





























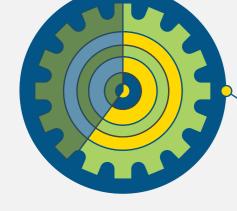








Every industry faces business disruption at one point in time, and manufacturing is ripe for change. With globalization, an ageing workforce and changing regulations challenging the status quo, there has never been a better time for a digital revolution.



OF GLOBAL 2000 MANUFACTURERS EXPECT TO BENEFIT FROM DIGITAL TRANSFORMATION - CONSTELLATION SURVEYS

Technological transformation can take place in several ways...

CRM TRENDS

THE DIGITAL WORLD IS STEADILY MAKING THE IDEAL CUSTOMER EXPERIENCE MORE AND MORE COMPLEX.

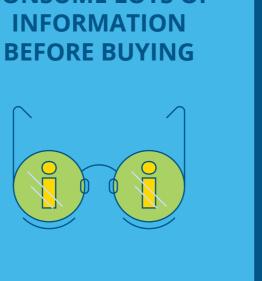
CHANGING THE CUSTOMER EXPERIENCE MODEL

TODAY'S BUYERS...

CONSUME LOTS OF SPEAK ABOUT















EXPECT PERSONALIZED

PATIENCE AS RELATIONSHIPS TAKE TIME TO GROW

THE SOLUTION - MICROSOFT RELATIONSHIP SALES SOLUTION

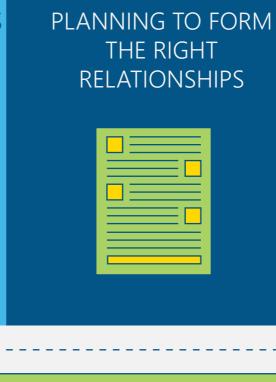
TO RELATIONSHIP SELL EFFECTIVELY, TODAY'S SALES PEOPLE NEED...



Linked in









This can help to deliver better outcomes as they relationship sell. 60%

THE AMOUNT THAT MICROSOFT RELATIONSHIP SALES SOLUTION **CAN INCREASE SALES PRODUCTIVITY.**

access millions of LinkedIn professional profiles and tailor conversations for each buyer in real time.

The Microsoft Relationship Sales Solution integrates LinkedIn data with Dynamics 365, so sales teams can

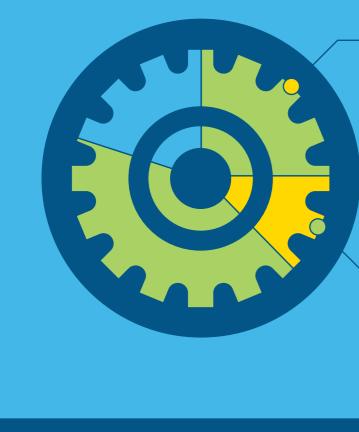
ACHIEVING PIPELINE VISIBILITY ORGANIZATIONS RELY ON THEIR SALES PIPELINE TO PREDICT REVENUE, MANAGE OPERATIONS,

The best way to keep track of the sales pipeline is through CRM software, which manages and maintains customer relationships, tracks engagements and delivers actionable data. However, many basic CRM platforms are no longer suitable for the modern buying process and customer experience, and struggle

PIPELINE SNAPSHOT SOLUTION FOR MICROSOFT

MAINTAIN THE SUPPLY CHAIN, PREVENT LOST DEALS AND MAXIMIZE MARGIN.

to provide real insight and drive business revenue.





ARE USING THESE TOOLS TO THEIR FULL CAPACITY

E.G.

OF COMPANIES HAVE



and sales team management. BETTER INVENTORY MANAGEMENT

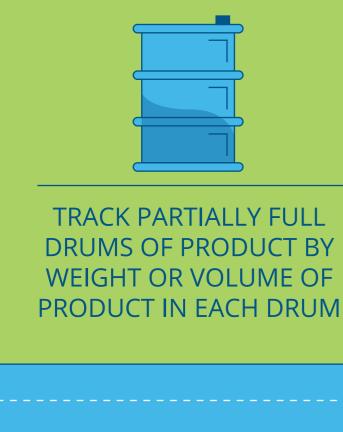
THE SOLUTION - AN ERP ROADMAP FOR MANUFACTURING

E.G.

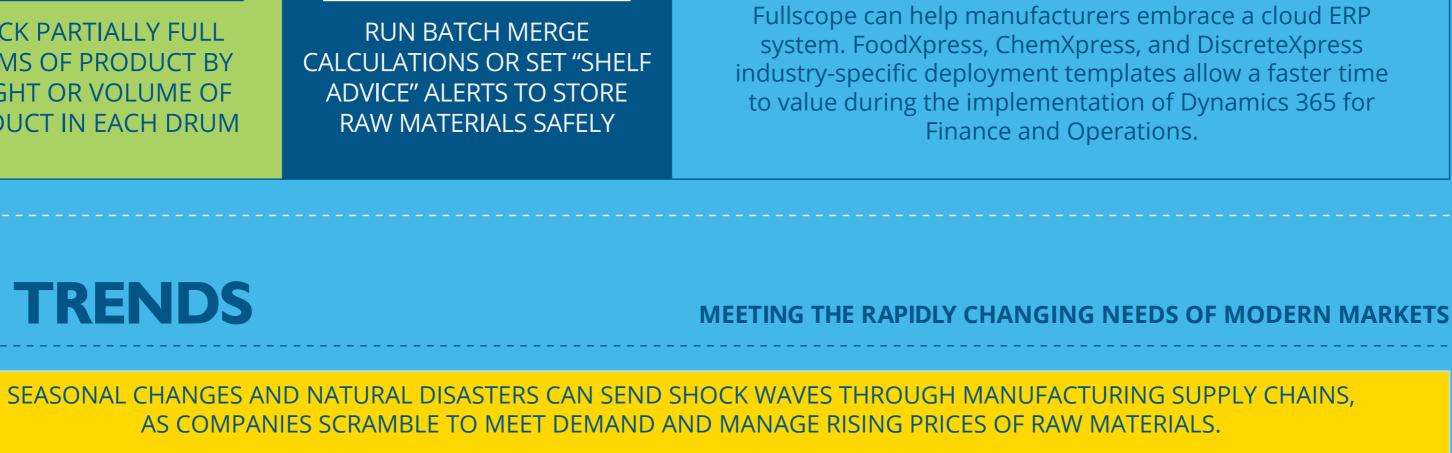
ERP TRENDS

OPERATIONAL EFFICIENCY CAN BE HUGELY ADVANTAGEOUS TO ANY ORGANIZATION.

A SMART ERP FUNCTIONALITY CAN HELP MANUFACTURERS TO REDUCE COSTS AND ELIMINATE WASTE.







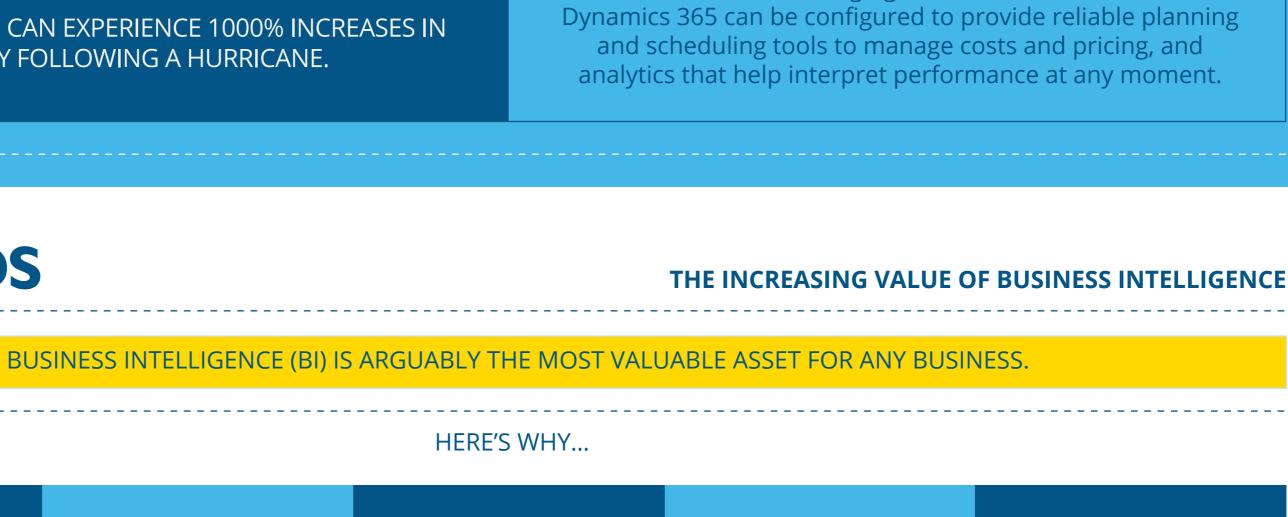
demands following natural disasters so they can make quick

decisions based on changing market conditions. Microsoft

THE SOLUTION: MICROSOFT DYNAMICS 365

The right ERP system can help manufacturers meet market





DEEPER CUSTOMER

UNDERSTANDING

It's possible to gather intelligence from social

media, online forums and

surveys to support

customer-centric



MAKING

YES

NO



For many companies though, BI is

locked in ERP systems developed

in Excel spreadsheets.

EFFICIENCY

BI can be used to monitor

key performance systems,

and identify weak links in



PERFORMANCE

Predictive alerts can join up

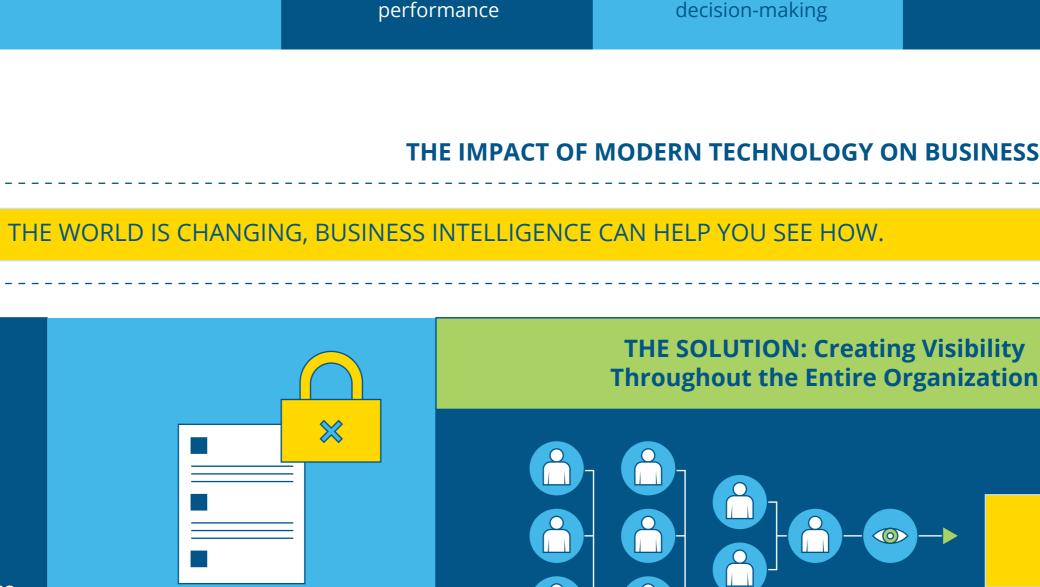
and continuously monitor

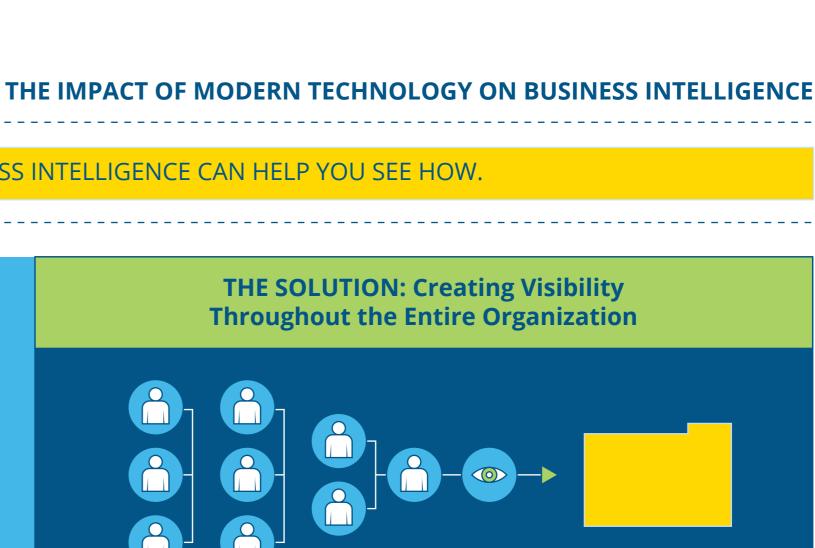
systems, enabling improved

quality control, service

uptime and overall

performance





DIGITAL STRATEGY PLANNING

Each category of user (internal sales

associates, manufacturer's reps, etc.)

has a different security setting and a

unique dashboard based on their

information needs.

RELATIONSHIPS

REIMAGINED

Intelligent systems enable

products to communicate

back to manufacturers after

being sold, providing a

wealth of insight

big data and the Internet of Things have transformed multiple sectors, including manufacturing. As technology advances further, manufacturers can unleash even

Cutting-edge technologies such as

greater productivity, or alternatively

fall behind their market competitors.

DIGITAL TRENDS

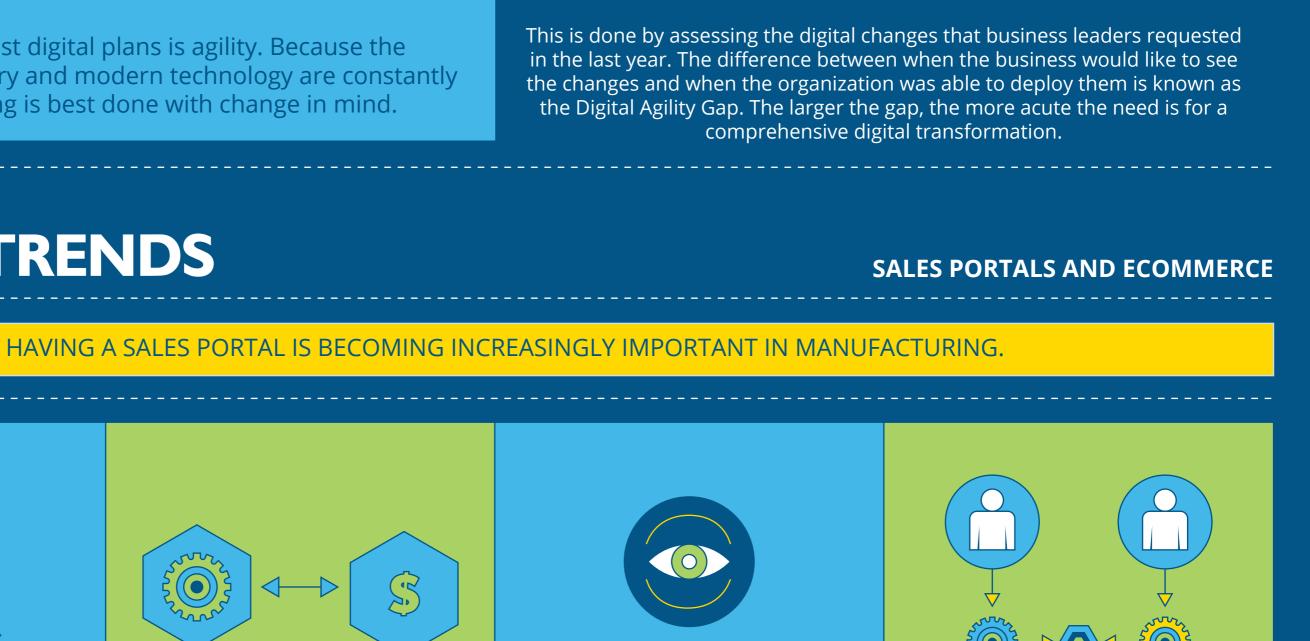
to support transactions, in CRM baseline data warehouse, and manages back-end data by delivering a more systems designed to serve digestible data model of the Dynamics AX database. In doing so, it accelerates customers, and sometimes even users' ability to deliver vital information to the business for reporting and analytics, unlocking the power of an organisation's data.

The Fullscope BI Accelerator includes a utility tool for ETL automation plus a

DIGITAL CHANGES DON'T HAPPEN OVERNIGHT. ANY DIGITAL STRATEGY BEGINS WITH A CONCRETE PLAN. THE SOLUTION: PERFORM A DIGITAL AGILITY GAP TEST A DIGITAL PLAN NEEDS TO ENSURE IT IS COMPREHENSIVE,



ADDS VALUE AND IS HOLISTIC.



data and clogs in the sales pipeline.

THE ESTIMATED ECONOMIC LOSS OF

Forward-thinking manufacturers are

looking at their complex sales

scenarios and identifying communication gaps, redundant

CLOUD

WITH THE AVAILABILITY OF POST-SALE SUPPORT, THESE PORTALS ALSO HELP BUILD STRONG CUSTOMER RELATIONSHIPS.

The solution – Microsoft's trust center

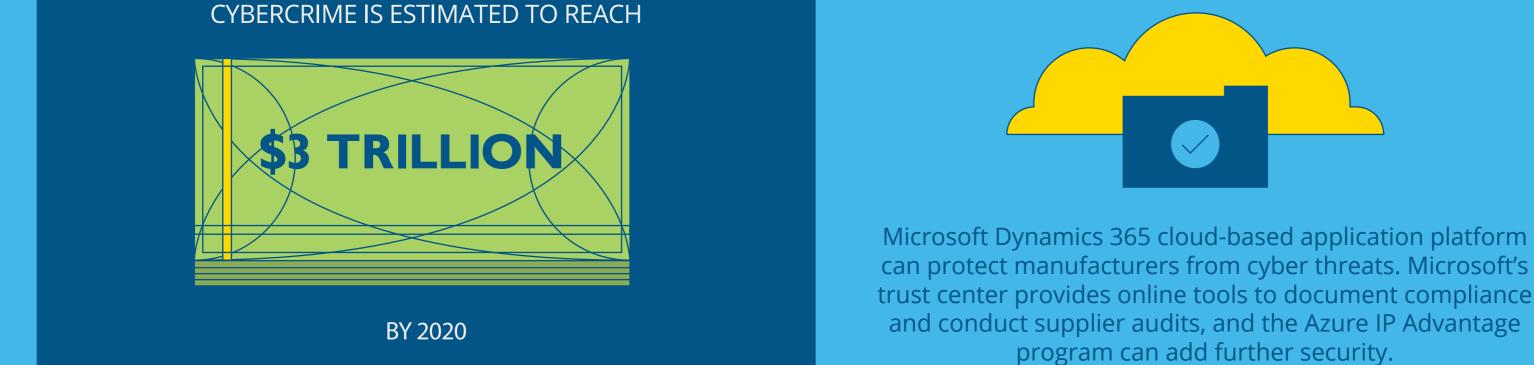
It also provides accurate, real-time

visibility into the pipline which can

help accelerate the sales process.

MOVING SAFELY TO THE CLOUD WHILE MEETING FDA REGULATIONS WITH THE RISE IN CLOUD-BASED SOFTWARE APPLICATIONS AND APPS,IT'S MISSION CRITICAL TO PROTECT

DATA FROM CYBERATTACKS, PARTICULARLY IN HIGHLY REGULATED MANUFACTURING INDUSTRIES.





A sales portal is a web-based system

that can bridge the link between

back-end systems and the sales force.

To remain competitive in manufacturing, companies require a strong digital strategy. By integrating ERP and CRM solutions, and coupling it with strong BI and digital solutions, manufacturers will benefit from enhanced visibility, efficiency, flexibility and focus. Dynamics 365 provides integrated ERP, CRM, BI and digital solutions on a familiar Microsoft interface which grows with your company, readily taking on new locations and changing business needs.

And when you choose a Microsoft partner like Fullscope, an Alithya company, you're creating and implementing a solution that takes your

unique needs as a manufacturing business into consideration.

LEARN MORE ABOUT DIGITAL MANUFACTURING TRENDS