

Microsoft Dynamics 365 – Digitizing Customer Experience

November 2021: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

Enterprise Platform Services

- ▶ Application Services
- ▶ Banking & Financial Services BPS
- ▶ Banking & Financial Services ITS
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud & Infrastructure
- ▶ Contingent Workforce Management
- ▶ Conversational AI
- ▶ Cost Excellence
- ▶ Customer Experience Management Services
- ▶ Cybersecurity
- ▶ Data & Analytics
- ▶ Digital Adoption Platforms (DAP)
- ▶ Digital Services
- ▶ Engineering Services
- ▶ Enterprise Platform Services
- ▶ Finance & Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ Global Business Services
- ▶ Healthcare BPS
- ▶ Healthcare ITS
- ▶ Human Resources
- ▶ Insurance BPS
- ▶ Insurance ITS
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing (IDP)
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Executive Insights™
- ▶ Life Sciences BPS
- ▶ Life Sciences ITS
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services & 5G
- ▶ Outsourcing Excellence
- ▶ Pricing-as-a-Service
- ▶ Process Mining
- ▶ Procurement
- ▶ Recruitment Process Outsourcing
- ▶ Retirements Technologies
- ▶ Rewards & Recognition
- ▶ Service Optimization Technologies
- ▶ Supply Chain Management (SCM) Services
- ▶ Talent Excellence GBS
- ▶ Talent Excellence ITS
- ▶ Technology Skills & Talent
- ▶ Trust and Safety
- ▶ Work at Home Agent (WAHA) Customer Experience Management (CXM)
- ▶ Workplace Services

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Learn more about our
custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

Contents

1. Introduction and overview	5
• Research methodology	6
• Background of the research	7
• Everest Group's definition of scope of Microsoft Dynamics 365 services	8
2. Microsoft Dynamics 365 services market overview	9
• Microsoft Dynamics 365 services market size and growth	10
• Trends and market size split by geography	11
• Trends and market size split by industry	12
3. Microsoft Dynamics 365 deal characteristics	13
• Deals split across different buyer segments	14
• Deals split across various functions	15
• Typical spend across value chain	16
• Deal split by pricing models	17
• Deal split by deal origination	18
4. Key enterprise demand trends	19
• Benefits of implementing Microsoft Dynamics 365	20
• Enterprise trends in Microsoft Dynamics 365 market	21
• Top case studies in Microsoft Dynamics 365 domain	22
5. Enterprise speak	25
• Enterprise satisfaction for Microsoft Dynamics 365 vis-à-vis other vendors	26
• Enterprise satisfaction for various modules within Microsoft Dynamics 365	27

For more information on this and other research published by Everest Group, please contact us:

Yugal Joshi, Partner

Abhishek Mundra, Practice Director

AS Yamohiadeen, Practice Director

Sangamesh Kadagad, Senior Analyst

Parvez Alam, Assistant Manager, IS

Sana Jamal, Assistant Manager, IS

Contents

• Enterprise satisfaction for various modules within Microsoft Dynamics 365	27
• Enterprise satisfaction for service providers	28
• Key customer quotes about challenges in Microsoft Dynamics 365 domain	29
• Ecosystem partnership leverage by service providers to address challenges	30
6. Implication for enterprises and service providers	31
• Takeaways for enterprises	32
• Implications for service providers	33
7. Appendix	34
• Glossary	35
• Research calendar	36

Background of the research

- Enterprises, especially small and medium, are adopting Microsoft Dynamics 365 to modernize customer experience, finance and operations, enable end-to-end visibility across the supply chain, and streamline marketing and sales. Large enterprises are adopting Microsoft Dynamics 365 mainly to buttress their core ERP and CX
- Microsoft has established its sweet spot by closely integrating Dynamics 365 with Microsoft Office, Outlook, and Teams. It has gained momentum in the market owing to lower TCO compared to its close competitors and faster time-to-market as it is SaaS-enabled
- To help adopt Microsoft Dynamics 365 across existing complex portfolios, service providers are investing in skilling talent and building robust accelerators to help enterprises in their digital transformation journeys
- In this research, we present the current state of the market related to Microsoft Dynamics 365 services, typical deal characteristics, enterprises expectations and challenges, best practices for enterprises, and implications for service providers

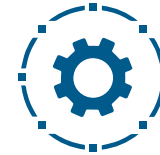
Scope of this report:



Geography
Global



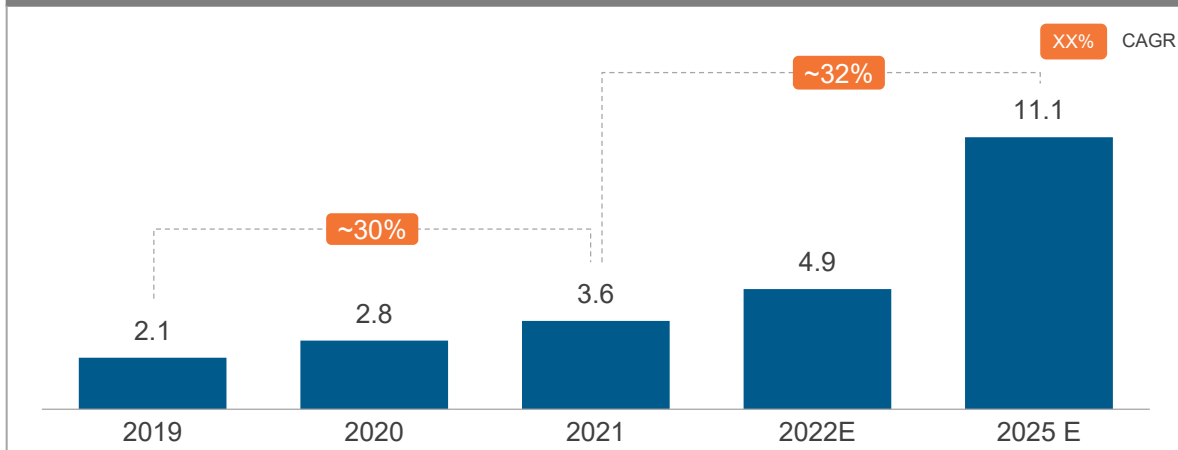
Industry
All major industries experiencing Microsoft Dynamics 365 implementations have been covered in this report



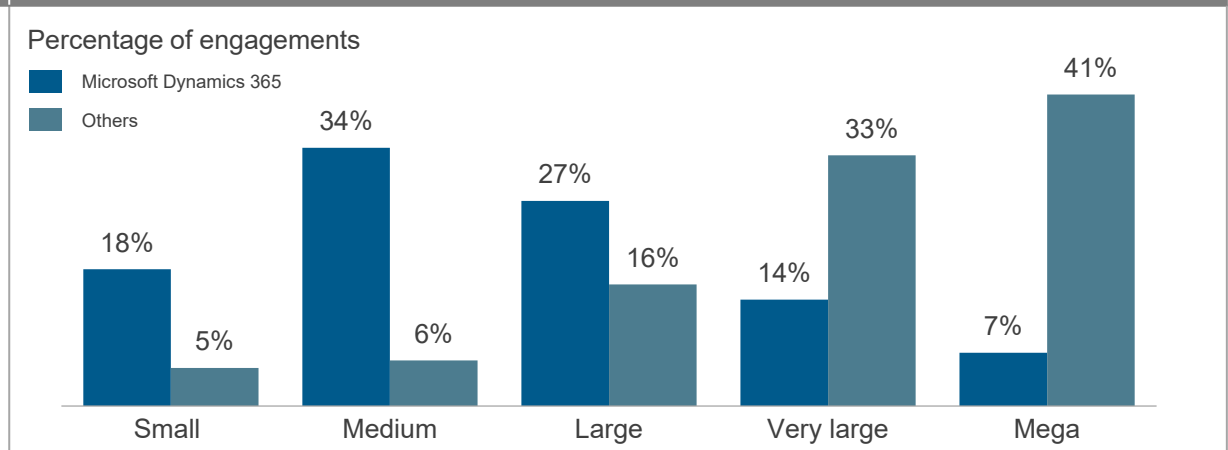
Services
Microsoft Dynamics 365 services

This study offers seven distinct chapters providing a deep dive into key aspects of Microsoft Dynamics 365 market; below are four charts to illustrate the depth of the report

Microsoft Dynamics 365 services market, US\$ billion, 2019-25



Enterprise adoption trend across the entire buyer spectrum



Microsoft Dynamics 365 has gained momentum

Ease of integration with Microsoft stack

Almost every enterprise has some Microsoft footprint (say Office, Teams, Azure, Power BI). The ease of integration across the stack provides an edge for Microsoft Dynamics 365 over other vendors.

High degree of affordability

Microsoft Dynamics 365 suite is affordable when compared to Salesforce and other large vendors – thus it has seen wide adoption even in small and medium enterprises.

Cloud-enabled

Microsoft Dynamics 365, being SaaS-enabled inherently, offers ease of software updates, security, data back up, and infrastructure.

Faster time-to-market

Microsoft Dynamics 365 suite presents easy configurations, especially for sales and service modules offering digital customer experience in short span of time.

Emerging trends in the Microsoft Dynamics 365 market

Core modernization for SMBs

Enterprises, especially small and medium, are leveraging Microsoft Dynamics 365 to modernize their core in order to consolidate multiple legacy point-based solutions. Microsoft Dynamics 365 is preferred due to cloud enablement, faster time-to-market, and better affordability.

Workflow automation

Dynamics 365 and Power Platform solutions help the enterprises, particularly in industries such as BFSI, retail, and manufacturing, to provide real-time updates and tracking and enhanced process execution. In addition, Microsoft's Power BI feature helps in providing improved reporting and analytics.

Sales transformation

Enterprises leverage Microsoft Dynamics 365 for digitally transforming sales operations. Large enterprises use Power Platform solutions to build upon their existing SAP/Oracle systems in order to achieve improved cost, better efficiency, and faster decision making.

Research calendar

Enterprise Platform Services

■ Published
 ■ Planned
 ■ Current release

Flagship reports

	Release date
Pega Service Provider Compendium 2021	February 2021
ServiceNow Services – the Uberization of IT, HR, and Employee Workflows	February 2021
Enterprise Platform Services – Renewal Opportunity for Service Providers	February 2021
Salesforce Healthcare services – State of the market 2021	March 2021
SAP S/4HANA Services PEAK Matrix® Assessment 2021	May 2021
SAP S/4HANA Service Provider Compendium 2021	June 2021
Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2021	September 2021
Microsoft Dynamics 365 Service Provider Compendium 2021	September 2021
SAP S/4HANA Services – Rise with Industry Transformations	November 2021
Microsoft Dynamics 365 – Digitizing Customer Experience	November 2021
Oracle Cloud Application Services PEAK Matrix® Assessment 2022	Q1 2022
Oracle Cloud Application Services – State of the market 2022	Q1 2022

Thematic reports

	Release date
Cloud Management Platform Trailblazers: Top 10 Start-ups Creating Buzz in the Market	October 2020
Assessment of the Niche ServiceNow Services Partner Ecosystem	May 2021
Real-time Transportation Visibility Trailblazers 2021	Q4 2021

Note: For a list of all of our published EPS reports, please refer to our [website page](#)



Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our clients include leading global companies, service providers, and investors. Clients use our services to guide their journeys to achieve heightened operational and financial performance, accelerated value delivery, and high-impact business outcomes. Details and in-depth content are available at www.everestgrp.com.

Stay connected

Website

everestgrp.com

Social Media

-  @EverestGroup
-  @Everest Group
-  @Everest Group
-  @Everest Group

Blog

everestgrp.com/blog

Dallas (Headquarters)

info@everestgrp.com
+1-214-451-3000

Bangalore

india@everestgrp.com
+91-80-61463500

Delhi

india@everestgrp.com
+91-124-496-1000

London

unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto

canada@everestgrp.com
+1-647-557-3475

This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.