

Intelligence in the Cloud with Dynamics 365

Microsoft Dynamics 365





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Intelligence in the Cloud with Microsoft Dynamics 365

As part of its strategy to offer better client-based solutions to the public and private sector, Microsoft has launched a new product on the market that is unparalleled in the world. It is a completely innovative product due to the functionality its modern and futuristic architecture offers in a single solution, not to mention its user-friendly interface. In other words, we are in the presence of a modern, sophisticated, intelligent business application.

As Microsoft clearly states, Dynamics 365 brings together the best of Microsoft to help you make wiser decisions, redesign corporate processes more quickly and boost company growth. This way, we don't have to buy separate solutions, then integrate them, and then maintain them with different suppliers, leading to version incompatibility and long information extraction times to consolidate different data sources.

Through this development, Microsoft is taking a major leap into digital transformation in order to provide public and private companies with modern, sophisticated and intelligent business applications. Technology is transforming our personal life through applications and services that are simple and intuitive, providing assistance to improve our lives. The idea is that the applications and services we use for business processes should also be easy to use, test and roll-out.

Microsoft has created a new world for business users, a world where there is no division between CRM and ERP, where solutions have been integrated to review opportunities, take them to market and improve operations by employing modern, sophisticated and intelligent business applications that are easy to use.

Dynamics 365 opens up new business opportunities as it allows companies to start out with something small, like optimizing their financial or sales processes, and then incorporate other processes, like manufacturing or retail.

Products

We can look at Microsoft Dynamics 365 as a suite of products incorporated into a single solution.

Let's take a look at these products:

Operations. It is the equivalent of Microsoft Dynamics AX 7 and it includes support for financial-accounting processes, logistics, manufacturing, projects, retail and procurement, among others.

Sales. It combines CRM and ERP functions, allowing you to handle leads, accounts, points of contact, opportunities, quotes, items on sale, pricing and invoicing.

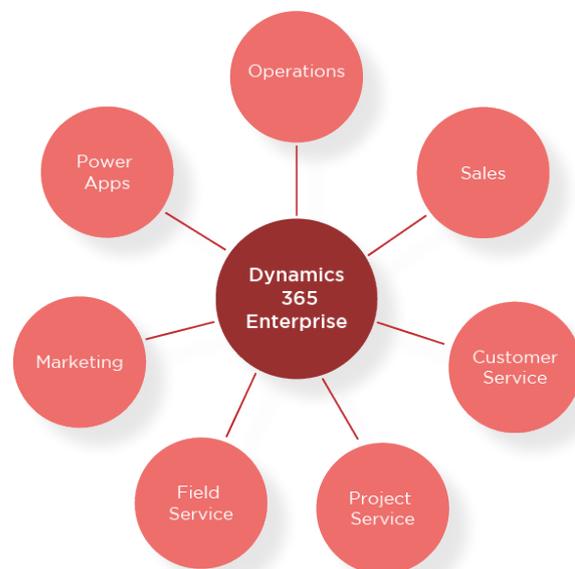
Customer Service. Covers everything relating to attending requirements, help desk, call center, knowledge database, self-service, SLA's, cases, etc.

Field Service. Field service capabilities provide a comprehensive solution for the administration of field services, including service locations, client assets, preventive maintenance, work order management, resource management, product inventory, planning and dispatch, mobility, collaboration, client billing and analytics.

Project Service Automation. Project Service Automation capabilities in Microsoft Dynamics 365 provide an end-to-end solution that helps sales and delivery teams get their clients involved and deliver billable projects on time and on budget. Microsoft Dynamics 365's Project Service Automation helps estimate, quote and handle work contracts, plan and allocate resources, enable team collaboration and keep accurate time records, control expenses and obtain progress data in order to get real-time information to make sure you're invoicing correctly.

Marketing. The new marketing application that comes with this version is loaded with new marketing automation tools and functions, covering everything related to marketing campaigns.

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The following diagram is a schematic of Dynamics 365 as an intelligent, cloud-based business solution.



It also incorporates transversal tools that enhance its added value and makes it even more flexible and robust. These tools are:

Flow

It allows you to create automated flows between applications and other services in order to obtain notifications, synchronize files, collect data, etc.

Apps

Permite conectarse a servicios que ya se utilizan como Excel, SharePoint, Dynamics 365, etc. para generar aplicaciones automáticamente, o usar Common Data Service para capturar nuevos datos. Common Data Service es una plataforma de datos empresarial segura creada en PowerApps. Cuenta con cientos de entidades empresariales estándar ya definidas, lo que significa que ahora todas las aplicaciones pueden compartir la misma definición de “cliente”, “producto”, “cliente potencial”, etc.

Cortana

Cortana provides incorporated intelligence and advanced analysis on data already contained in Dynamics 365. It boasts the particular trait of being able to recognize natural language. For example, the Sales portion integrates sales activities, accounts and opportunities in Cortana to show the information that is most relevant to the sales staff at any given moment.

Power BI

It incorporates the Office 365 productivity suite, enabling it to process large amounts of data in Power BI integrated with Office, making queries in a natural language using voice commands. It allows you to analyze data and then share the obtained information with whomever you wish.

Plus, it has the advantage of having a native integration with Office 365.

The following graph illustrates all of the components of the Dynamics 365 suite. In a nutshell, we can see that Microsoft Dynamics 365 is breaking the business application paradigm. It brings together business applications with the best traits Microsoft has to offer: productivity, collaboration, intelligence and platforms to offer companies the right set of tools for them to grow, evolve and transform.





Main advantages of Dynamics 365

Start with what you need

Dynamics 365's applications are designed to be deployed easily and independently. You can start out small with the system that is right for your function, industry and business, allowing you to only pay for what you're actually using.

Productivity everywhere

The integration between Dynamics 365 and Office 365 connects the structured flow of the applications and business processes with the unstructured collaboration and productivity work. Users now have productivity tools in their business processes.

Incorporated intelligence

With Dynamics 365, Microsoft is the only supplier of business applications that handles large volumes of data, providing advanced analysis in processes in order to proactively guide employees and customers towards optimum results, all thanks to predictive analysis, perceptive consulting and next steps of action.

Prepared to grow

Dynamics 365 allows companies to adapt and innovate in real time through agile, adaptable applications, enabling them to construct, modify and enhance processes. A client can reinvent their business model thanks to the support of a flexible and extensible business applications platform. We hope this article is useful to all of our readers as a conceptual description of what Microsoft Dynamics 365 is. If you need more information, please don't hesitate to contact us and request a demo.

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