



By Partners, For Partners

DIRECTIONS

NORTH AMERICA



Protect Your Base - 8 Go to Market Steps to Launch a Proactive Migration Strategy that Accelerates Moving your On Prem Customers to Cloud

Sharka Chobot
Chief Transformation Officer



Customer Acquisition Costs By Industry




Months to recover CAC < 12 months





5x

New customer acquisition costs 5x more than retaining existing customers



Up to
95%

More profits by increasing customer retention by 5%

The Migration Problem

| | |
|--|------------|
| Current installed base of customers | 400 |
| New Implementations/year | 30 |
| Capacity | 40 |
| Number of years | 40 yrs |

Migration Project

“It should be easy”

“It should be free”

“I already paid you to customize it”

“You are on an old version”

“You have several ISV apps”

“You have lots of integrations”

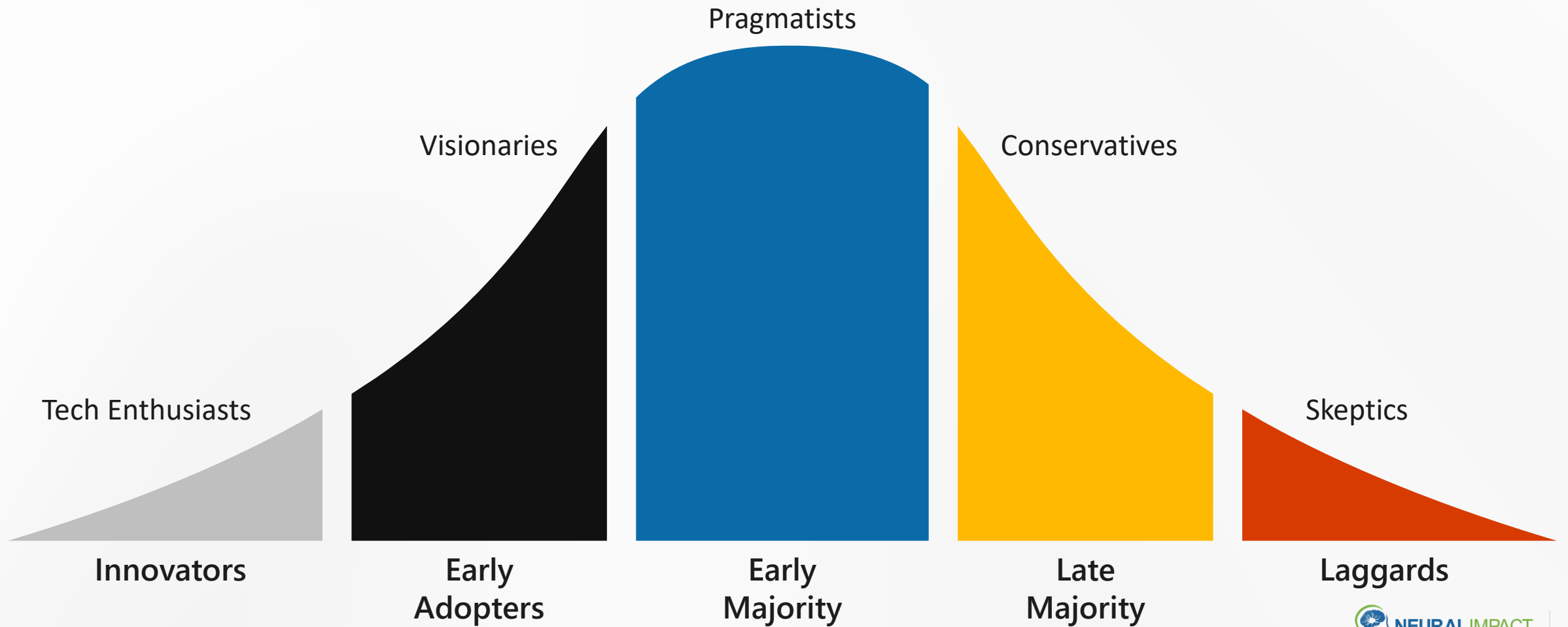
“You want years of history”



Low Margin



Cloud Adoption



Reactive Motion

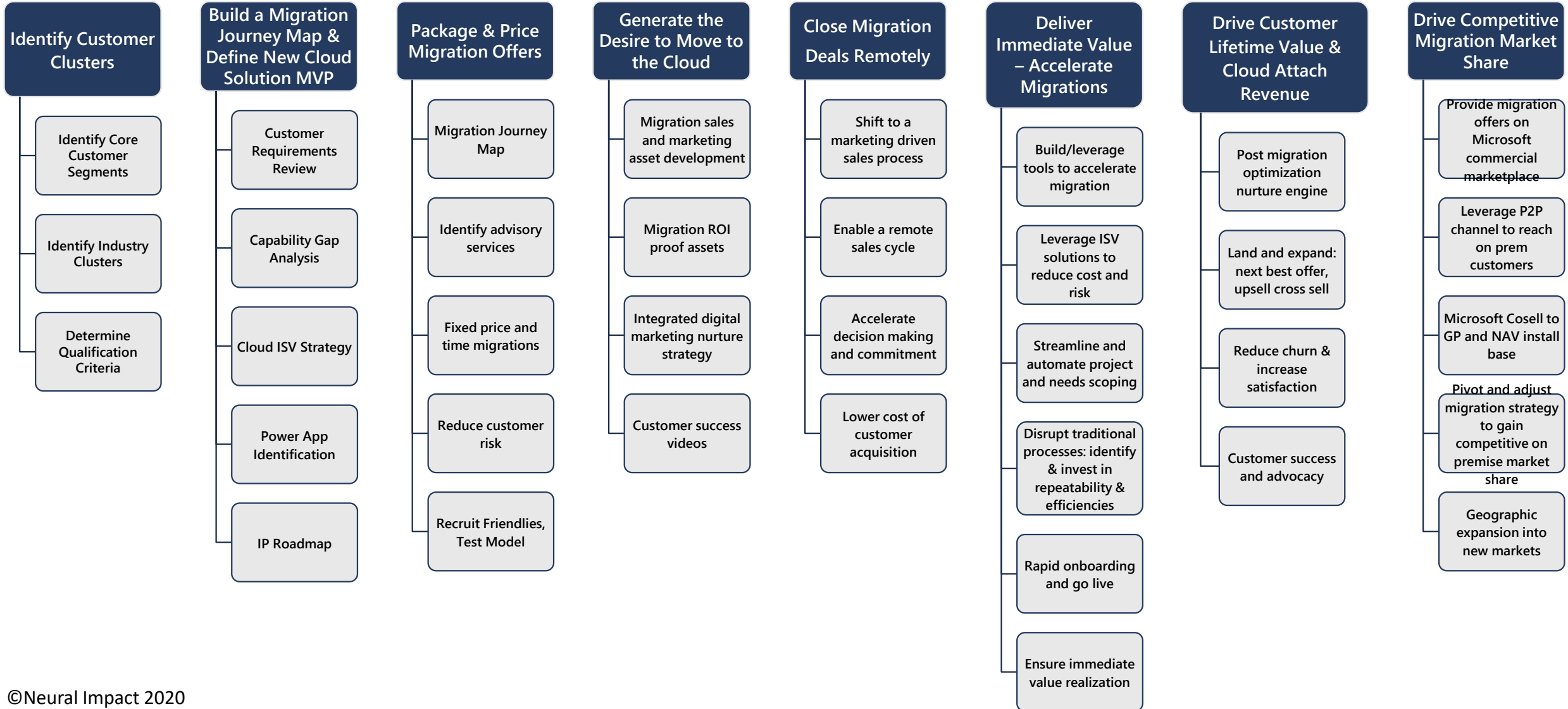






New Buying Cycle

Migration Strategy Development Steps



Migration Strategy Development Framework



Build a Migration
Journey Map &
Define New
Cloud Solution
MVP

Package &
Price
Migration
Offers

Generate the
Desire to
Move to the
Cloud

Close Deals
Remotely

Deliver
Immediate Value
– Accelerate
Migrations

Drive
Customer
Lifetime Value

Drive
Competitive
Migration
Market Share

Identify Customer Clusters

- Identify Core Customer Segments
 - Identify Industry Clusters
- Determine Qualification Criteria

Market Segments

- **Industry** (Financial Services, Healthcare)
- **Company Size** (Employees, Revenue)
- **Common Needs** (start up, fast growing, ecommerce)
- **Tech Capabilities** (no IT, resources, IT dep't)

Target Segment 1

Common needs?

Target Segment 2

Unique buying behavior?

Target Segment 3

Core problems/pain points?

Customers
Qualify



Triage

Complex
Custom

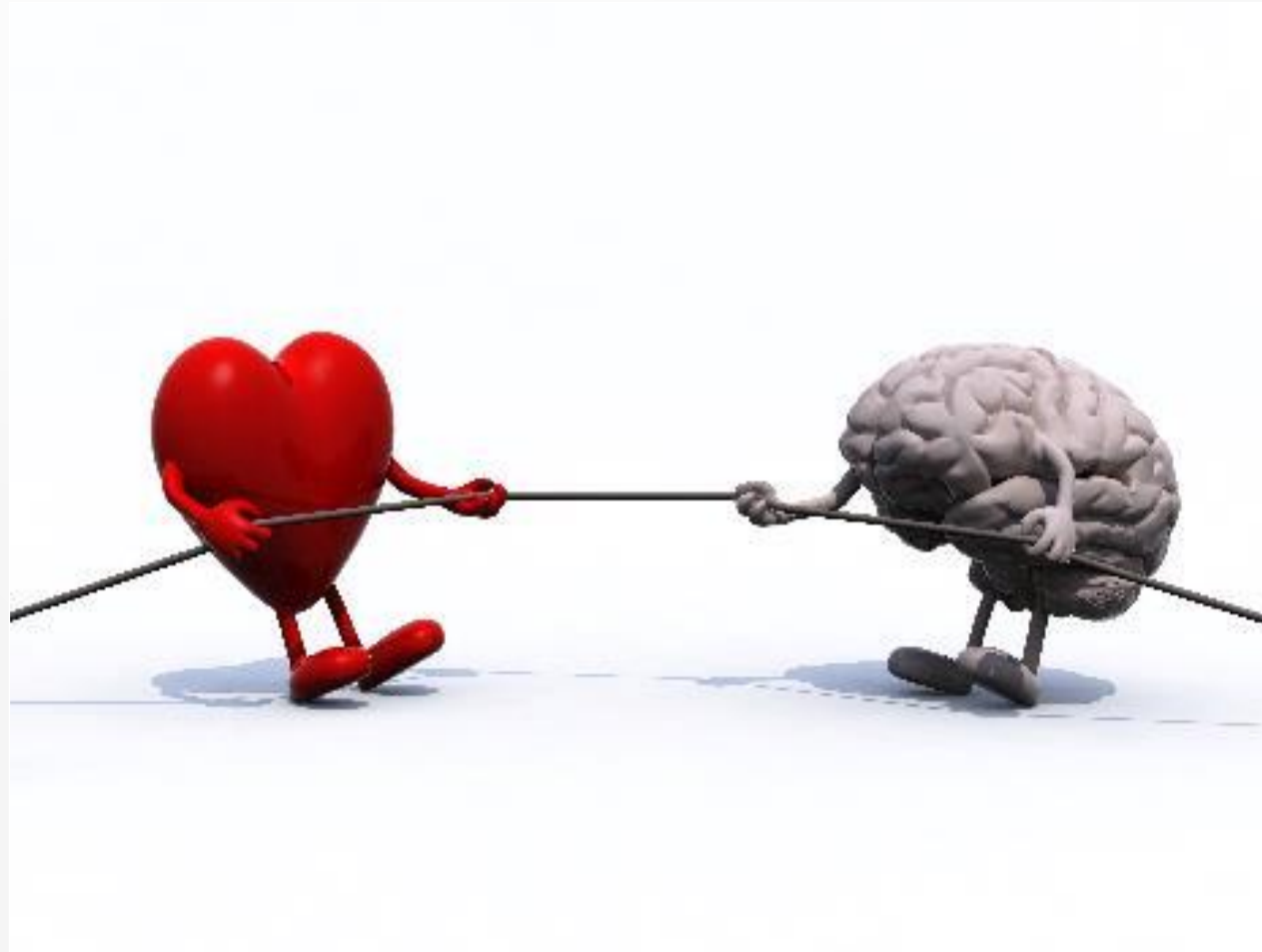
Choice Control

Simple
Standardized
Prescriptive

New Instance
60% of Functionality

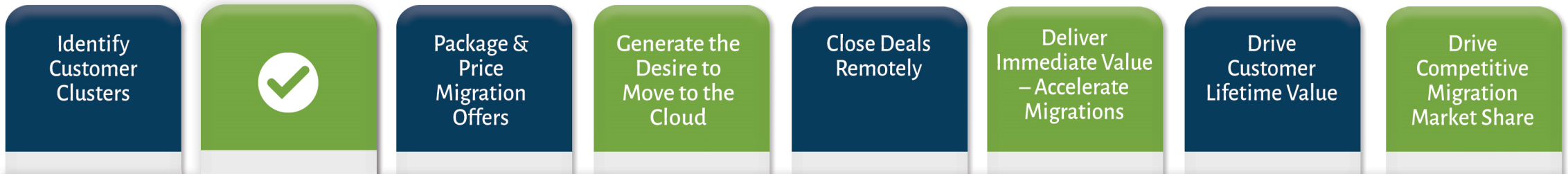
Qualification

Disbelief
Distrust
Last project
Latency
Loss of control
Fear of cloud
Uncertainty
Cost
Disruption



Number of integrations
of customizations
Complexity of needs
of ISV Solutions
years as a customer
Version

Migration Strategy Development Framework



Build a Migration Journey Map & Define New Cloud Solution MVP

- Customer Requirements Review
 - Capability Gap Analysis
 - Cloud ISV Strategy

On Prem to SaaS Maturity Model & Journey

On Premise
Stay on current version and renew BREP



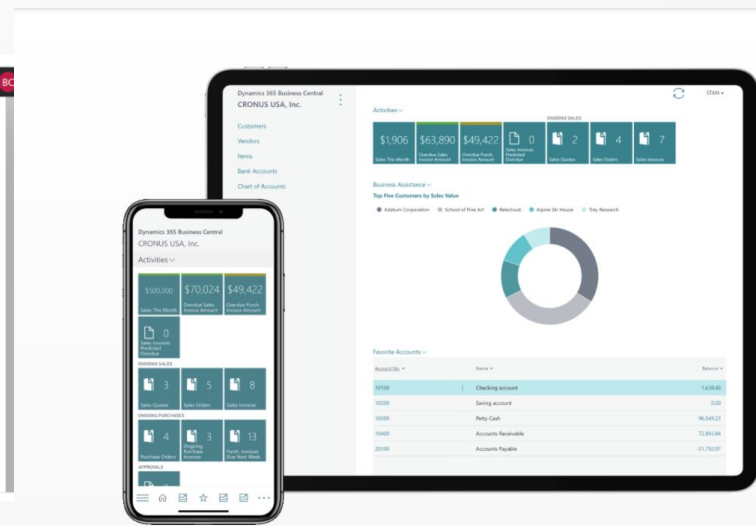
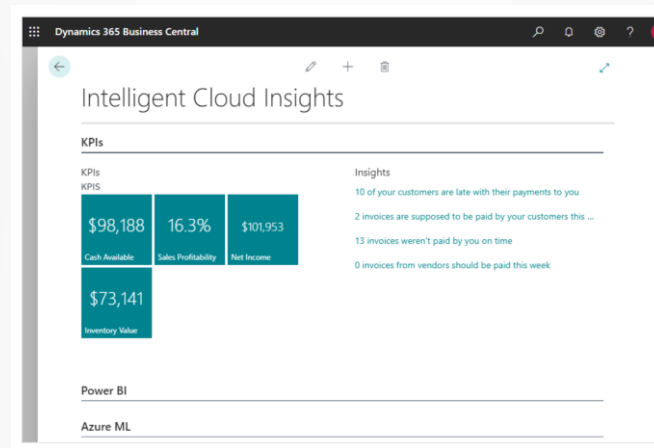
Cloud Sync
Transition to latest on-premises version & try intelligent cloud insights



Transition to Dynamics 365 Business Central Cloud



It has certainly been a difficult year, with many businesses struggling financially. We have already seen a number of companies using Dynamics NAV and Dynamics 365 Business Central looking to drop their annual Enhancement plan due to issues with cash flow. Microsoft have now announced measures to help businesses maintain the all-important Enhancement whilst reducing the burden on cash-flow.



Standardize - Prescriptive

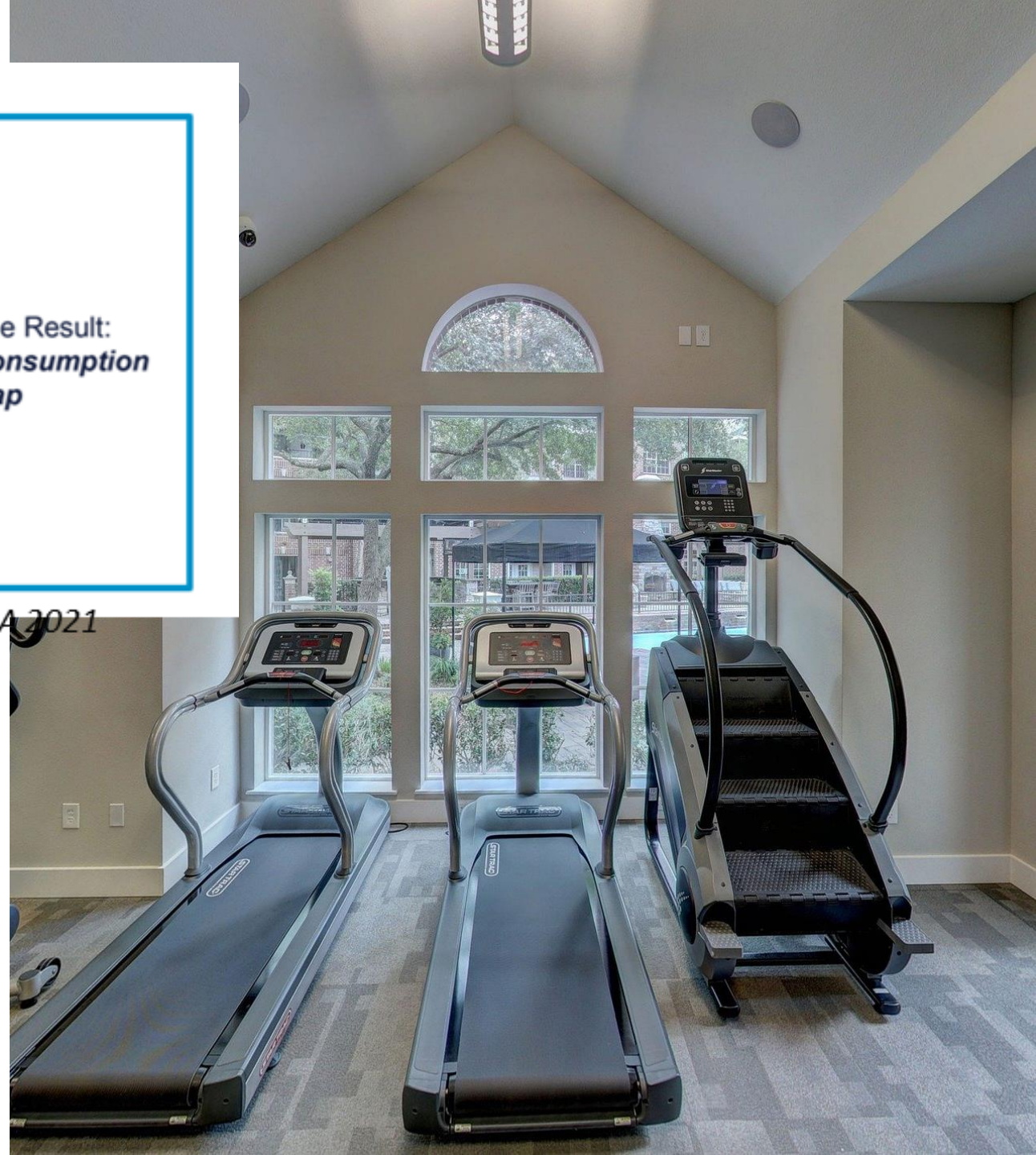


THE CONSUMPTION GAP



Source: *The Evolution of the Support Services Business Model*, TSIA 2021

45% never used



We develop solutions for five industries.

Tailored to your requirements.



ENGINEERING



FURNITURE



FOODVISION

Next page



BAUVISION

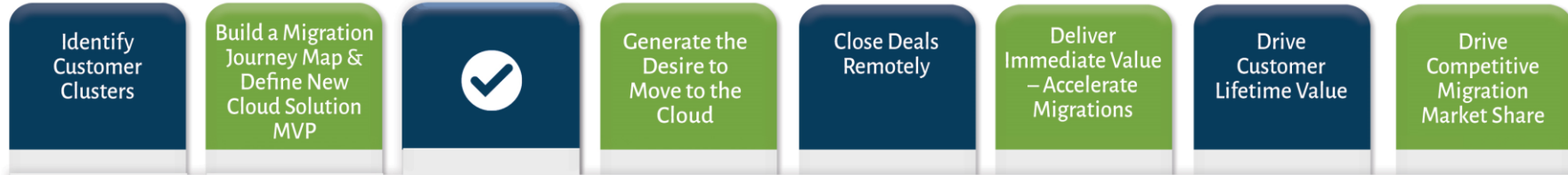


INDUSTRY

URGENCY: Bus is Leaving July 2022



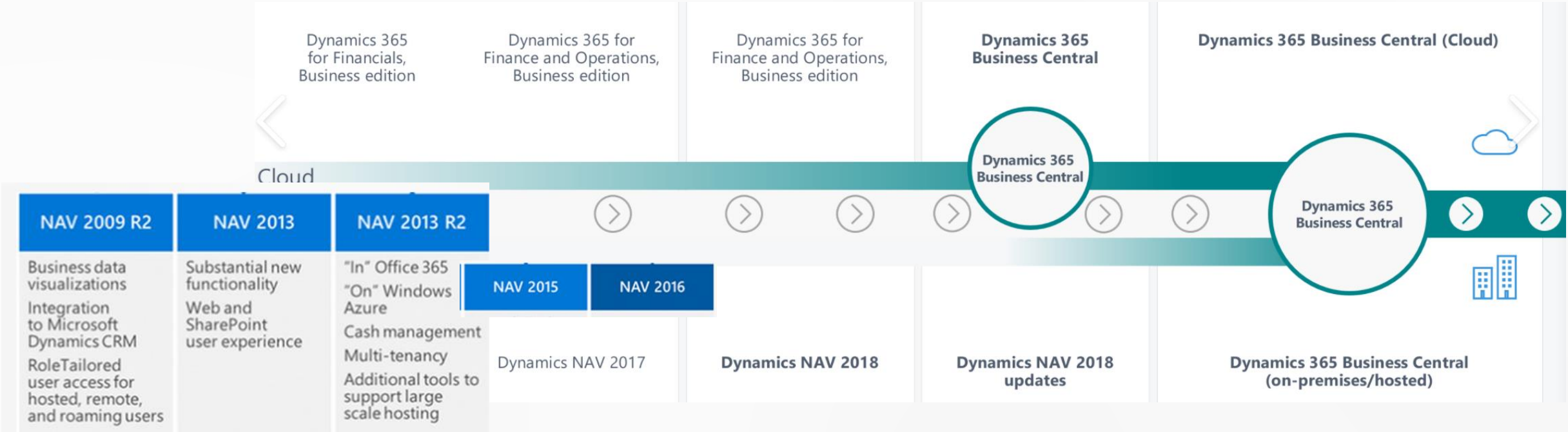
Migration Strategy Development Framework



Package & Price Migration Offers

- Migration Journey Map
- Identify advisory services
- Fixed price and time migrations
 - Reduce customer risk
- Recruit Friendlies, Test Model

Standardize Prescriptive Complexity Factors



Opening Balances Only

All History

Accelerated Model: Plug and Play – Off the Shelf Building Blocks

Industry Optimized
Out of the Box
Pre-Customized
Accelerators/Solutions

Close
Capability &
Functionality
Gaps

Data Migration


Integrations

Compress
Delivery & Go
Live


New Power
Platform
Enabled
Functionality

Accelerators
Build Own
Branded IP

Leverage
Best of
Breed



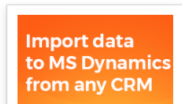
Dynamway EAM
Dynamway A/S
Dynamics 365 Business Central
★ 5.0 (2 AppSource ratings)



SwissSalary 365
SwissSalary Ltd.
Dynamics 365 Business Central
Free trial
★ 5.0 (5 AppSource ratings)



Qi MigrateNow! Sage 50 & 200 upgrades
QI LTD
Dynamics 365 Business Central



CRM Data Migration and Import
MagneticOne
Web Apps

QuickBooks Data Migration
Microsoft
Dynamics 365 Business Central

Dynamica SMS Integration
Dynamica Labs
Dynamics 365 Marketing Dynamics 365 Sales



SmartConnect Data Integration
eOne Solutions
Dynamics 365 Business Central
★ 5.0 (12 AppSource ratings)

eLearning On
Demand
Training

Customer
Self Service

Power
Automate
Facilitated
Process

On Demand
Training

Power
Automate

Power Apps

Power BI



B2B Ecommerce



Production Order
Cost Calculation



Data Migration

Opening Balances

Free

Read Only

eOne
\$

Full History

Real time
\$\$

The screenshot shows the smartconnect website's pricing page. The header includes the smartconnect logo and navigation links for Product, Integration Solutions, Resources, and Pricing. The main heading is "Flexible plans to suit your integration strategy" with a sub-heading "Mid-Market Pricing, Enterprise Functionality, Unlimited Integrations." Below this are links for "Compare Plan Features" and "Estimate My Pricing". A toggle switch for "Subscription" is set to "8 Year License". Three pricing cards are displayed: Basic (\$250/month, 2 connections per deployment), Business (\$500/month, 5 connections per deployment), and Premium (\$850/month, 8 connections per deployment). The Business plan is highlighted with a "Most Popular" badge.

Risk = Time & Cost

wiise

Features ▾

Industries ▾

About us ▾

Partners ▾

Pricing & packages ▾

Contact us

Help

Sign in

We get how risky
changing systems is.
That's why we care.

Finding the right business management solution for your distribution, manufacturing or services business is complex, timely and costly. That's why we created Wiise. To make it easier for you to find the right solution, whether it's Wiise or not.

GET YOUR INFO PACK

LET'S TALK



See Wiise in action



GP to D365 Business Central Migration - 10 Weeks

Velosio

Dynamics 365 Business Central

Pricing \$14,500

[CONTACT ME](#)

[Overview](#) [Additional information](#)

Quickly migrate your data and business processes from Microsoft Dynamics GP to Microsoft Dynamics 365 Business Central using Velosio's proven Express packaged migration services.

Microsoft Dynamics GP users can migrate to Microsoft Dynamics 365 Business Central in as little as 75 days using Velosio Express packaged migration services. Services include complete project management from kickoff through final go-live, with ongoing support available upon request. All services are delivered remotely.

Velosio's 30 years of experience as a business applications Microsoft Gold Partner, combined with its developmental knowledge of Microsoft Dynamics GP and Business Central, put it in a unique position to offer repeatable and successful migrations to clients at fixed prices. Furthermore, Velosio's cloud expertise has led to the development of proven methodologies that ensure its clients' success throughout the seamless implementation of financial, advanced project accounting and distribution modules. Add-on services such as Development, and Solver and Power BI for reporting are allowed, as well as support for additional companies and select 3rd party ISV applications.

Express migrations begin with structured discovery meetings that serve to map your current Dynamics business processes to Business Central. Your master records and transactional data will be moved over according to pre-set milestones, with implementation and trainings carefully structured to control your end cost and time to deployment.

Velosio will complete your Business Central training in one week, following templated agendas that utilize content from both the Velosio Portal and Microsoft Learn.

Velosio migration service packages are based on module configuration: Financials migration includes General Ledger, Payables, Receivables, Bank Reconciliation, priced at \$14,500 and will get you up and running on Dynamics 365 Business Central in as little as 75 days. See brochure for additional module configuration packages.



Bus Central + Data Migration: 12-Wk Implementation

TrimaxSecure

Dynamics 365 Business Central

Pricing \$15,000

[CONTACT ME](#)

[Overview](#) [Additional information](#)

Launch Dynamics 365 Business Central with 1-year transaction history data migration via a proven plan so changing financial management systems doesn't get in the way of running your business.

This package is ideal for businesses that want to get up and running quickly in the cloud with 1 year of historical transaction data.

Deliverables

- Provision and activate Business Central
- License, configure, and assign security rights for Business Central users (first 25 users)
- Create 1 Company to be used for production
- Design Chart of Accounts
- Set up import templates for Chart of Accounts, Customer, and Vendor master records
- Import Master records (Customers, Vendors, Items, Chart of Accounts)
- Set up Sales and Receivable
- Set up Purchases and Payables
- Implement Inventory
- Set up Location
- Configure Prices and Discounts
- Create Power BI reports
- Create Tax Area and Jurisdiction setup
- Set up Bank and Credit Management
- Provide Business Process go-live training

Assistance with

- Company creation (1 production and 1 test environment)
- Initial System Configuration
- 2-4 hours base system training
- Initial Training Package
- 2-hours assessment for business needs related to historical data migration
- 2-hours post launch needs assessment
- Historical data migration (previous 1 year)

A La Carte

Available at additional cost:

| | | |
|--------------------------------|---|---|
| Additional Training | Provisioning for additional users (beyond initial 25) | System analysis |
| System modifications | Integrations | Cost Accounting and Cash Flow Forecasting modules |
| Fixed Asset depreciation books | Historical data migration (additional years) | EFT |
| Workflow | Security | Fixed Assets |

Migration Strategy Development Framework

Identify
Customer
Clusters

Build a Migration
Journey Map &
Define New
Cloud Solution
MVP

Package &
Price
Migration
Offers



Close Deals
Remotely

Deliver
Immediate Value
– Accelerate
Migrations

Drive
Customer
Lifetime Value

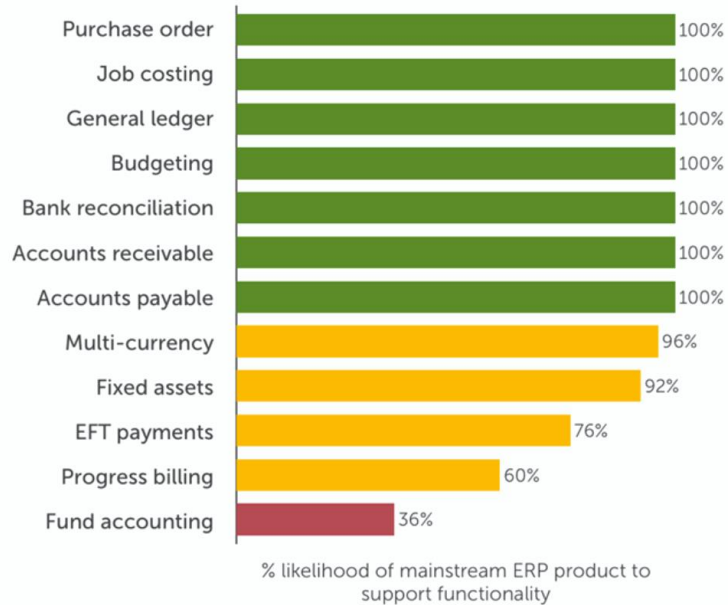
Drive
Competitive
Migration
Market Share

Generate the Desire to Move to the Cloud

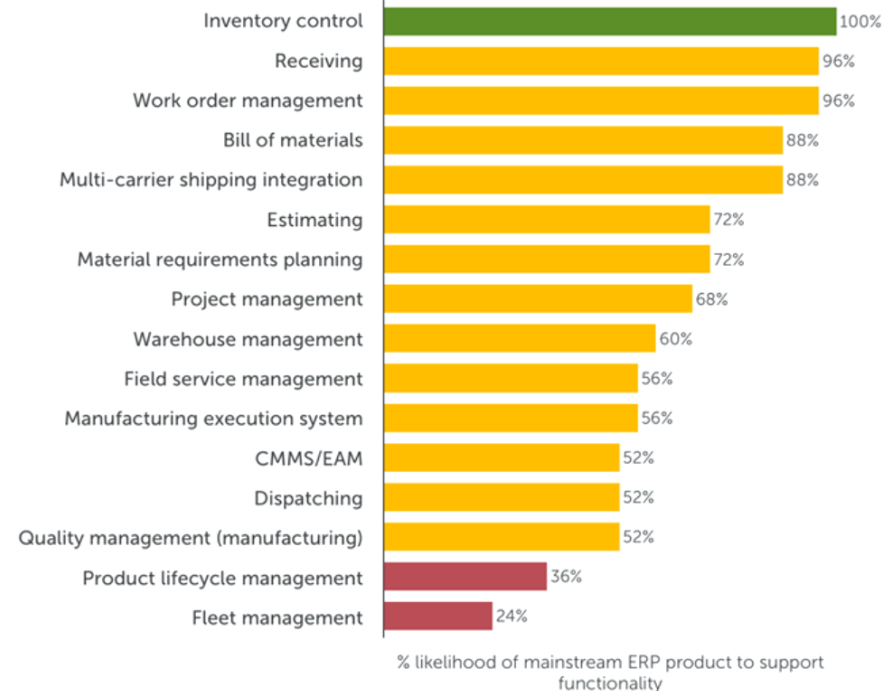
- Migration sales and marketing asset development
 - Migration ROI proof assets
- Integrated digital marketing nurture strategy
 - Customer success videos

Commoditization – 25 Mainstream SMB ERP Solutions

Accounting functionality in ERP Software



Operations functionality in ERP Software



Sales functionality in ERP software



Adam Bluemner

Acumatica ERP, Deltek Vision, Dynamics AX, Dynamics GP, Dynamics NAV, Dynamics SL, Epicor, Exact Macola, FinancialForce, IFS Applications, Infor Visual, Intacct, Kenandy, Netsuite, Odoo, Plex Cloud ERP, Ramco ERP Suite, Sage 100 ERP, Sage 300 ERP, Sage ERP X3, SAP Business One, SAP ByDesign, Syspro, Traverse, Unit4 Agresso



Why?
Really?



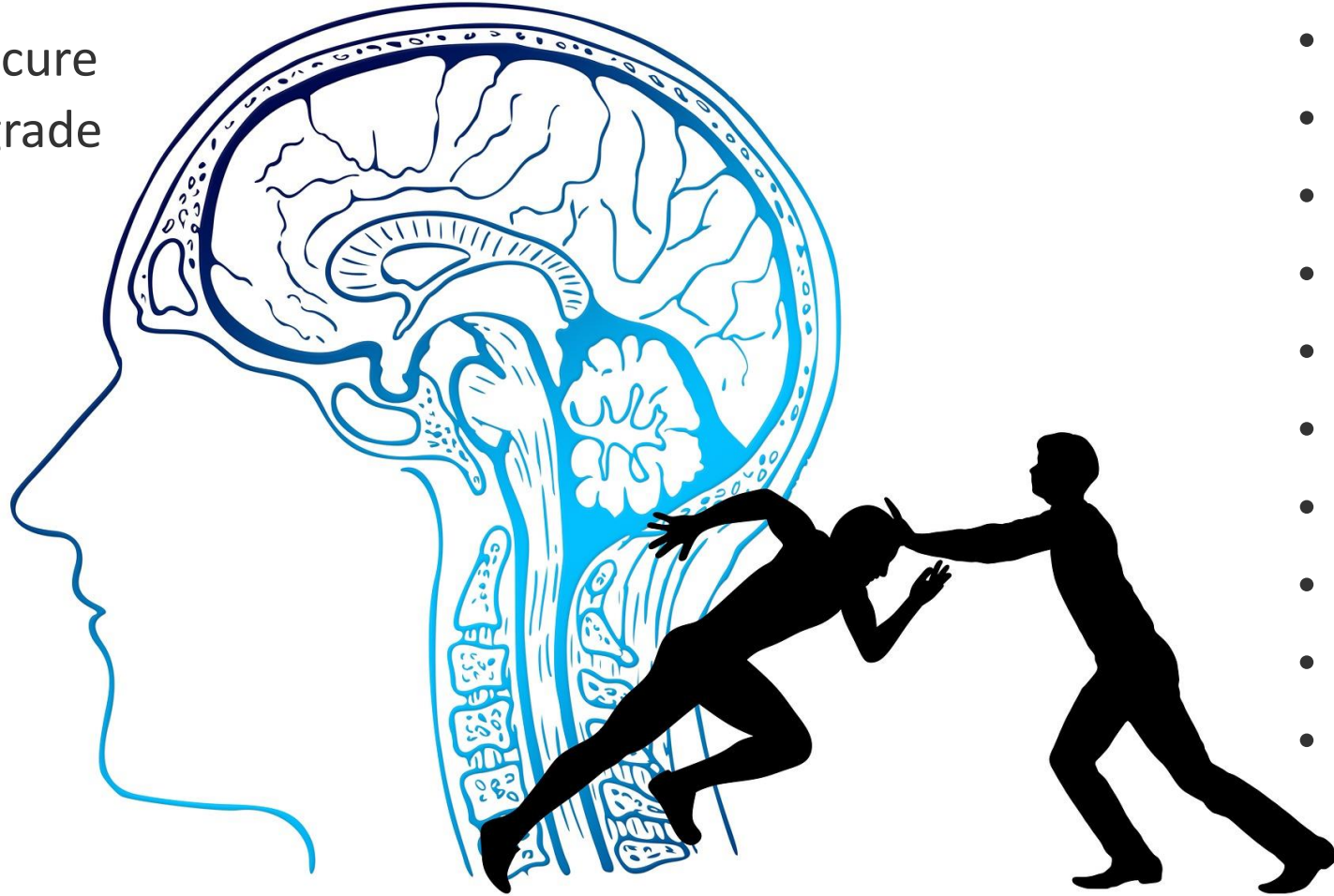


Pain

Gain

Logical Rationale

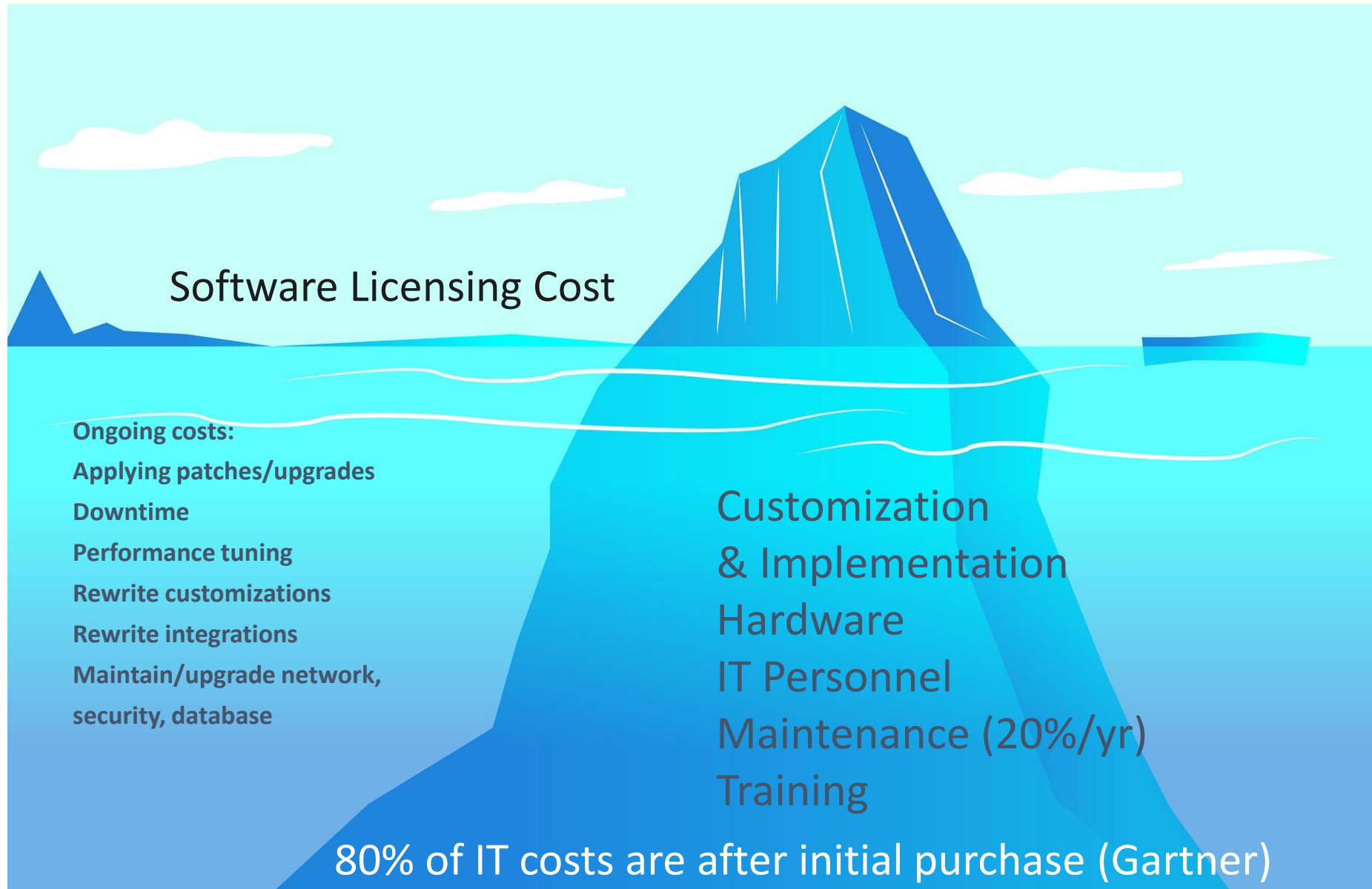
- Scalable
- Better
- More secure
- Last upgrade



Emotional Resistance

- Dislike change
- Attachment to current system
- Uncertainty
- Perception of “free”
- Don’t believe your claims
- Anchored bad past experience
- Pandemic fatigue
- Risk aversion
- Perceived disruption & impact
- Lack of urgency
- Fear & loss of control in cloud
- We’re exhausted, not now

Migration Infographic



SELF ASSESSMENT FORM

READINESS

ROI

GP to Business Central Migration Form

Fill out this form (including running the SQL query) and get 10% off professional services.

Before you fill out the assessment, please note the following:

We will need specific information about your system, for example: version of GP, SQL Database Size, etc; If you don't have that information readily available feel free to send this form to your technical team to complete.

We have a SQL Query that we need you to run in your environment to determine the steps we would take to start a migration. You would also need to upload the query before you submit the form.

If you have questions about anything on this form, don't hesitate to reach out to us: info@websan.com

Name *

First Name

Last Name

Email *

example@example.com

Number of GP Concurrent Users: *

Version of GP: *

Version of SQL: *

Nurture Cycle

Why Migrate

5 Myths of Migration

Migration Case Study

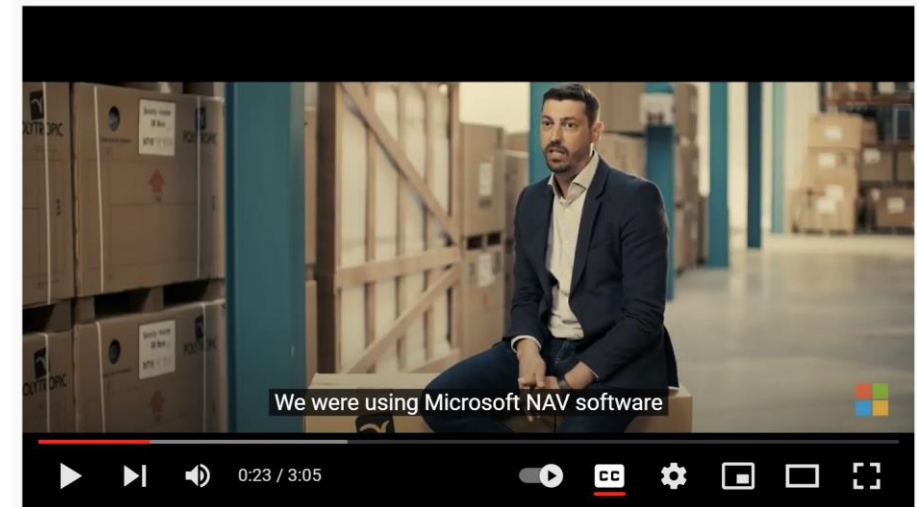
Why Cloud is More Secure than On Premise

Production Monitoring (Power BI)

Migration Offers



12 Month Migration Nurture



| | | | |
|-----------------------|----------------------------|-----------------------------|--------------------------|
| | | | |
| Q1 – Pain/Urgency | Why migrate? | Risks of staying on premise | 5 Myths |
| Q2 – Proof of Gain | Proof Case Study 1 | Proof Case Study 2 | Proof Case Study 3 |
| Q3 – Remove Fear/Risk | Risks with staying on prem | How to get started | Free trial |
| Q4 – Close | How easy it is | Offer options | Scarcity – limited Spots |

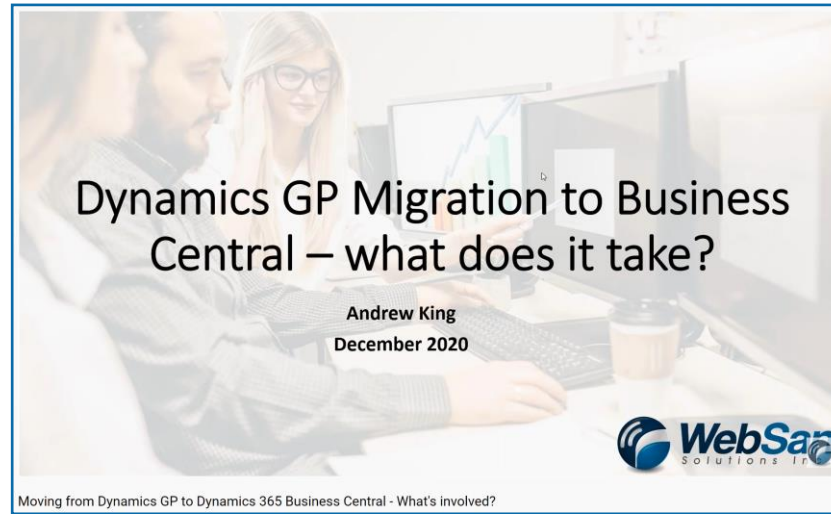
Migration Strategy Development Framework



Close Deals Remotely

- Shift to a marketing driven sales process
 - Enable a remote sales cycle
- Accelerate decision making and commitment
 - Lower cost of customer acquisition

Automate Sales



NAV to BC migration



SIGN IN

Special Opening Balance Account
99999999
Because you don't know where the counter postings have gone.
Automation

37:04

NAV to Business Central Migration Process



- Analysis
- Test Upgrade/Migration
- Training/User Acceptance Testing
- FINAL Production Migration
- Ongoing Support



32:07

migrating ...

Dynamics NAV to Business Central: Should you upgrade?

2.9K views • 2 years ago



WebSanSolutionsInc

Watch this video and learn about switching from Dynamics NAV to Business Central: • What is involved in a NAV to BC migration ...

Optimized Migration Landing Page

Rapid migration to Business Central



All tasks are based on templates



Quick project and short down-time



Get rid of customizations by using apps



Fixed price – Fixed schedule

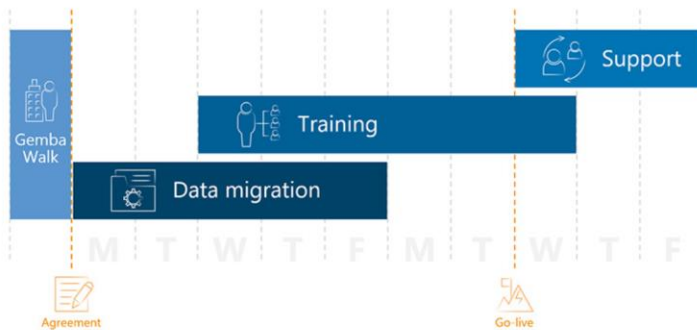
The Project

Abakion Unbox is a project method. We deliver Business Central including 3 apps from AppSource and a best-practice configuration. We map your business needs and migrate your data from your old solution.



Including Apps

Along with Abakion Unbox comes our App Bundle which is a collection of essential apps that all companies need for their Business Central. It includes 4 apps with all the stuff you would traditionally hire a consultant to customize.



The Project

Abakion Unbox begins with a Gemba Walk to get to know your company. Then we migrate your data and train you in the new solution. And when you go live, we support the users in getting started.

If you migrate from a previous version of Dynamics NAV, your down-time will be only 1 day, but you can choose Abakion Unbox whichever ERP-solution you may use today.

How Much Does it Cost to Upgrade My Microsoft Dynamics NAV / Navision?

How many times have we heard this question? Lots...almost every day in fact. So, we thought it would be helpful to provide an answer to help you begin your budgeting process. The short answer is that it depends. Sigh...We understand that is not the answer you really want. So, in the next few paragraphs, we will attempt to highlight the things that impact an upgrade in terms of timeline and budget in order to provide you with a foundation for your estimate. For the purposes of this article, our thoughts will be directed towards on premise implementations of Microsoft Dynamics NAV/Navision/Business Central.



How Old is Your System?

The age of your system has a LOT to do with the amount of time it will take to complete an upgrade. Over the past several years Innovia has completed many

[How much does a NAV Upgrade Cost? \(innovia.com\)](http://innovia.com)

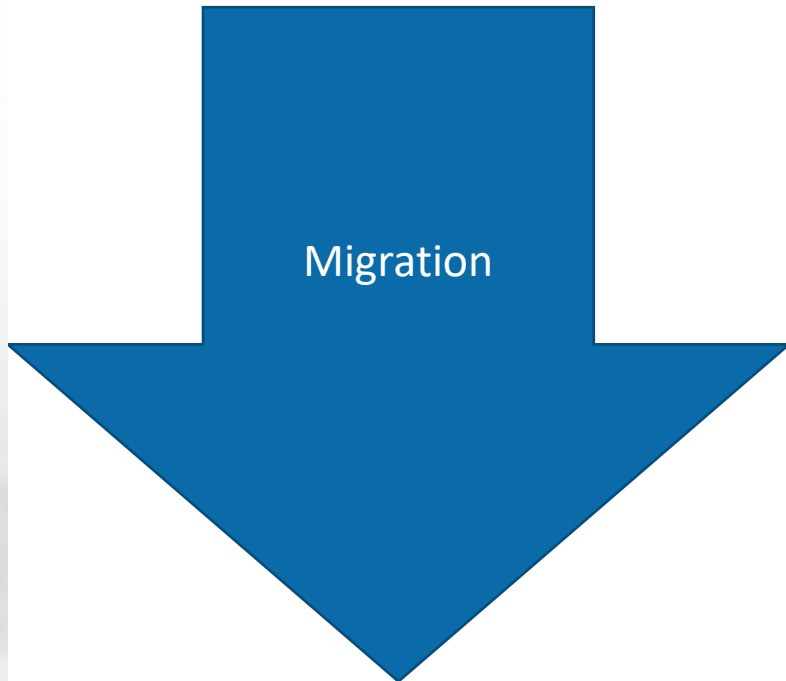
Migration Strategy Development Framework



Deliver Immediate Value – Accelerate Migrations

- Build/leverage tools to accelerate migration
- Leverage ISV solutions to reduce cost and risk
- Streamline and automate project and needs scoping
- Disrupt traditional processes: identify & invest in repeatability & efficiencies

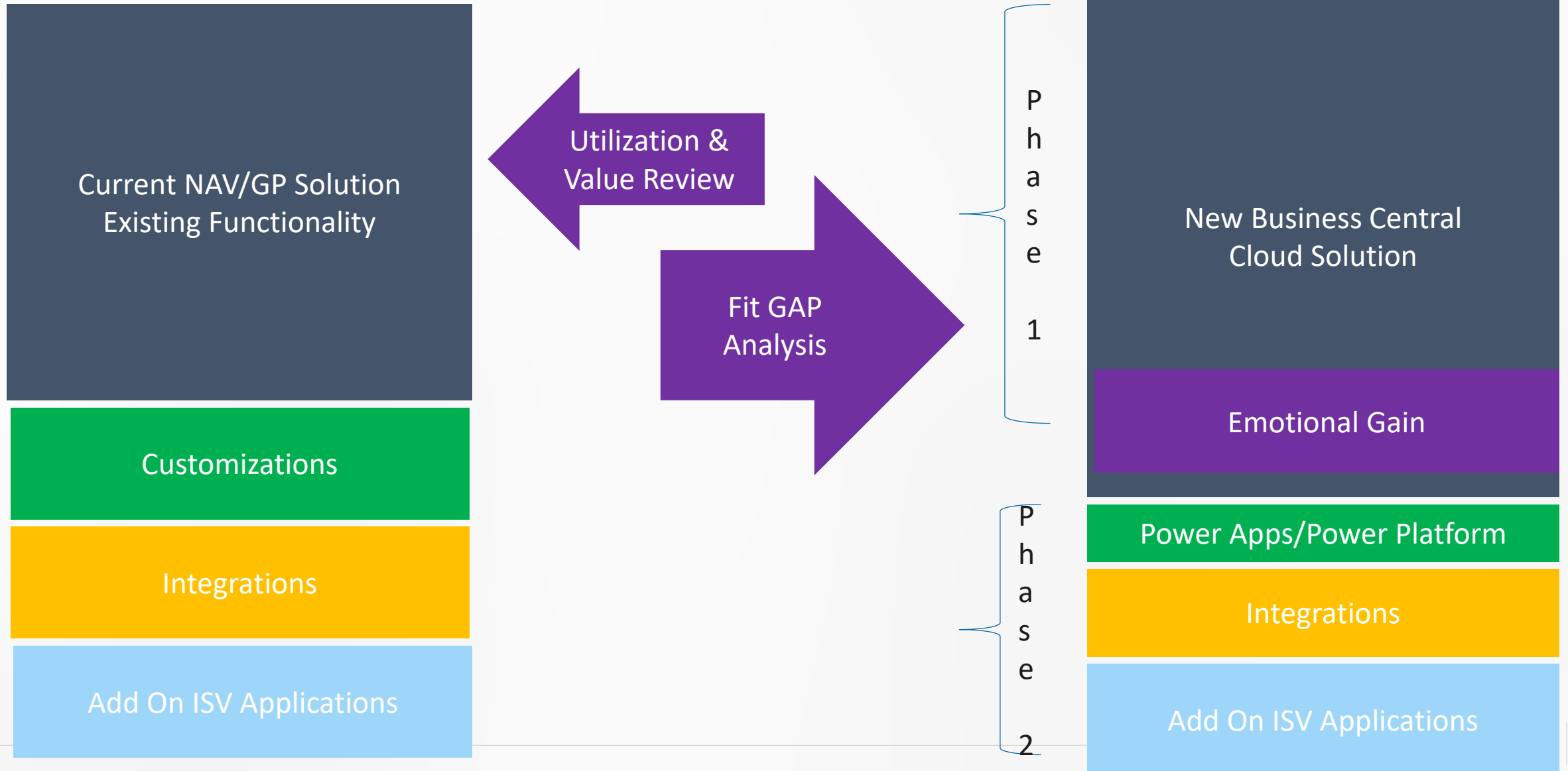
Migration Go Live



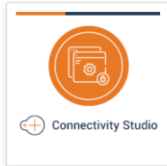
Post Migration
Integration
Workflow
Optimization
Powerapps



Change in Mix of Services



ISV Solutions to fill Gaps



To-Increase Connectivity Studio

To-Increase B.V.

Dynamics 365 Business Central

☆☆☆☆☆ (0 Ratings) [Write a review](#)

[Contact me](#)

[Overview](#) [Reviews](#) [Details + support](#)

Enables to define & maintain connections between Dynamics 365 Business Central and external systems.

Connectivity Studio

· Enables you to define and maintain connections between Dynamics 365 Business Central and external systems. As part of To-Increase Business Integration Solutions for Microsoft Dynamics NAV, Connectivity Studio offers powerful, extensive functionality and tools for creating a wide range of data integrations across multiple systems. By bringing together technologies in an agile and scalable way, Connectivity Studio can help unleash the potential of your existing infrastructure and ensure all your people work efficiently with critical business processes.

Application Integration

· The solution provides powerful capabilities to efficiently and effectively import or export Microsoft Dynamics enterprise resource planning (ERP) data with significantly less effort and more consistency and reusability. Connectivity Studio offers the ideal data migration and system integration tool for consultants, developers, and competency experts.

· Enables you to define and maintain connections between Microsoft Dynamics NAV and external systems, including ERP systems, financial planning systems, other Microsoft Dynamics systems, and enterprise application integration (EAI) systems. Using the same procedures with all the programs, you can also establish connections between companies or different modules within the same company. Connecting existing systems reduces the amount of code you need to input, minimizes errors, and increases reuse.

Using Connectivity Studio

Using Connectivity Studio, consultants can build integrations using pipelines and connections. Therefore, Connectivity Studio makes it easy to meet specialized messaging requirements with minimal programming and higher levels of reuse. You can use the same procedures with all the programs to establish connections between companies or different modules within the same company. It reduces the amount of code you need to add, minimizes errors, and increases re-use.



Multi-Entity Management

Subscription Billing Suite

Property Lease Management

Healthcare Materials Management

Dynamics GP Utilities



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PROVIDING THE TOOLS

FOR MICROSOFT DYNAMICS USERS TO MEET THEIR PAYMENT PROCESSING NEEDS

Dynaway

Close the Gap with PowerApps

Our Microsoft Dynamics solutions at a glance



MetaWMS – Advanced Warehouse Solution for Dynamics 365 Business Central

MetaWMS Advanced Warehouse Solution is an extension for Dynamics 365 Business Central that provides unprecedented visibility and control over your warehouse operations using industry leading best practices including intelligent pick and pack processes, handheld 1D/2D Barcode scanning, label printing, inventory counts, integration with shipping carriers, reporting and invoicing.

[Learn more >>](#)



MetaADCS – Advanced Warehouse Solution for Dynamics NAV

MetaADCS Advanced Warehouse Solution helps to control, optimize and automate warehouse operations. With access to real-time inventory data, warehouse professionals respond quickly to customers, rapidly pursue new market opportunities and improve profitability by working efficiently with supply chain partners.

[Learn more >>](#)



Pharma Track and Trace for Dynamics Business Central and NAV

Pharma Track and Trace ensures the visibility of drugs along the supply chain right from the time drug is manufactured till the drug is in the hands of a patient. It automates processes and grow your business, increase transparency, and aid in regulatory compliance.

[Learn more >>](#)



MetaDOCS – Document Management for Dynamics Business Central and NAV

With MetaDocs- Document Management you can quickly scan documents straight into Dynamics 365 Business Central and NAV or drag & drop electronic documents from multiple locations. It allows document versioning, editing and archive your documents into various locations.

[Learn more >>](#)



MetaMagento Connector for Dynamics Business Central and NAV

MetaMagento Connector helps you integrate your Magento e-commerce store and Microsoft Dynamics Business Central/NAV. It enables you to increase the efficiency and productivity of your business which, in turn, can help you accelerate the growth of your business online.

[Learn more >>](#)



Barcoding & 2D Labels for Dynamics 365 Business Central and NAV

It allows user to configure and print 1D and 2D barcodes for Items, BINs and License Plates. Multiple barcodes identities can be created to point to same entity in Dynamics 365 Business Central and NAV. Auto-generate barcodes identities by the system or supply user defined barcodes identities.

[Learn more >>](#)



License Plates for Dynamics 365 Business Central and NAV

License Plates enables users to combine multiple warehouse items, including serial numbers and lot numbers, into one license plate number for simplified transaction management. License plate barcodes are easily printed directly from handheld devices and can be used for picking, receiving, movements, consumption, and shipping.

[Learn more >>](#)



Meta Quality Control (QC) for Dynamics Business Central and NAV

Quality Control for Microsoft Dynamics Business Central and NAV manages all necessary tests, test devices and test documentation – during purchase, production and final inspection to increase the product quality.

[Learn more >>](#)



Vendor Portal for Dynamics 365 Business Central and NAV

Vendor portal is an easy and efficient tool to get account information by your customers and vendors online. They can just log in and all the information related to their account is there on the screen. Enable them View Purchase Order list, where they can easily review, acknowledge the same to their customers and uploading relevant documents on this portal.

[Learn more >>](#)



Concur Connector with Dynamics Business Central and NAV

It provides Dynamics Business Central and NAV customers to integrate Concur expense data directly into the accounting system without manually downloading and manipulating the data files. Concur provides full visibility into spend and the ability to ensure policy and regulatory compliance.

[Learn more >>](#)

Apps for Business Central

Abakion has developed a series of apps for Microsoft Dynamics 365 Business Central that replaces your old customizations and expands your functionality within finance, supply chain management and manufacturing.

Our apps are [available on Microsoft AppSource](#), approved by Microsoft, and you get a 60-days free trial when installing from Microsoft AppSource.

These are some of the most popular apps, you can add to your Business Central:

- Customization tool (3)
- Data tool (6)
- Finance (11)
- Inventory (6)
- Manufacturing (12)
- Planning (14)
- Purchase (12)
- Sales (16)
- Warehouse (6)

Document Customizer

POPULAR

Customization tool Finance +4

The easy way to customize and layout documents, including best practice package with the most commonly used outgoing documents.

[Read more](#)

Document Handling

POPULAR

Finance Purchase Sales

A full-featured solution to send personalized emails your recipients will trust – with documents attached from Business Central.

[Read more](#)

Dynamic Data Exchange

POPULAR

Data tool Purchase +2

A powerful yet simple way to set up integrations and data imports – saving money on developing custom import functionality.

[Read more](#)

Master Data Information

POPULAR

Customization tool Data tool +6

Define your own master data structure with no customizations. The easy way to enable Master Data Management in Business Central

[Read more](#)

App Bundle

POPULAR

Customization tool Data tool

Get 4 essential apps for Business Central that most companies need, it's all the stuff you would traditionally hire a consultant to customize.

[Read more](#)

Assign Quantity

Inventory Manufacturing +2

Fulfill all Sales Orders intelligently and provide fast and reliable order promises to customers.

[Read more](#)

Flexible Forecast

Planning Sales

Overview forecast, demands, supplies and history in one view. All in one line per item.

[Read more](#)

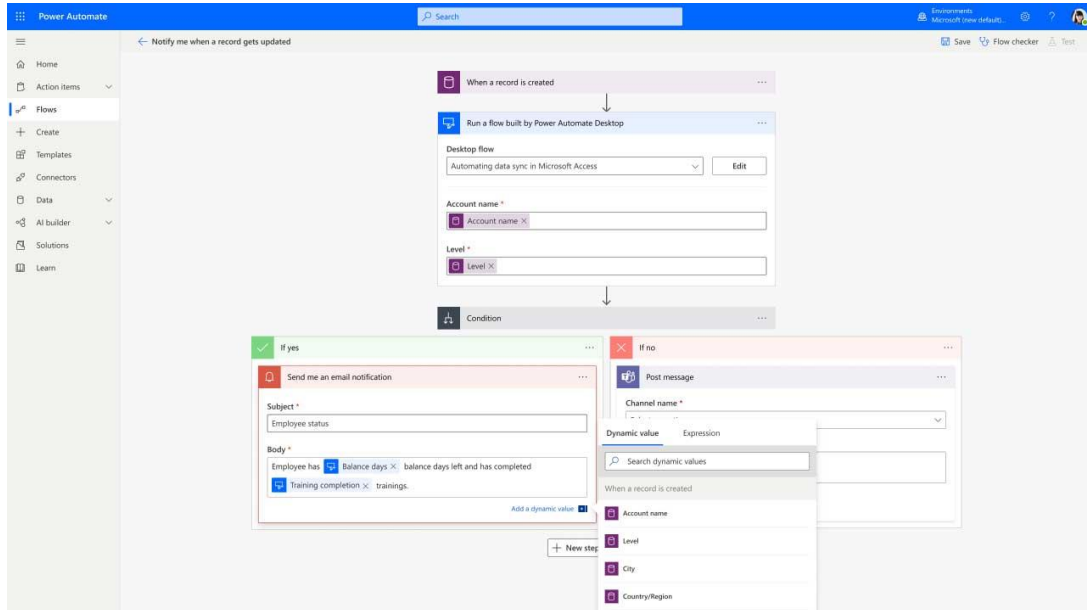
Global Master Data Sync

Data tool Finance +4

Centralize and manage your Master Data in one place and synchronize to all companies in Business Central

[Read more](#)

Drive Efficiency



SOFTWARE SERVICES SUPPORT PARTNERS SHOP EVENTS BLOG DOWNLOADS SIGN IN

SMARTCONNECT

Integrate & Automate without Any Code.

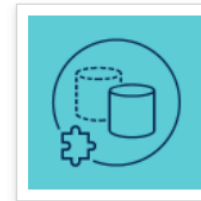
Designed for mid-market CRM and ERP platforms, SmartConnect is the intuitive way to build and manage your integrations, migration, and business automation. Have no fear, SmartConnect is here!

Product Tour

Download



Apps > QuickBooks Data Migration



QuickBooks Data Migration

Microsoft

Dynamics 365 Business Central

Pricing Free

Get it now

Overview Ratings + reviews Details + support

Migrate accounts, customers, vendors, and items from QuickBooks to Dynamics 365 Business Central.

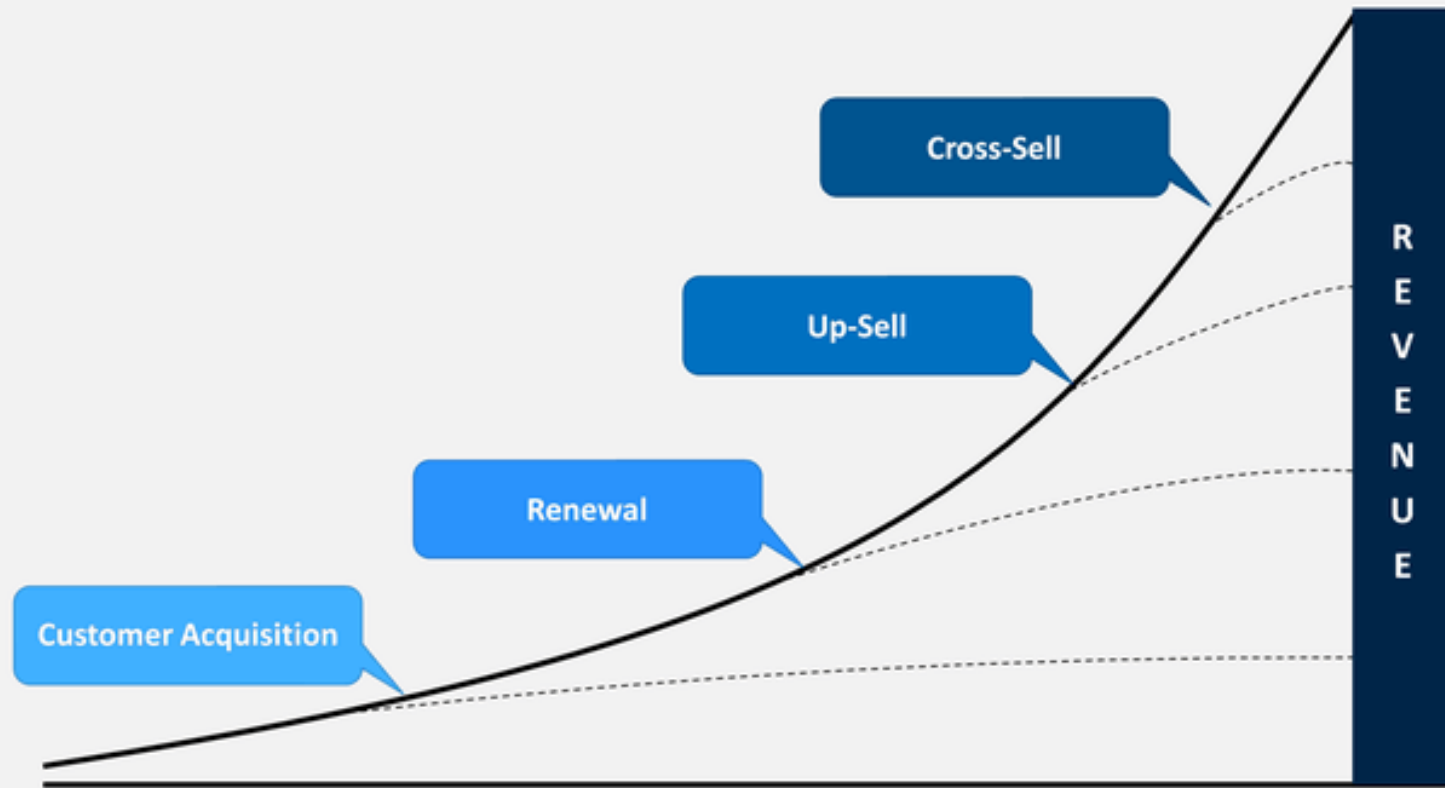
This application automates the process of migrating Customers, Vendors, Items and Accounts from QuickBooks to Microsoft Dynamics 365 Business Central. The user will need to either download the exporter tool to export their data out of QuickBooks Desktop or log into the QuickBooks Online System. GL Accounts and a beginning balance transaction will migrate along with Customers and Vendors and their current open transactions. Inventory items and current quantity on hand and service items will migrate from QuickBooks.

Migration Strategy Development Framework



CUSTOMER LIFETIME VALUE

Driving Customer Lifetime Value



Advocacy

84% of B2B decision makers start with a referral

Influitive, N.A. 600 B2B professionals



CORKAT REFERRAL PROGRAM

A referral is the greatest compliment you can give a business. To show our appreciation for your trust and confidence, we would like to thank you with our referral program.

HOW DOES IT WORK?

For every new qualified contact that you send to CorKat Data Solutions, we will send you a \$50 gift card to a local Colorado business.

If that referral becomes a happy client of ours, we will send you a \$150 Visa gift card. The best part is, there are no limits. If you refer 5 clients, that's \$750 for you to enjoy!

Do you know someone who could benefit from our IT services or Cloud Solutions?

Kindly fill out the contact form and our sales team will reach out to you with a confirmation and Thank You gift!

We appreciate your confidence in our ability to serve you and your network with elite customer service and enterprise level products and solutions.



Thank You!

Your-Name (required)

Your-Email (required)

Your-Referrals-Name (required)

Your-Referrals-Email

Your-Message

Send

Proof



Enterprise Inns Achieves 25% Increase of Completed Property Inspections with Resco

published by Resco.net

Learn how Britain's largest pub company transformed the way their field agents do business



- Architecture
- Business Central
- Configuration & Development
- Construction
- Customer Engagement
- Customer Relationship Mgmt
- Data Integration
- Data Management
- Dynamics 365
- Field Service

A leading restaurant operator modernizes their ERP to achieve growth targets

published by Binary Stream

See how the Starboard Group saved over \$38,000 per year by enhancing their Microsoft Dynamics ERP



- AP Automation
- Accounting
- Advanced Pricing
- Auditing
- BI and Reporting
- Budgeting
- Business Central
- Business Performance Mgmt
- Business Process Mgmt
- Consolidation Accounting

Migration Strategy Development Framework

Identify
Customer
Clusters

Build a Migration
Journey Map &
Define New
Cloud Solution
MVP

Package &
Price
Migration
Offers

Generate the
Desire to
Move to the
Cloud

Close Deals
Remotely

Deliver
Immediate Value
– Accelerate
Migrations

Drive
Customer
Lifetime Value



Drive Competitive Migration Market Share

- Provide migration offers on Microsoft commercial marketplace
 - Leverage P2P channel to reach on prem customers
 - Microsoft Cosell to GP and NAV install base
- Pivot and adjust migration strategy to gain competitive on premise market share
 - Geographic expansion into new markets

P to P

<https://neuralimpact.ca/directions-2022>

Protect Your Base – 8 Go to Market Steps to Launch a Proactive Migration Strategy that Accelerates Moving your On Prem Customers to Cloud



Presented By:

Sharka Chobot

Chief Transformation Officer

[Download the Slides](#)

Monday, April 4th

3:30pm – 4:15pm EDT

Hyatt Regency Grand Cypress Resort – Grand Cypress A

Do you have an installed base of on premise NAV, GP or SL customers? Are you meeting resistance when trying to migrate them to the cloud? If you have a backlog of new customer projects to implement and a reactive migration strategy, this sessions is for you. Don't put this important issue off to the future. Now is the time to protect your customer base before cloud competitors aggressively target them. In this session you will learn how to get started on launching a proactive migration strategy that can scale and ensure you keep your valued customers. Migrations should be profitable and don't need to be as painful as you perceive them to be. Learn 8 step to help you get started on an accelerated migration sales, marketing and delivery strategy.



[Accelerate and scale your SMB-focused Dynamics 365 practice: Partner series \(microsoft.com\)](https://partner.microsoft.com/en-us/training/assets/collection/accelerate-and-scale-your-smb-focused-dynamics-365-practice-partner-series/)

<https://partner.microsoft.com/en-us/training/assets/collection/accelerate-and-scale-your-smb-focused-dynamics-365-practice-partner-series/>

<https://neuralimpact.ca/directions-2022/>



Step 1: Introduction to the Dynamics high-volume acceleration program

Introduction to the Dynamics high-volume program.

2021-03-19



Step 2: Dynamics 365 high-volume acceleration guide for SMB

Detailed guide with steps to build a high-volume Dynamics program.

2021-03-16



Step 1: Industry relevance and focus (or specialization)

Webinar, guides, and tools to specialize and help focus your practice.

2021-02-25



Step 2: Getting started creating differentiated solutions

Webinar, guides, and tools to create differentiated solutions.

2021-03-02



Step 3: Strategies to package and price your Dynamics solutions

Webinar, guides, and tools to help package and price your solutions.

2021-02-26



Step 4: Driving marketing scale and generating demand for your solutions

Webinar, guides, and tools to help generate demand for your solutions.

2021-03-10



Step 5 (part A): Accelerating the virtual sales cycle

Webinar, guides, and tools to accelerate remote selling.

2021-03-10



Step 5 (part B): Engaging customers and closing deals

Webinar, guides, and tools to accelerate remote selling.

2021-02-24



Step 6: Fast-tracking deployment and time to value for customers

Webinar, guides, and tips to accelerate time to value for customers.

2021-02-23



Step 7: Increasing customer lifetime value

Webinar, guides, and tools to help increase customer lifetime value.

2021-03-09



Step 8: Driving scale—sales acceleration

Webinar, guides, and tools to help you scale and grow.

2021-03-14



Benchmark and assess your current customer acquisition capability

Benchmark your ability to scale and acquire new customers.

2021-02-26

Other Neural Impact Sessions at Directions this Week

| Neural Impact Sessions | Date/time |
|---|--|
| 8 Capabilities Needed to Double your Customer Ads | Tuesday, April 5th 8:00am – 8:45am EDT Hyatt – Grand Cypress A |
| 10 Go-to-Market Tips for your AppSource Apps to get More Leads | Tuesday, April 5th 9:45am – 10:30am EDT Hyatt– Regency 4 |

Please Provide your Feedback

The screenshot shows a mobile application interface for 'Directions North America 2022'. At the top left is the 'DIRECTIONS NORTH AMERICA' logo. At the top right is the title 'Directions North America 2022' and a user profile icon. Below the title, there is a session card with a close button (X) in the top right corner. The session details are: 'Sunday 05:15 PM - 06:00 PM' and 'Magnolia AB'. The session title is 'Building out your Dynamics Practice - Strategies & Tactics'. Below the title is a red dot and a yellow 'Rate Session' button. A text block follows, containing a paragraph about digital business initiatives and speakers Jeff Edwards and Sharika Chobot. At the bottom of the card, the word 'Speakers' is partially visible.

DIRECTIONS NORTH AMERICA

Directions North America 2022

Sunday
05:15 PM - 06:00 PM

Magnolia AB

Building out your Dynamics Practice
– Strategies & Tactics

Rate Session

Many if not all your customers are accelerating their digital business initiatives. It is therefore critical that you have a strategic influence and experts in helping them define and implements those initiatives. While at Microsoft, Jeff Edwards played a key role in developing the Dynamics program at Microsoft from inception to now. He'll explain the strategies behind Microsoft's approach to verticalization and how to best align with it. We will also hear from Sharika Chobot as she leads the topic of how to build a sales and marketing engine that scales. Sharika, has advised hundreds of Dynamics partners on the secrets of growth and scale, and will offer compelling tactics that will inspire and compel you to grow your business.

Speakers

Thank you

Emotional Objection Map

| Emotional Objection Today | You Strategy to Over Come It Proof |
|--|---|
| It will take a long time and be disruptive | Fixed Time |
| If will be expensive, go over budget | Fixed Price Fixed Outcome |
| Its' risky. The cloud isn't secure, not reliable | Security white paper Breaches on prem Research statistics |
| Can I trust you to deliver as promised? | Case Studies Gold Certified Number of Migrated Customers Years in Business |
| Etc. | |

