



# Inside Microsoft Dynamics 365

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The benefits for manufacturers



# Drive your manufacturing business forward

In recent times, the relationship between optimizing productivity in manufacturing, and increasing customer satisfaction has disrupted the manufacturing industry.

Manufacturers today are focussing their efforts on **integrating digital and physical systems**, which improves visibility, increases efficiency, provides flexibility, and lowers cost. Increasingly, manufacturers are also adopting concepts like '**smart factory**', an environment where machinery and equipment are able to improve processes through automation and self-optimization. This helps factories to leverage data and improve every aspect of their operations - optimizing productivity and increasing customer satisfaction.



# The changing manufacturing business

## Digital Transformation

'**Digital transformation**' is fundamentally changing the way that many manufacturers are carrying out business by enabling a customer-centric approach while optimizing operations.

'**Digitally empowered**' manufacturers engage with customers throughout the product lifecycle. They are also able to predict and comprehend future trends that have a positive impact on production and/or product design.

Companies that maximize the benefits of new technologies are able to extend value-added services that complement product sales, **open new revenue streams**, and strengthen customer relationships resulting in improved customer loyalty.

## Capitalizing on trends

It is a well-established myth amongst manufacturers that keeping up with the digitization trend and reaping its benefits is limited only to the large and well-resourced businesses. The new integrated and flexible solutions from Microsoft provides many different types of organizations an opportunity to digitize.





# 5 ways Microsoft Dynamics 365 benefits manufacturers



1

## Optimize supply chain operations through enhanced visibility

Manufacturers gain better visibility into their operations from production to sales by collecting, integrating, and visualizing supply chain data. A large industrial automation firm found that by automating the collection and analysis of data from remote installations across their supply chain, they were able to increase their competitive advantage with a faster time to market.

Equipped with modern technologies, Microsoft Dynamics 365 helps digitally transform the supply chain with advanced capabilities to optimize visibility. Improved visibility and access to supply chain data lead to better collaborative discussions and projects across production, supply, service, sales, and marketing.



2

## Streamline asset management

The 'connected factory' capabilities within Microsoft Dynamics 365 provide real-time insight into data. This means that manufacturers can monitor machines and resolve issues remotely. These additional **insights into performance, usage, and machine lifecycle stage** allow manufacturing businesses to provide value-added services such as proactive support and ongoing monitoring. The latter then helps ensure 24-hour uptime, a great differentiator against competitors.

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## Open additional or alternative revenue streams

Manufacturers now have the option to offer services like proactive maintenance and remote monitoring that supplements usual support **through the increasing use of the Internet of Things** (sensors), mobile devices, and cloud-based data aggregation. Microsoft Dynamics 365 empowers business users with insight and intelligence within the applications where they manage operations, finance, sales, or service delivery. This knowledge is leveraged to resolve issues with minimized costs, another positive for your customers.



4

### Accelerate innovation and time to market

The best way to pursue innovation is to meet the changing needs of your customer and capture new business opportunities. Microsoft Dynamics 365 helps you gain insights and therefore digitize your operations. For example, through sensors on machines, teams are able to track and identify defective or inefficient components in the field and use the information gathered to improve future designs. Using a data-driven approach can accelerate the cycle of innovation, and decrease time to production.

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### Improve customer loyalty

**Predictive analytics**, available with Microsoft Dynamics 365, not only allows you to configure differentiated offerings based on each customer's purchasing history and usage but can also solve potential problems remotely by predicting them better. This proactive, fast, and efficient customer engagement builds trust and improves customer loyalty

# What Microsoft Dynamics 365 means for manufacturers

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For manufacturers, **Microsoft Dynamics 365** ends the artificial divide between CRM and ERP systems and supplements necessary capabilities with rich analytics, embedded intelligence, and the convenience people expect from consumer apps on their phone or tablet.

Dynamics 365 unites the front office and the back office with a single end-to-end system for managing every aspect of your business, at the pace and scale that's right for you.

Discover more about how  
Dynamics 365 can work for you

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