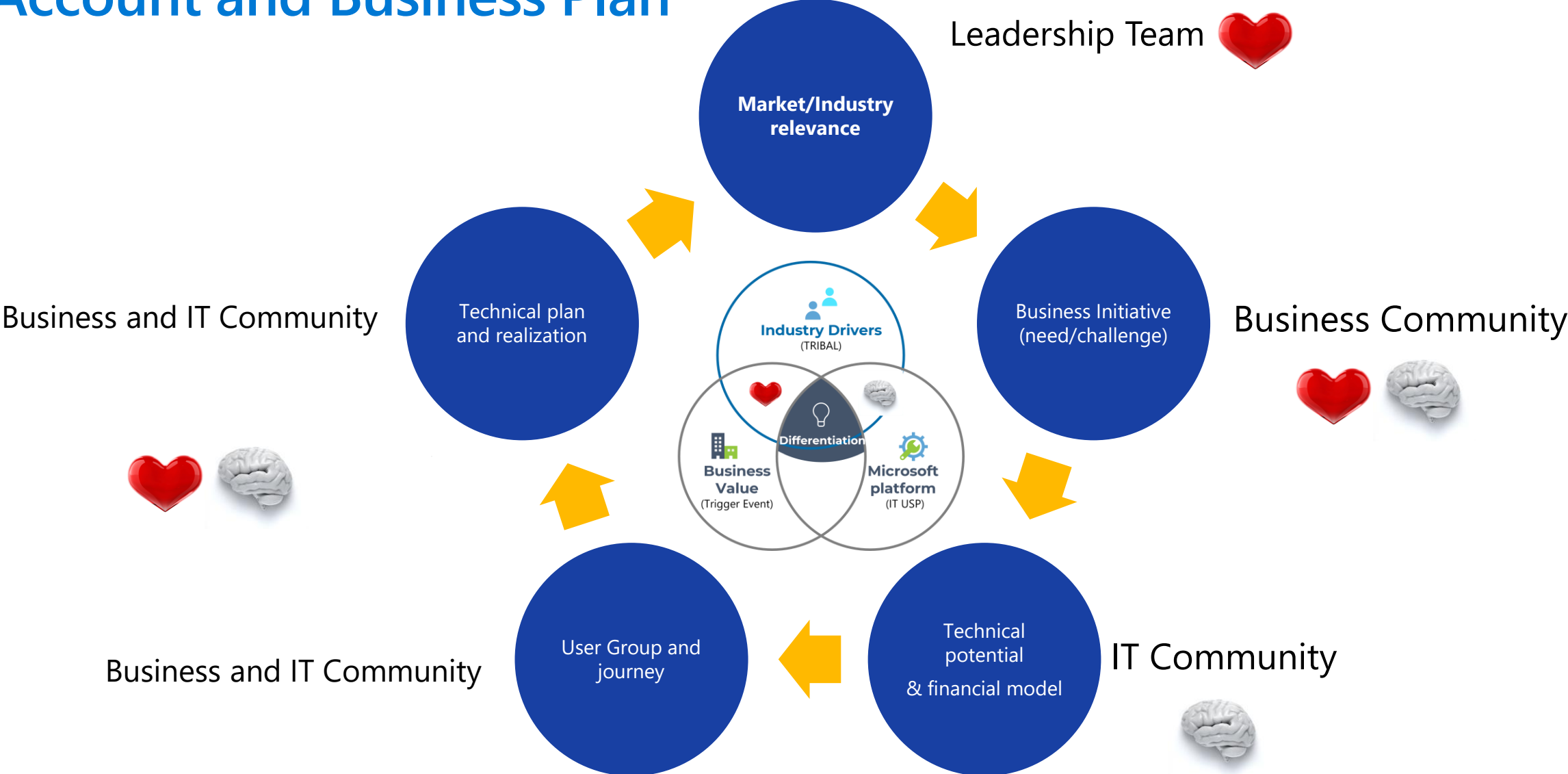
IT Community

- IT Environment
- Functional Requirements
- Current State Requirements
- Data & Cloud
- Security and Governance



Power Platform Positioning

Account and Business Plan



Use Case Scenario

German Bread at Manufactures Causes Use of Power Apps



AKA Fritz and his Sandwiches

Fritz Use Case

Learnings



Business POV:

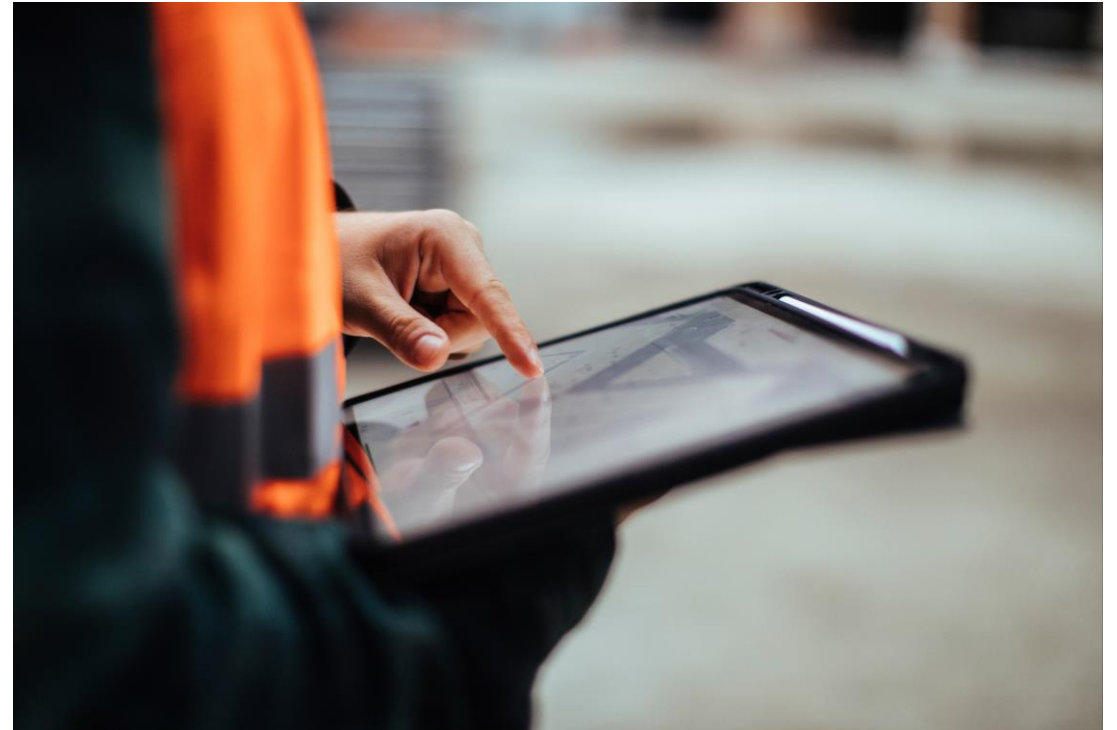
- Use case scenarios for not structured processes (like outside ERP, CRM, etc.)
- unstructured data (like comments etc.)
- Abstract idea result into visible, tangible productivity gain

Technical POV:

- SharePoint-based first, then extended with Power Apps
- Leverage PP in total (SharePoint lists with Power BI dashboards)
- Later seamlessly integrated to BC

Fritz Use Case

Further Learnings



Fritz Use Case

Further Learnings



Fritz Use Case

Organizational Evolvment

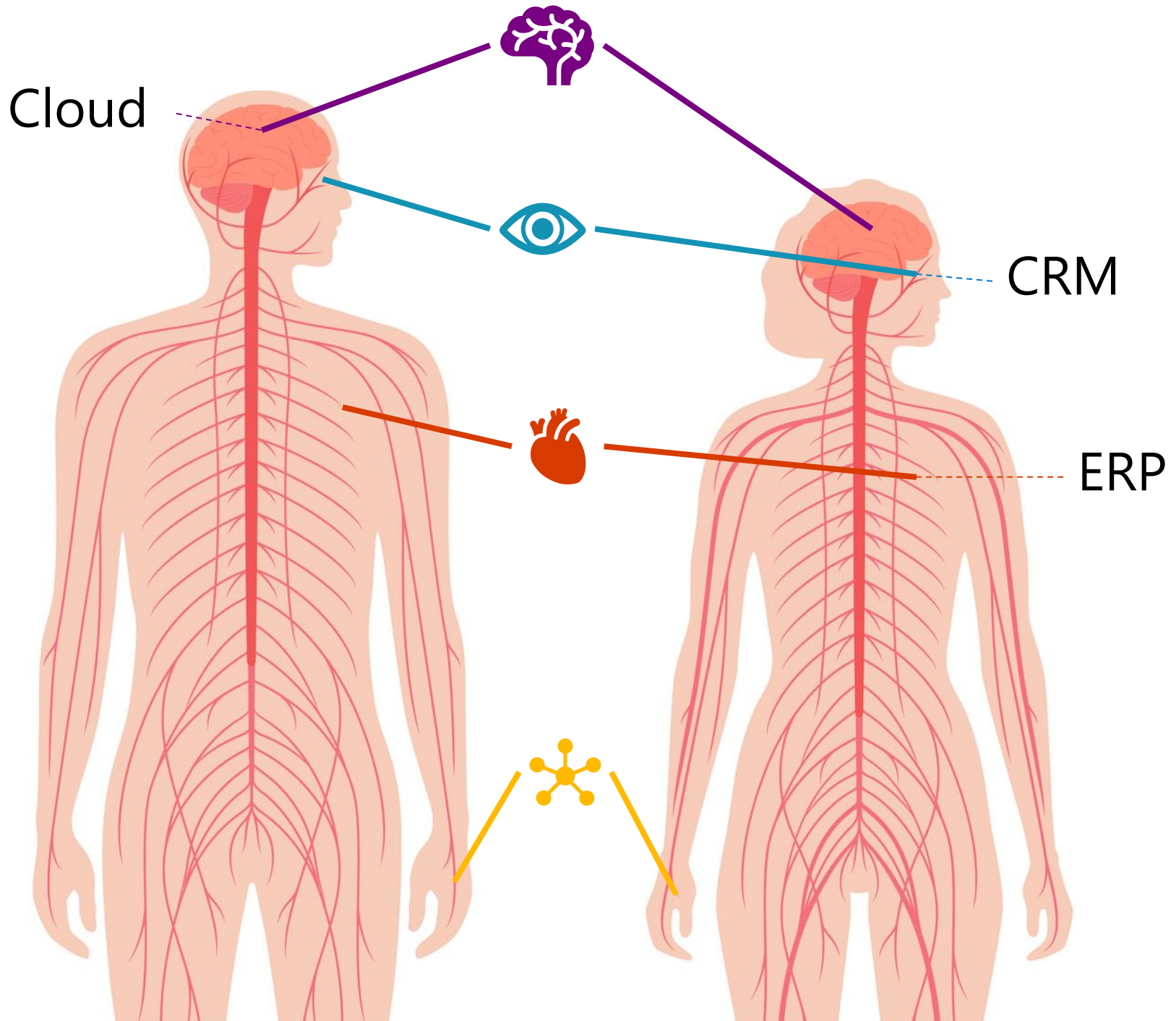


- Most obvious is not always the best: Bus App sellers and technical pre-sales
- Making a virtue out of necessity: utilization and disruption
- Think outside your comfort zone and regular patterns: hire the right people!
- Start small, grow and aim high! It is a game changer

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

Extend Your Storyline.....

Power Platform



How to Make Money with Power Platform!?

Services Opportunity



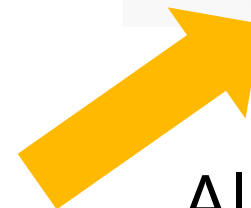
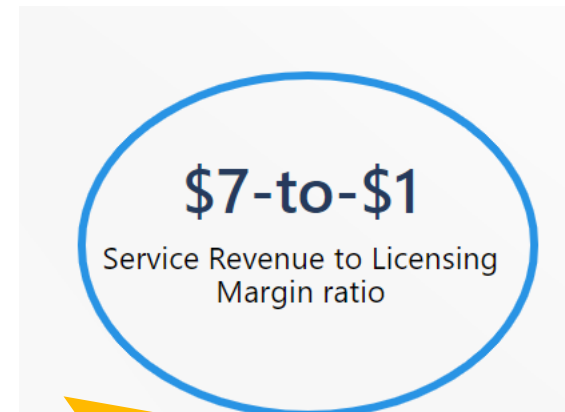
2023 projected

My Starting Point



\$3-to-\$1

Service Revenue to Licensing
Margin ratio



Along the journey

Services Opportunity

Yesterday...



An unparalleled opportunity

10X

Licensing revenue multiple via services and CSP incentives

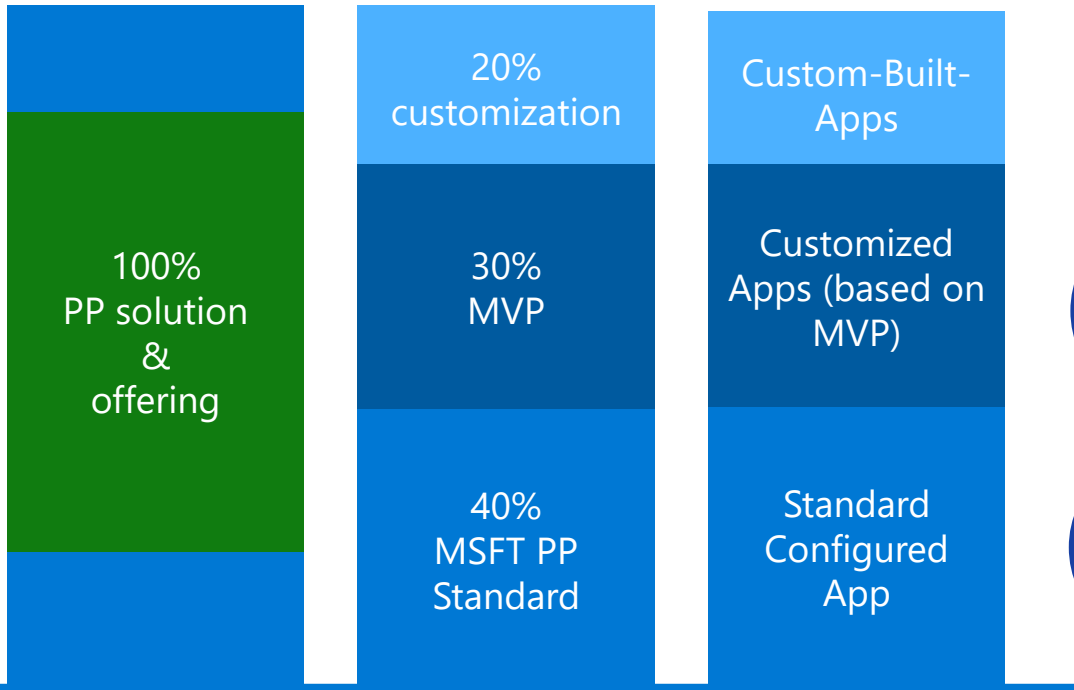
\$107B

Low-code services TAM

App Model

WIN

Service Model



> 10:1

> 6:1

> 3:1

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. Customers have seen similar products sold for this amount, so you price your offer to be competitively aligned. i.e. Per user per month.

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.

Cost Plus Pricing

Taking your input costs and adding a specific consistent markup.

Value Based or Premium Pricing

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

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.

You have several options when determining your pricing model.

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

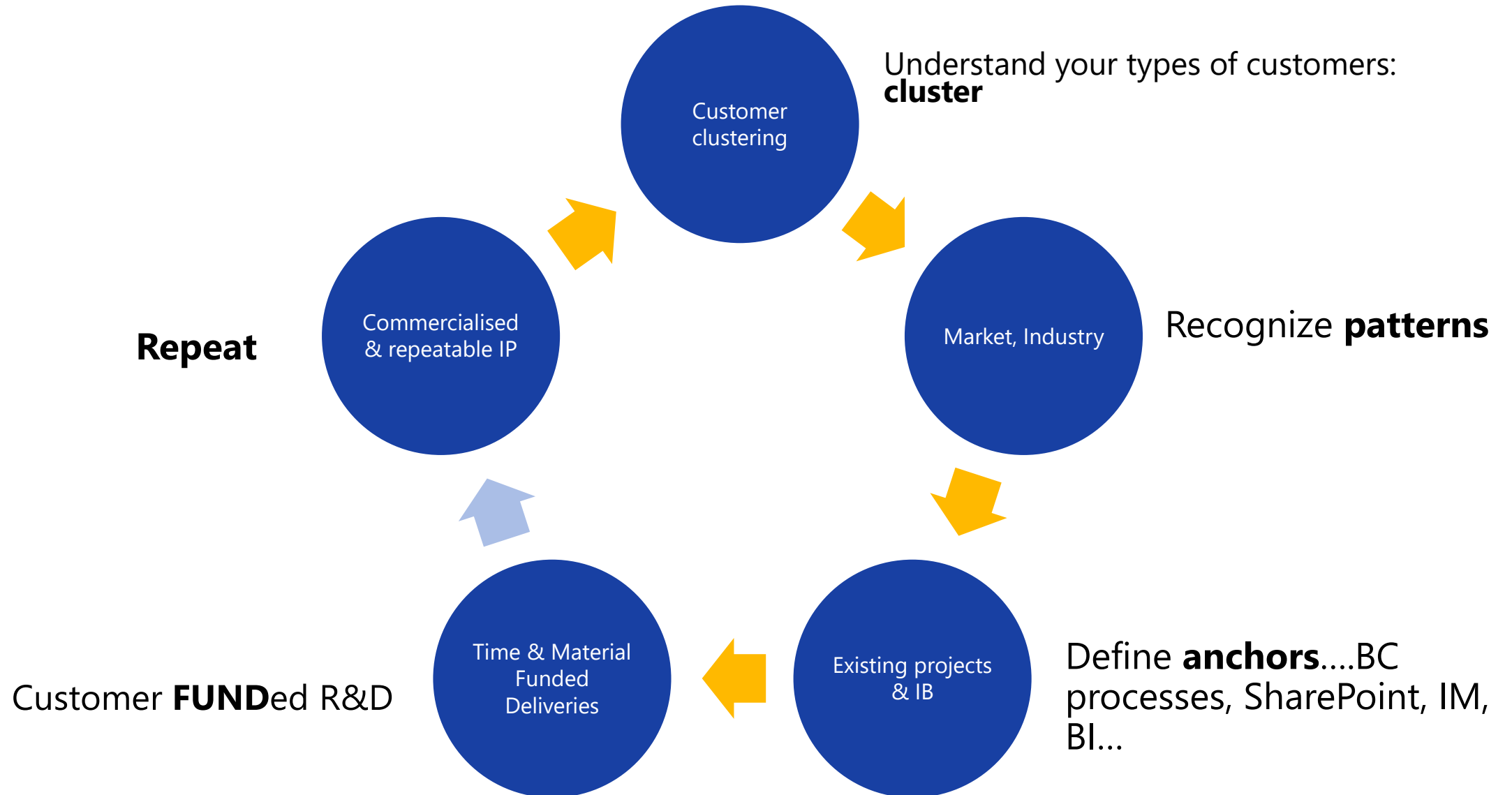
The per-unit price drops with the purchase of more units, think volume-based pricing discounts based on specific criteria.

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.

Power Platform Practice Model



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

Takeaways

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**



Come & See Us at Directions!



Sharka Chobot



Dr. Christian Lehmann



Angie Hirata

Session	Speakers	Time	Location
8 Steps to Double Your Customer Ads	Sharka Chobot	Sunday, April 16 3:30 to 4:15	Windsong 1-2
Microsoft Presents: Secrets to Driving and Converting More Leads From Appsource	Angie Hirata	Monday, April 17 2:15 to 3:00	Magnolia ABC
Microsoft Presents: Marketing Best Practices to Generate Pipeline	Angie Hirata	Monday April 17 6:00 to 6:45	Magnolia ABC
High Volume Acceleration Round Table Discussion	Sharka Chobot + Fredrik Heitala	Tuesday, April 18 11:15 to 12:00	Regency 5
8 Go-to-Market Steps to Launch a Proactive Migration Strategy That Accelerates Moving Your On-Prem Customers to Cloud	Sharka Chobot	Tuesday, April 18 5:00 to 5:45	Regency 6-7
Best Practices for Building a High Volume Dynamics Practice (Invitation Only)	Sharka Chobot + Andrew King	Wednesday April 19 9:15 to 10:00	La Coquina & Alcove
Getting Started on Leveraging Power Platform to Build Low Code Industry Specific Solutions and Drive More Customer Value	Dr. Christian Lehmann	Wednesday April 19 10:15 to 11:00	Magnolia ABC
Microsoft presents: Build a low code partner practice - opportunities and guidance	Sharka Chobot, Dr. Christian Lehman , Christian Baek, Fredrik Hietala	Wednesday April 19 11:15 to 12:00	Palm A-F



Directions Attendee Limited Exclusive Offer

High Volume Acceleration Program **50% off**

<https://forms.office.com/r/ck1HdPBKwg>

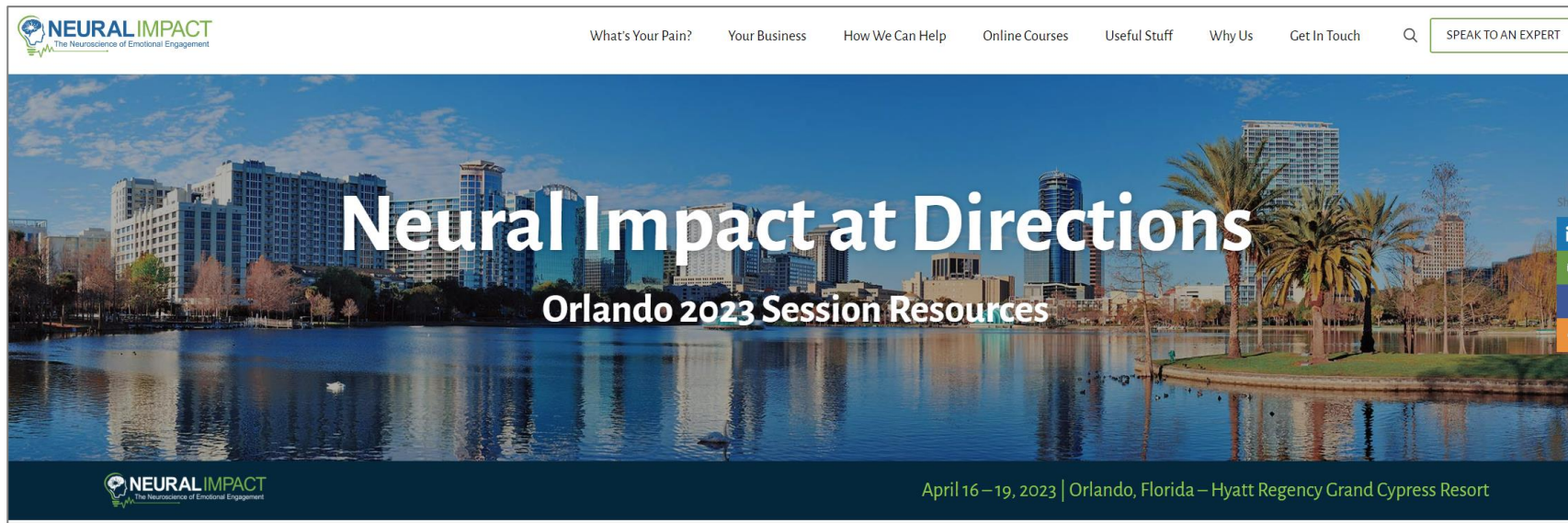
- Limited to **first 5 partners only**
- Must register April 16 - 19
- Applicable to April 2023 Cohort Only





Download Session Slides and Resources:

<https://neuralimpact.ca/directions-orlando-2023>



Please Take 1 Min to
Rate this Session
Now



Thank you