

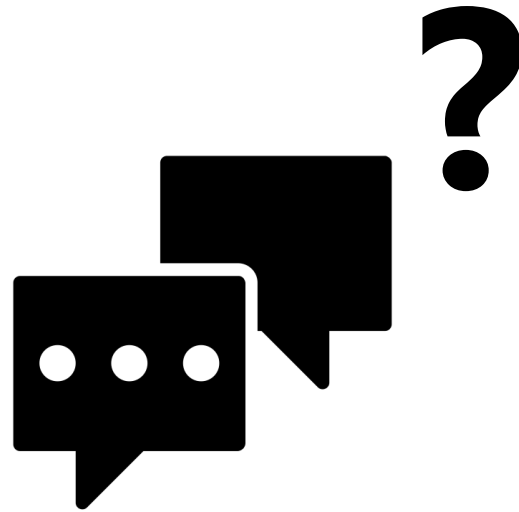


Microsoft Switzerland Partner Townhall

25th of February 2021



Teams Live Event Logistics



Chat and Q&A

Agenda

Microsoft Switzerland Partner Townhall

14:30 – 14:35 Opening

Thomas Winter

14:35 – 14:50 Dynamics 365 Project Operations

Adriano Perolini

14:50 – 15:15 Leading Ecosystems - Creating Synergy and Scalability

Fred Kessler

15:15 – 15:25 Who are we and what we do for you?

Dominik Buchholz from Ingram Micro

15:25 – 15:30 Closing

Thomas Winter

IAMCP

IAMCP After-Townhall event: Dynamics 365 Project Operations (in German, link sent in the chat)

IAMCPC After-Townhall event



Topic	Speaker(s)
15:30 Dynamics 365 Project Operations (in German)	Adriano Perolini (Microsoft) & Patrick Püntener (IAMCPC)

We invite you to deepen current aspects of Dynamics 365 Project Operations with Adriano Perolini from Microsoft.

- Interactive format, in German, to deepen the topic dealt with in the Microsoft Switzerland Partner Townhall
- Possibility to ask your questions directly to Microsoft and receive first-hand answers
- Exclusive for IAMCPC members, but the **first two** After-Townhalls are open to **everyone**

Participation via Teams Link sent in the chat

Dynamics 365 Project Operations

Senior Partner Technology Architect for Business Applications

Adriano Perolini

Microsoft Switzerland

Background...

Microsoft has deep expertise and rich history with front office, back office, collaboration, productivity, and project management.



Dynamics 365 Project Service Automation

Project-based sales capabilities including quotations and resourcing.



Dynamics 365 Finance

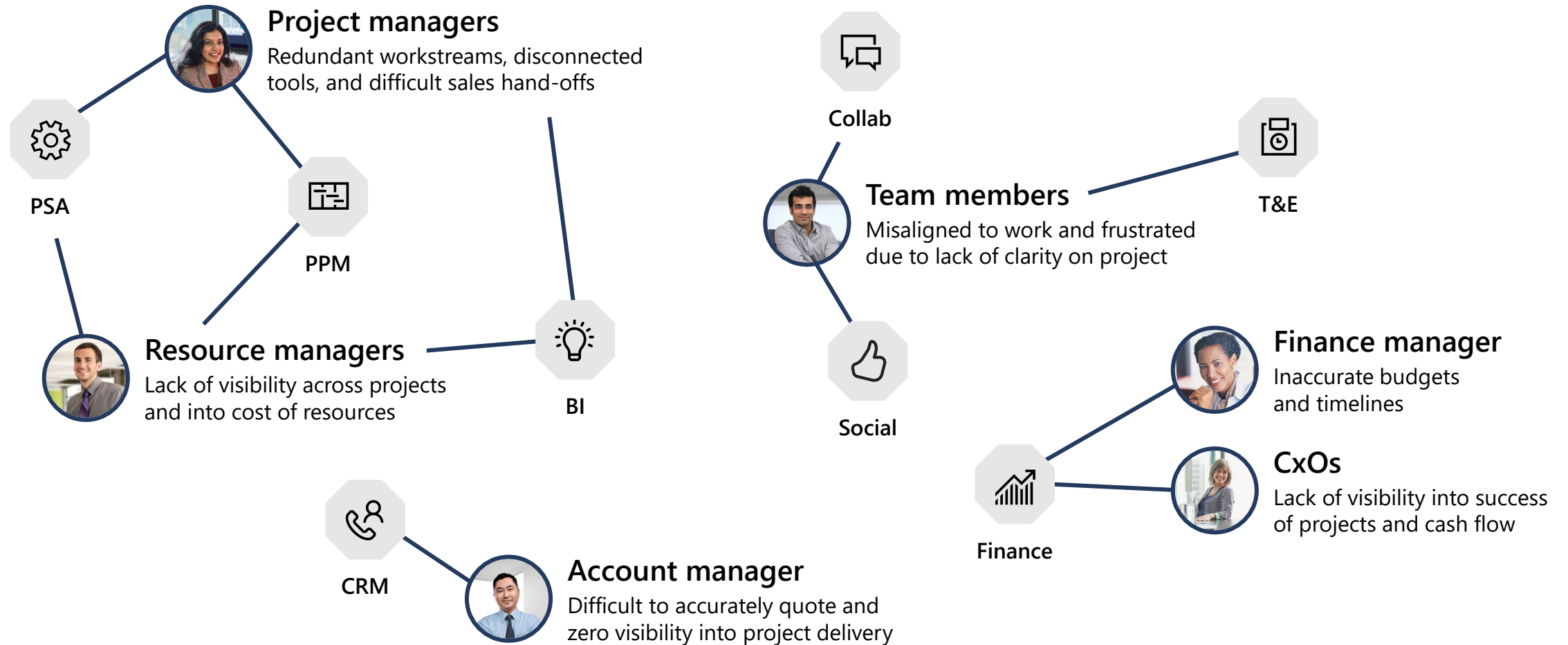
Project management, costing, and accounting capabilities.



Microsoft Project

PM and PPM solutions-from small projects to large initiatives.

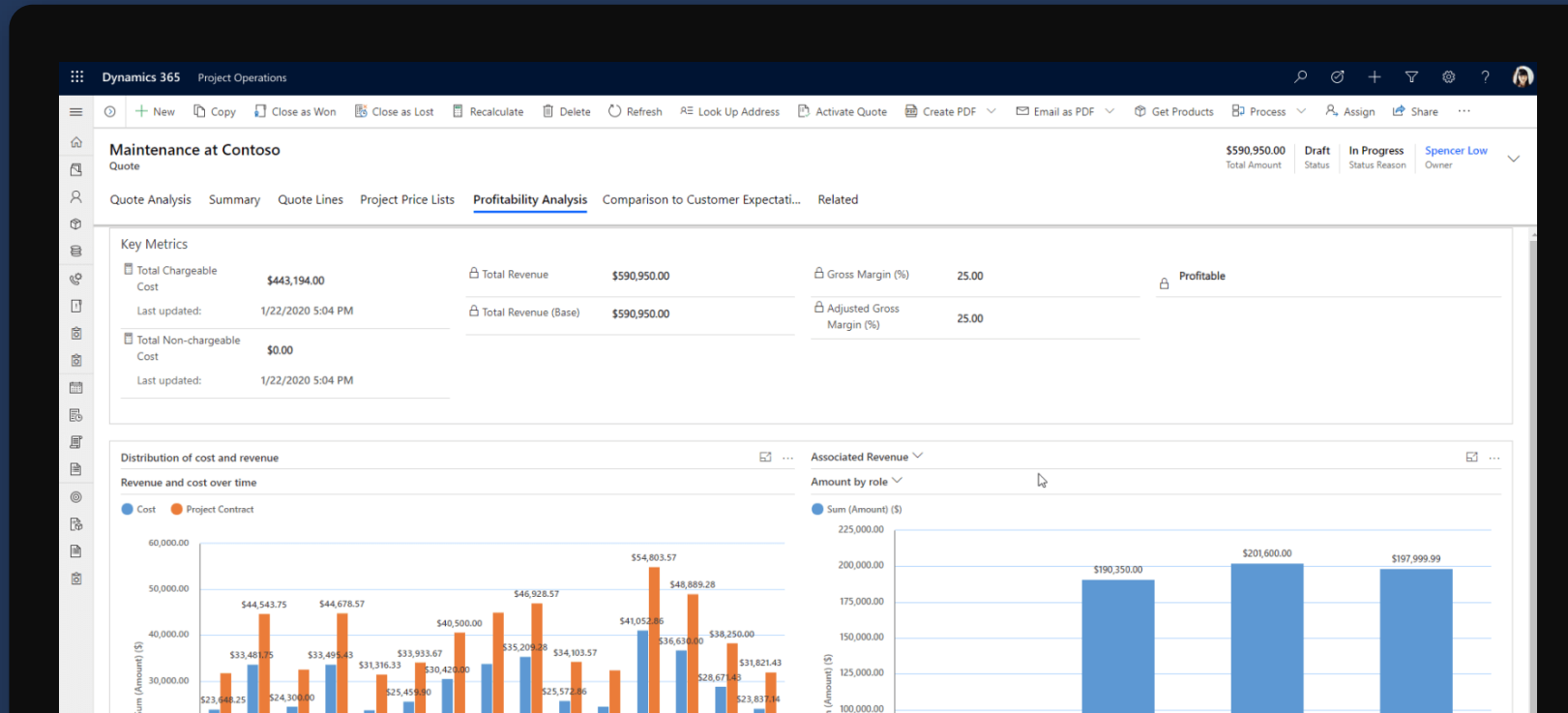
Disparate systems and data silos are impacting success



Unify your project-centric business in a single app



ACCOUNT MANAGERS: Win more deals



Leverage comprehensive pipeline management with unified sales dashboards.

Shorten the deal cycle with flexible pricing and more accurate quotes.

Tailor deal structures for project-based organizations.

- Flexible deal pipeline dashboards
- Lead management capabilities

- Standardized templates with detailed schedules
- Link sales estimates to quotes and project estimates

- CPQ for project pricing
- Fixed price quotes and contract models

PROJECT MANAGERS: Accelerate project delivery

The screenshot displays the Dynamics 365 Project Operations interface for a project named 'New University Project'. The top navigation bar includes 'Project Operations', 'Projects', and 'New University'. The main area shows a project summary with a progress bar and a table of tasks. The table has columns for Name, Assigned to, Duration, Start, Finish, Effort, and Depends on. A right-hand panel shows details for 'Phase 1 Requirements Review', including start and finish dates, duration, and effort.

Name	Assigned to	Duration	Start	Finish	Effort	Depends on
1 - Phase 1		58 days	7/9/2020	9/28/2020	1144 hours	
2 - Discovery		1 day	7/9/2020	7/9/2020	20 hours	
3 - Design		1 day	7/10/2020	7/10/2020	20 hours	2
4 - Requirements Review	Consulting Lead 1	5 days	7/13/2020	7/17/2020	40 hours	3
5 - Customer Signoff		0 days	7/17/2020	7/17/2020		4
6 - Phase 2		51 days	7/20/2020	9/28/2020	1064 hours	
7 - Configuration		10 days	7/20/2020	7/31/2020	160 hours	5
8 - Custom Development		10 days	8/3/2020	8/14/2020	160 hours	7
9 - Testing		31 days	8/17/2020	9/28/2020	744 hours	8
10 - Phase 3		3 days	9/29/2020	10/1/2020	24 hours	
11 - Training		3 days	9/29/2020	10/1/2020	24 hours	
12 - Session #1	Faith Ratliff	1 day	9/29/2020	9/29/2020	8 hours	9
13 - Session #2	Faith Ratliff	1 day	9/30/2020	9/30/2020	8 hours	12
14 - Session #3	Faith Ratliff	1 day	10/1/2020	10/1/2020	8 hours	13
15 - Phase		10 days	10/1/2020	10/15/2020	80 hours	
16 - Go live		0 days	10/1/2020	10/1/2020		14
17 - Onsite Support	Brady Hannon	10 days	10/2/2020	10/15/2020	80 hours	16

Drive success through enhanced project management capabilities.

Track your projects efficiently.

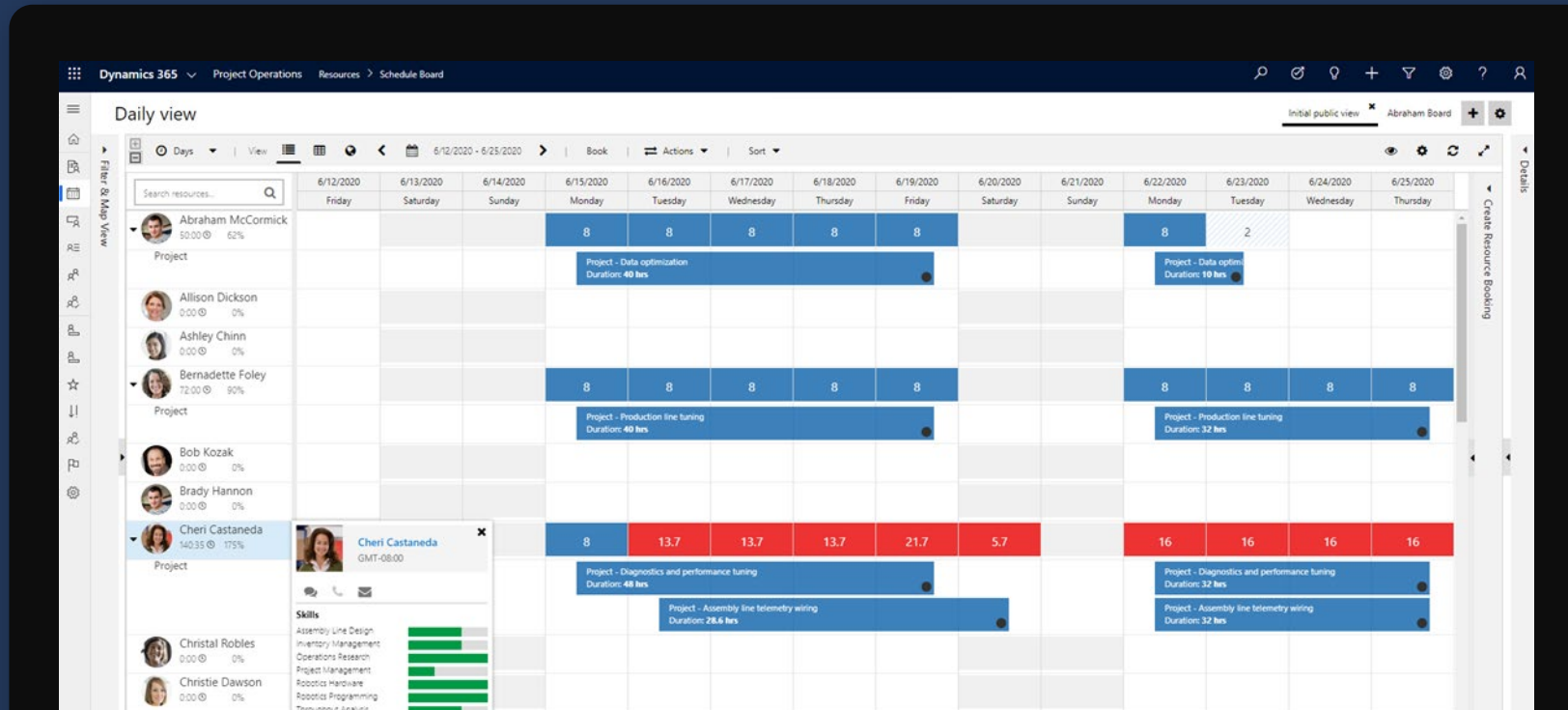
Collaborate across the project lifecycle.

- Embedded Project for the web features

- Planned to actuals tracking
- Estimate effort at completion

- Microsoft Teams integration - one app for conversations, content sharing and collaboration

RESOURCE MANAGERS: Optimize resource utilization



Match project demands with team member skill sets.

Anticipate resourcing needs with intelligent scheduling.

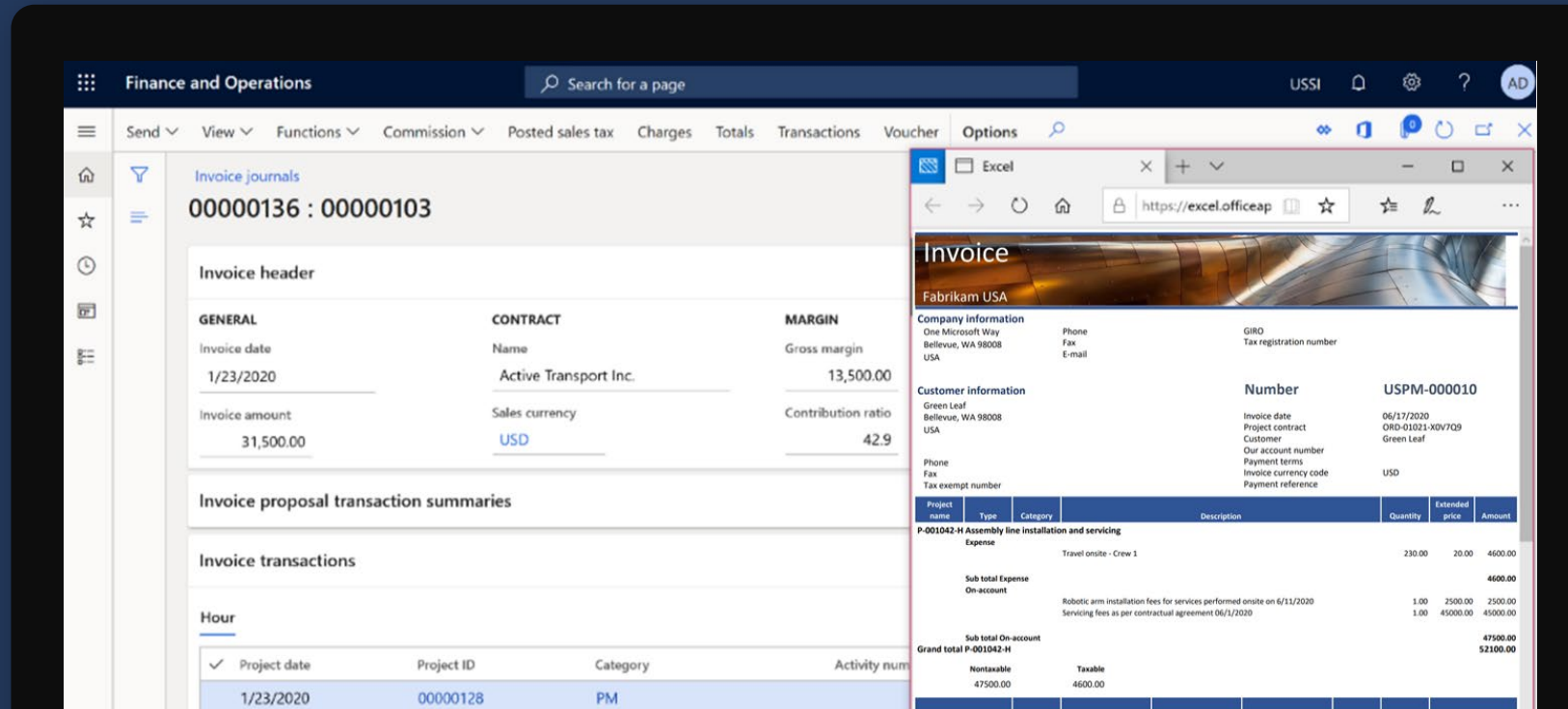
Maximize your resource utilization.

- Use generic resources for project needs
- Resource skills rating with proficiency models

- Universal Resource Scheduling

- Resource capacity dashboards

FINANCE MANAGERS: Optimize profit margins



Improve cash flow by accurately invoicing customers and managing payables.

Ensure compliance with published standards and practices.

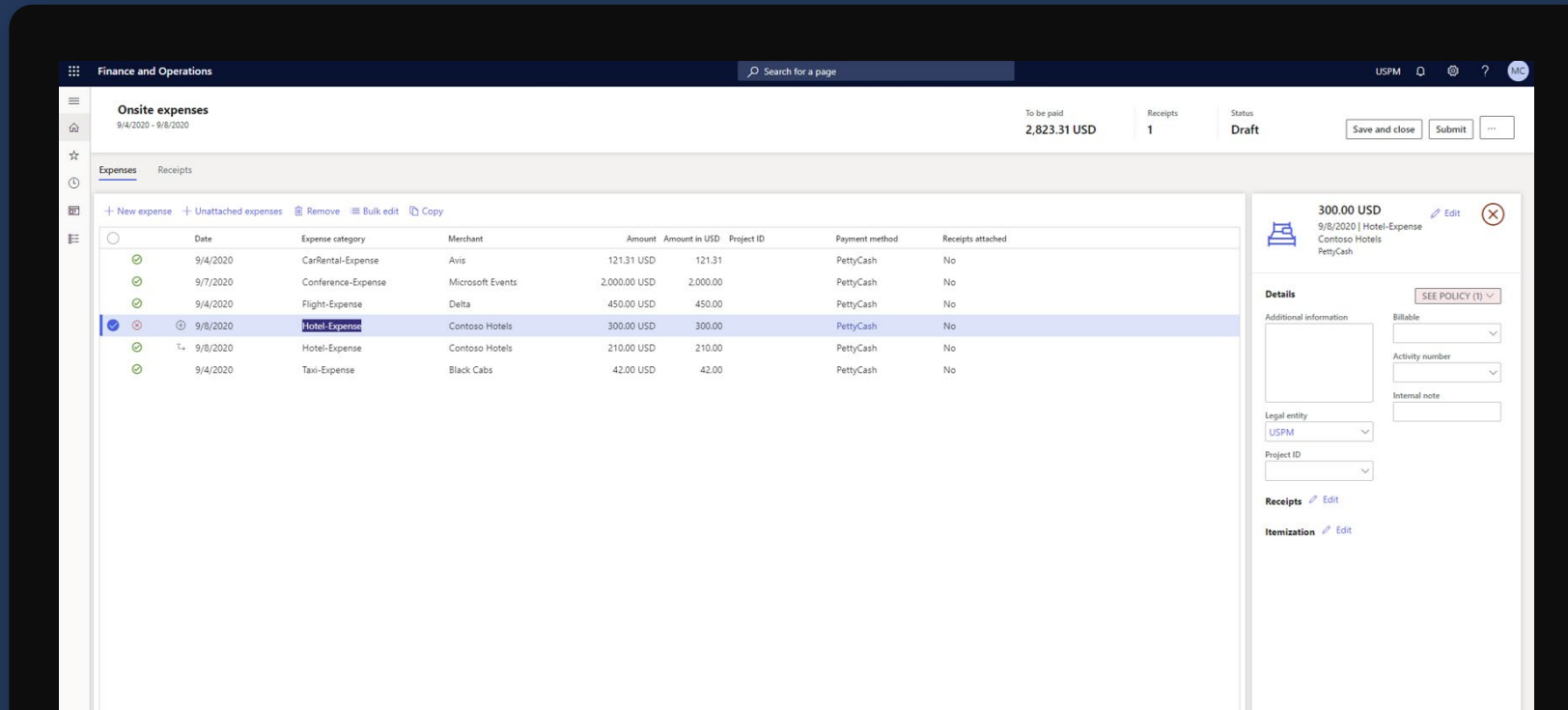
Accurately track project spend and payables with invoicing and purchase order management.

- Billing queues
- Customizable invoice styles

- IFRS compliant revenue recognition
- Built-in multicurrency

- Accounting rules for cost and revenue

TEAM MEMBERS: Streamline task updates and expenses



Increase project compliance with easy-to-use time and expense tracking tools.

Submit, approve, process, and reconcile time and expenses, from anywhere.

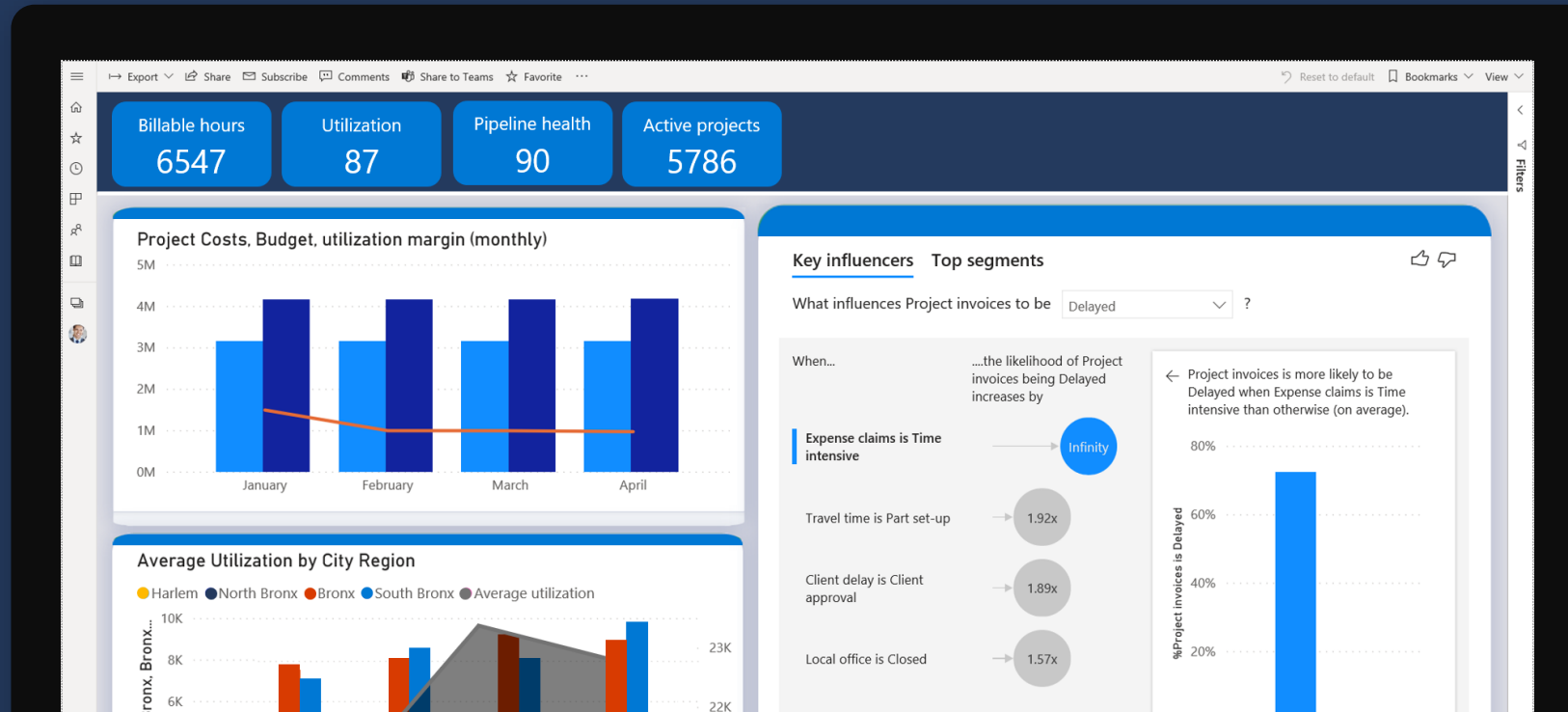
Quickly connect to the apps and services your team is already using.

- Extensible through the Power Platform
- Enforce expense policies

- Mobile time and expense entry

- Collaborative
- One Microsoft experience

CxOs: Increase business agility and operational excellence



Drive innovation through better business decisions with access to data and insights.

Gain a complete view of each project with Power BI to understand upcoming business needs.

AI and machine learning accelerate business insights and decision-making.

- Embedded analytics and dashboards

- Power BI for interactive, visual business intelligence

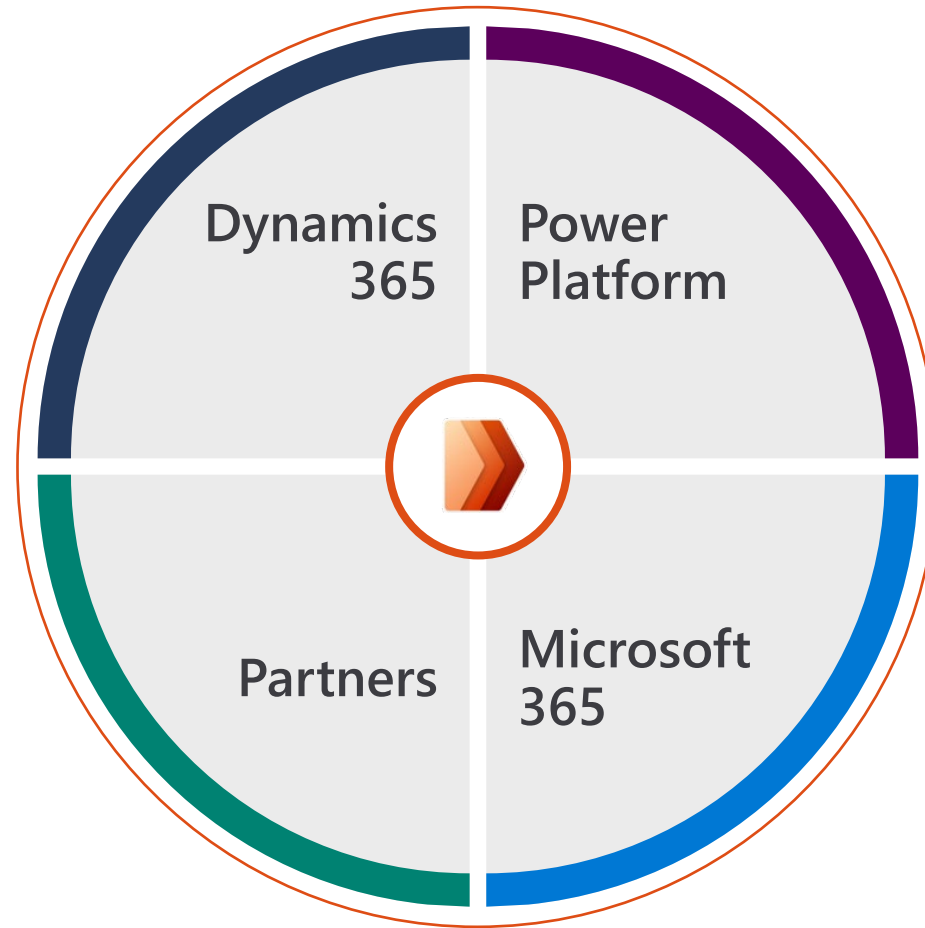
- Common Data Model for unified data



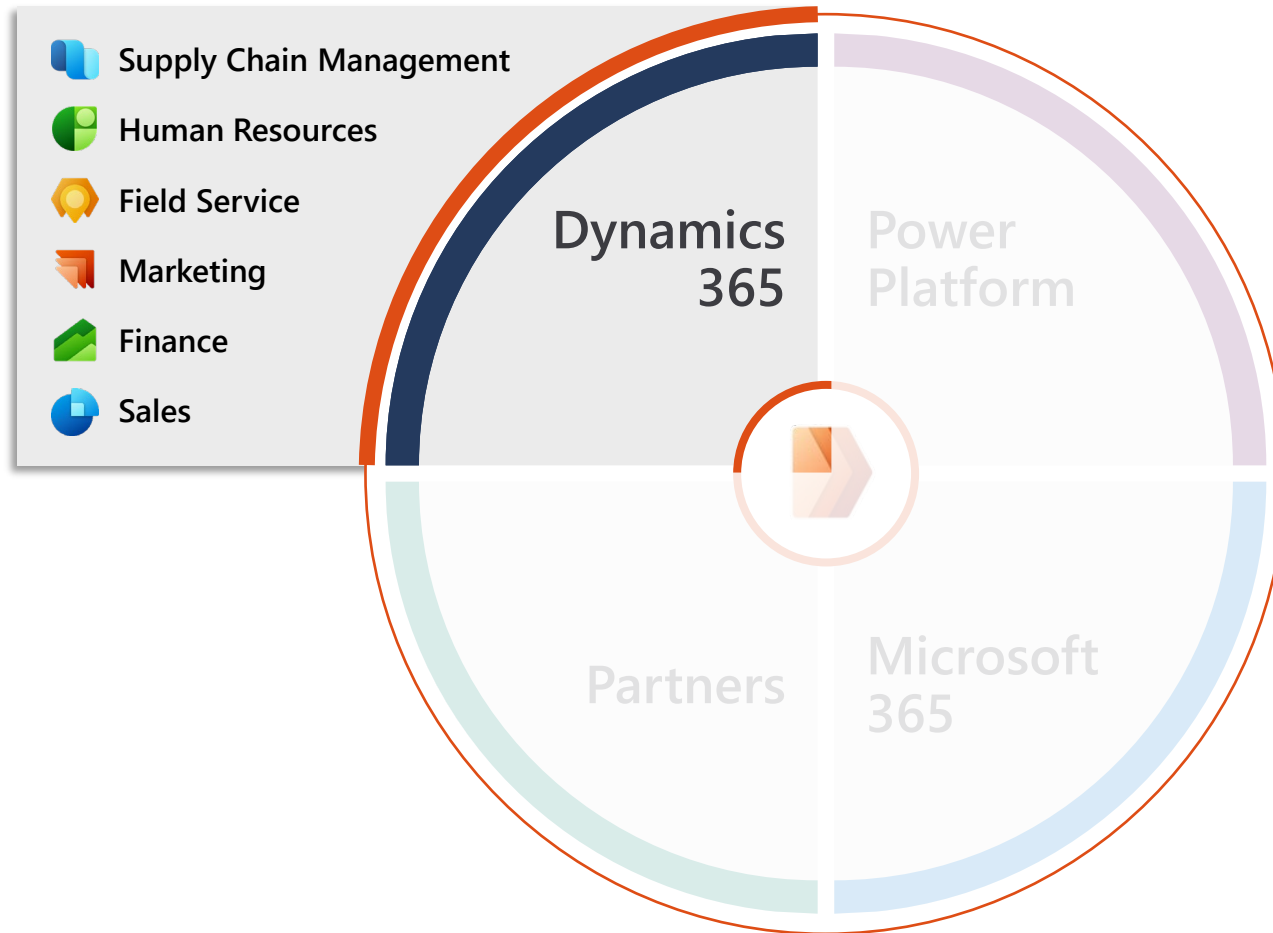
Microsoft Dynamics 365 Project Operations

Deal management	Project planning	Resource management	T&E entry and approval	Project costing, pricing, actuals	Invoicing	Project financials
Multiple contract types	Project scheduling	Skills management	Intuitive web, mobile experiences for entry	Mark-ups and overrides for cost and bill rates	Periodic invoices	Revenue recognition
Lead to project contracts	Interactive Gantt, Kanban boards	Resource request and proposals	Approval time edits	Catalog pricing for products and services	Invoice corrections	Committed costs
CPQ for services	Accurate estimates	Reconciliations for bookings, assignments	Deep expense management	Transaction corrections	Configurable summarization	Project accounting
Advanced contracting limits	Dependencies and constraints	Configurable filters, search	Automated receipt capture (OCR)	Integration to financial system	Word-based invoice templates	Retainage and pay-when-paid

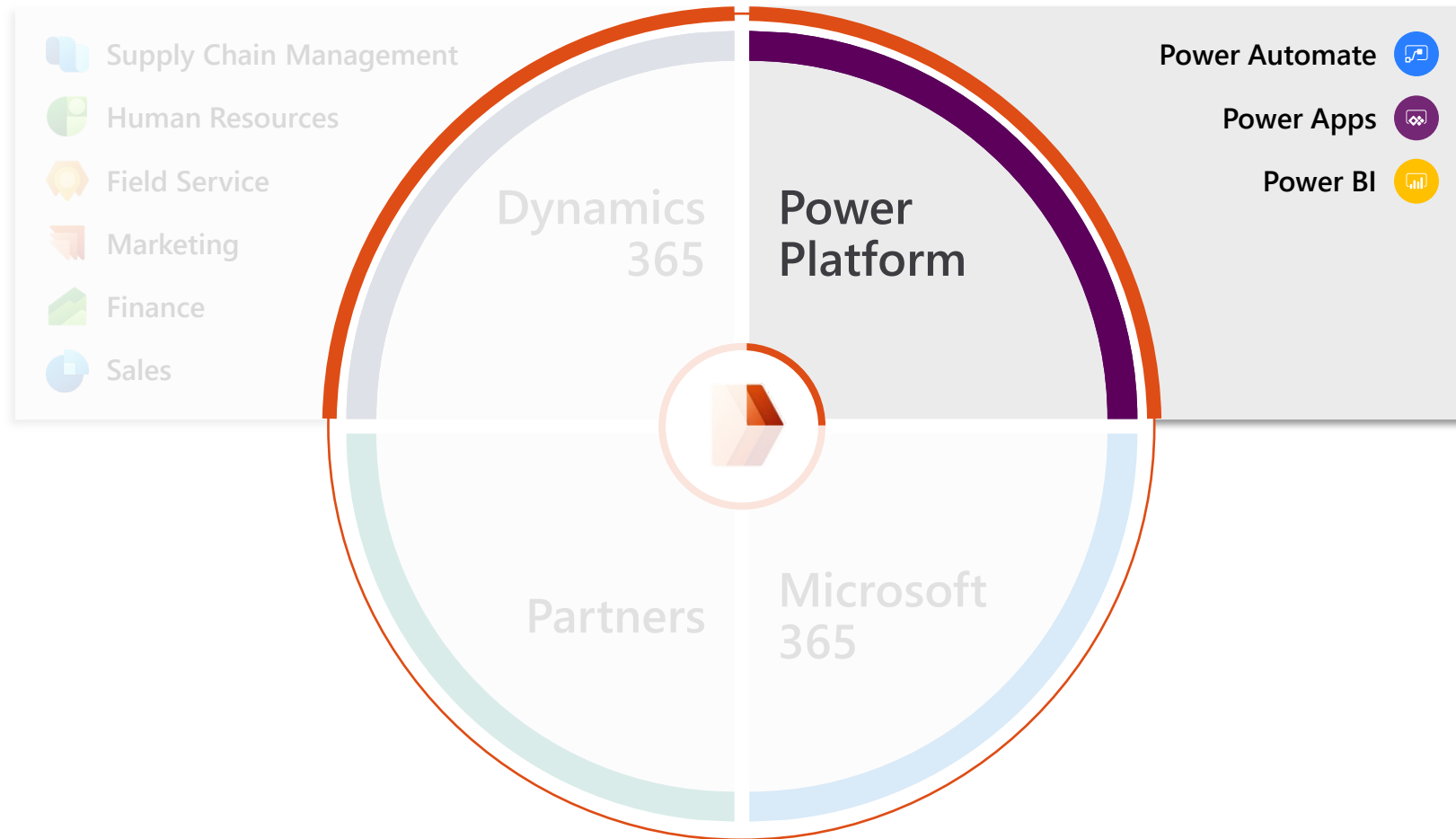
Project Operations, part of the Microsoft Cloud platform



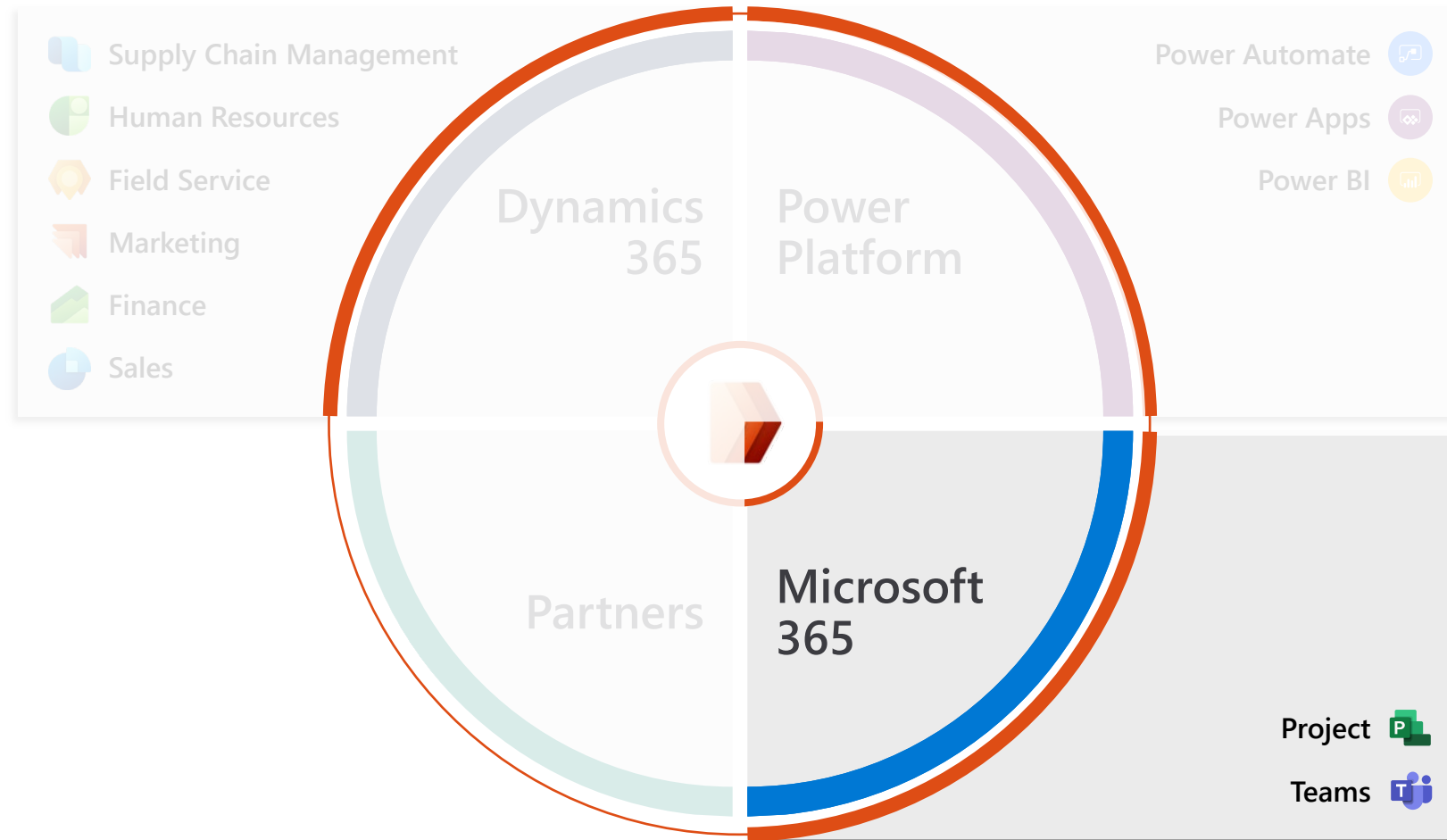
Project Operations, part of the Microsoft Cloud platform



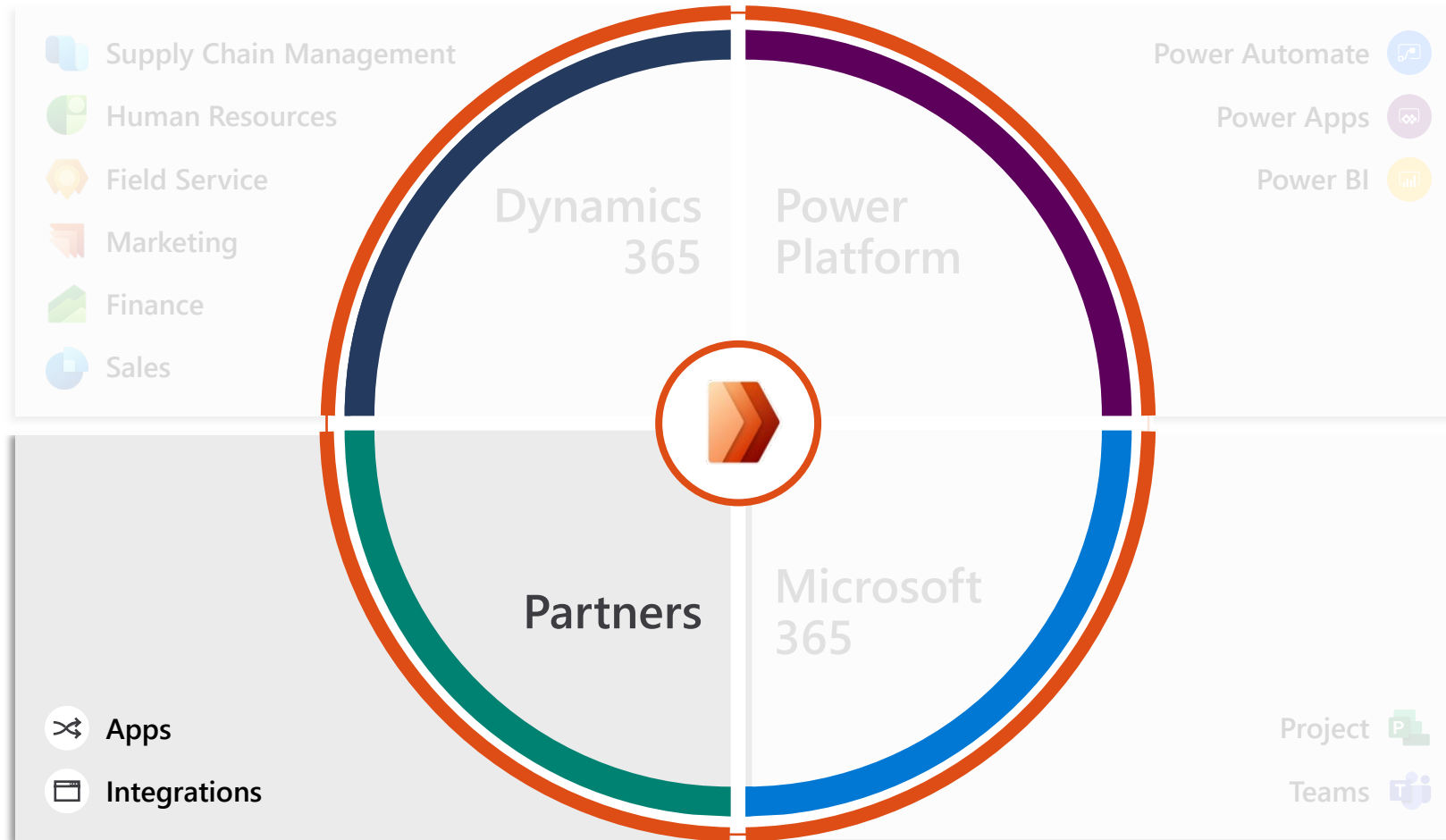
Project Operations, part of the Microsoft Cloud platform



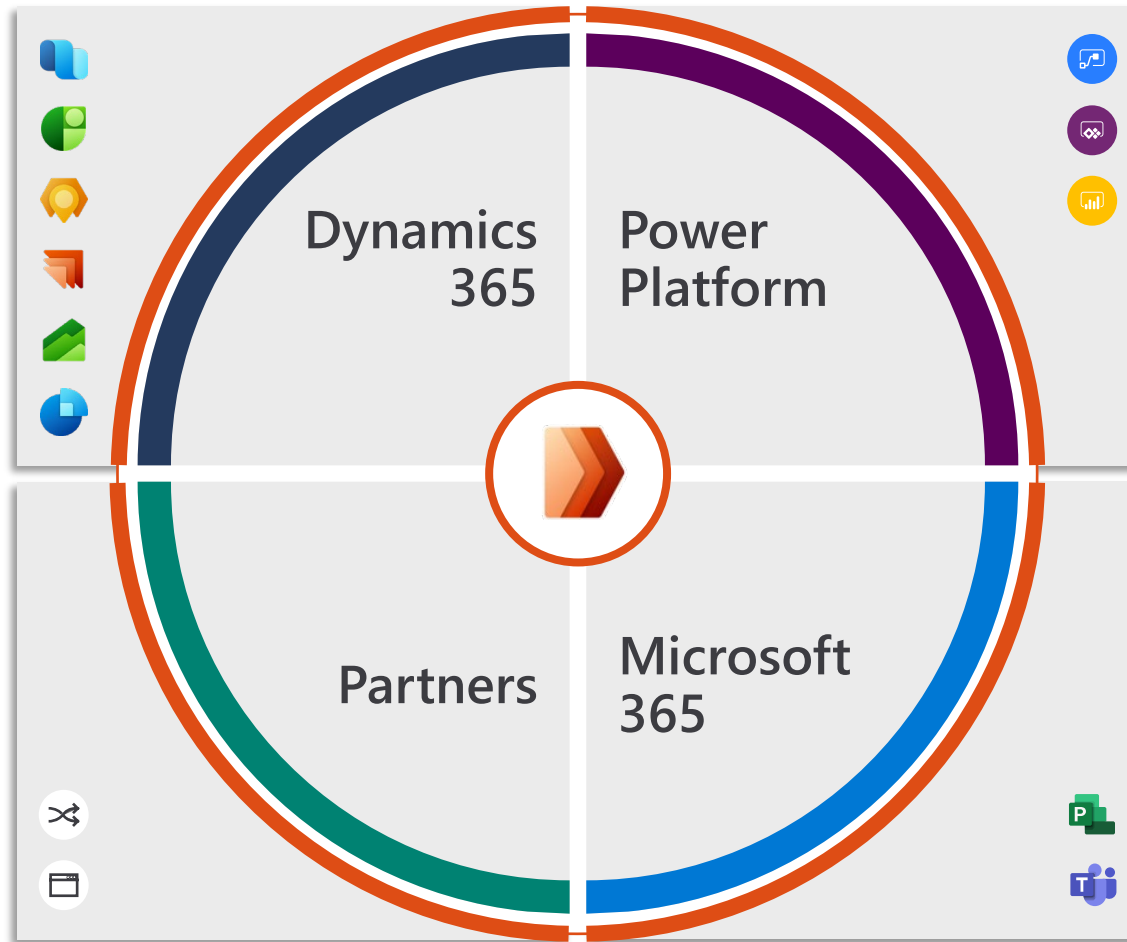
Project Operations, part of the Microsoft Cloud platform



Project Operations, part of the Microsoft Cloud platform



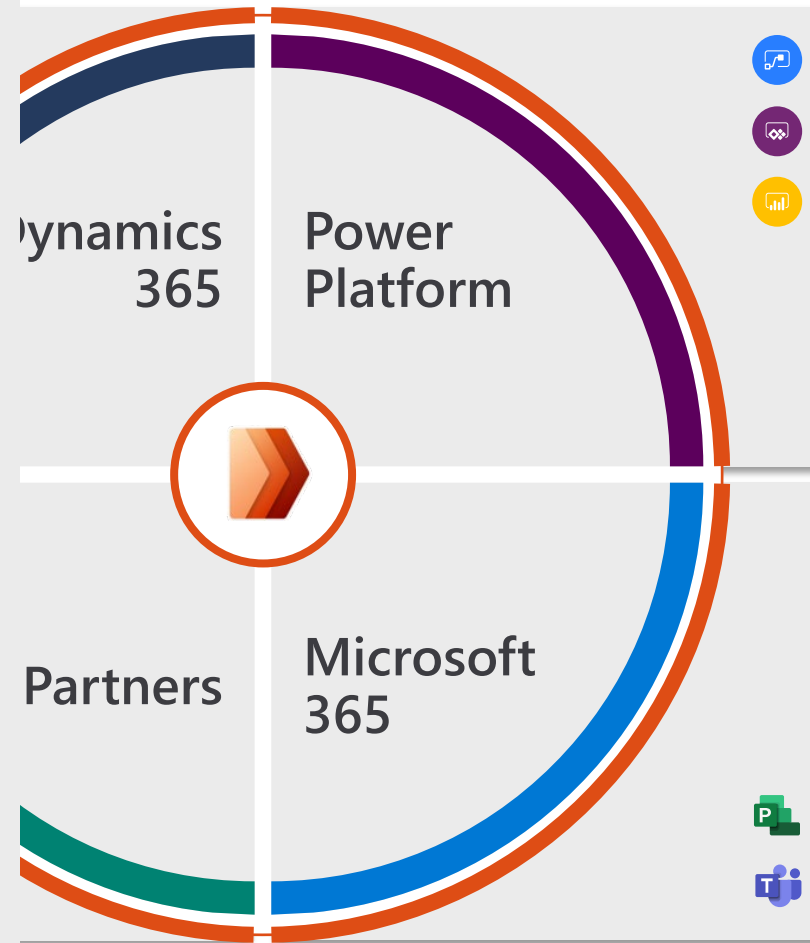
Project Operations, part of the Microsoft Cloud platform



Project Operations, part of the Microsoft Cloud platform

Microsoft Partner Ecosystem brings industry expertise and solutions across industries:

- ✓ Professional Services and Consulting
- ✓ Manufacturing Services
- ✓ Architecture, Engineering, and Construction (AEC)
- ✓ Health Services
- ✓ Facilities, Utilities, Mining and others



Do you want to know more about Project Operations?

Join our IAMCP After Townhall (25th of February 2021 – 3.30 PM)

Join our partner-facing webinar on 3rd of March 2021:

[WEWC1628 Successful partner approach to Dynamics 365 Project Operations \(microsoftevents.com\)](https://www.microsoft.com/events/WEWC1628)

Resources:

[Project Operations | Microsoft Dynamics 365](#)

[Dynamics 365 Project Operations | Microsoft Docs](#)

[Overview of Dynamics 365 Project Operations 2021 release wave 1 | Microsoft Docs](#)

<https://aka.ms/potrial>

Training series will follow later this FY and announced through communities

Leading Ecosystems - Creating Synergy and Scalability

CEO Innovation Leaders Academy & Business Consulting GmbH, Fred Kessler



ECOSYSTEMIZER



Leading Ecosystems

Creating Synergy & Scalability

Fred Keßler, M.BC.

CEO

InnovationLeaders Academy & Business Consulting GmbH



Ecosystems are the new predominant business logic!

You are supposed to master Mindset, Skillset & Toolset:

1. Great leadership
2. Great innovation, sales and transformation processes
3. Great P2P maturity

We are here to teach and to support you – As-A-Service!

Start your ecosystem journey with us now!

WHO: ECOSYSTEM OF LEADERS



Prof. Dr. Julian Kawohl
Founder Ecosystemizer

julian.kawohl@ecosystemizer.com

Professorship for Strategic Management
HTW Berlin



Per Werngren
Founder Accelerator

per.werngren@acceleratorab.com

5 Terms IAMCP World President
IDC Acknowledged



Fred Keßler, M.BC.
Founder InnovationLeaders

fk@innovationleaders.de

Academic Business Consultant
FranklinCovey Acknowledged



3 Mio organized musicians

← Germany



981.000 IT-Workers

WHY: INCREASING COMPETITIVENESS



“Innovation and competition don't respect our silos, our org boundaries, so we have to learn to transcend those barriers. [...] When we exercise a growth mindset by being customer-obsessed, diverse and inclusive and act as One Microsoft, that's when we live our mission and truly make a difference in the world.”

Satya Nadella

How **MICROSOFT** raised partners and grew business in the past



AZURE

CRM

ERP

...

WHAT: ECOSYSTEM IS THE DOMINANT BUSINESS LOGIC

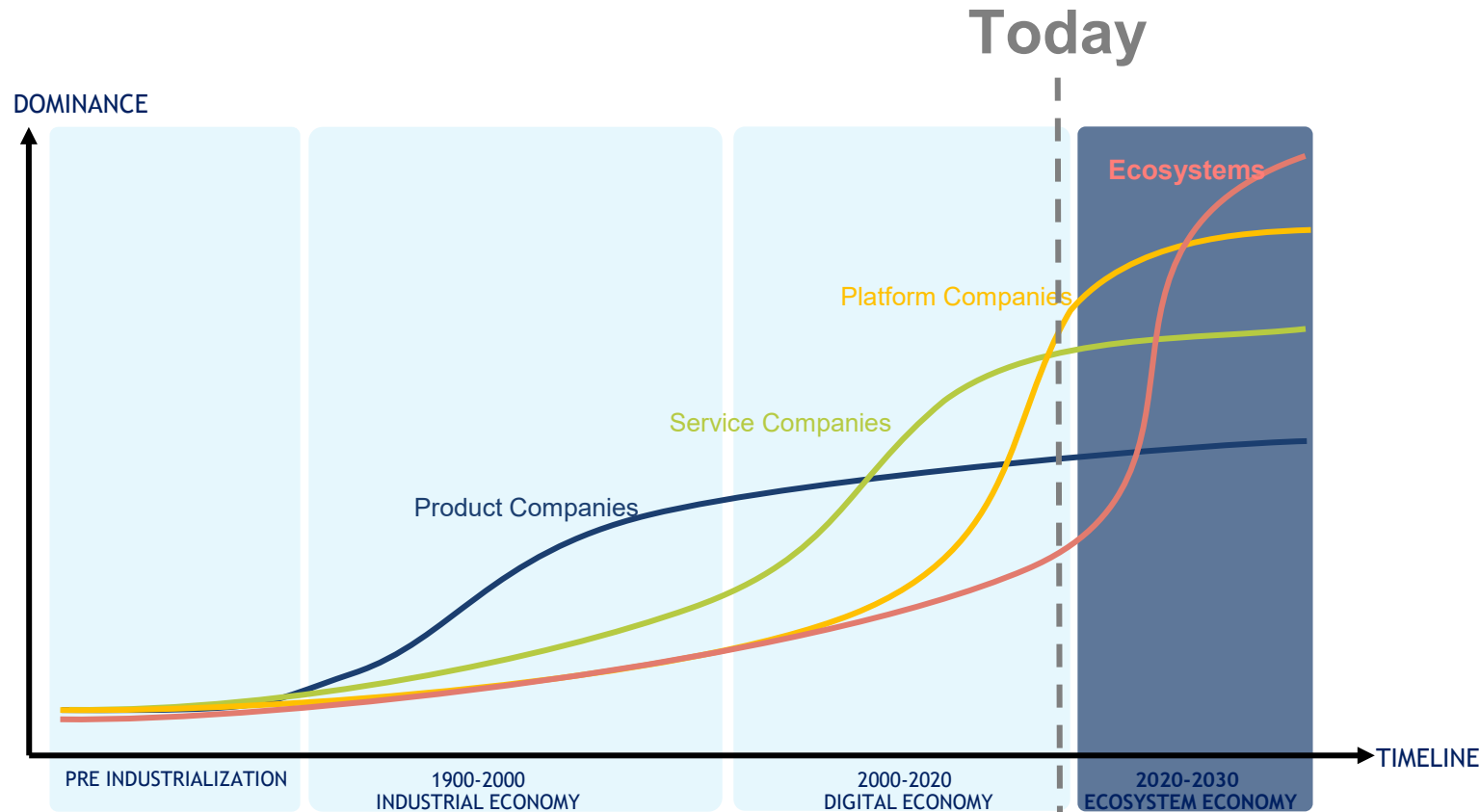


Definition:

An ecosystem is a **network of partners** that combine their knowledge, data, products and services, **(even customers)**, so that the **the value created** for the customer is significantly higher than the value created through interaction with each partner individually.

WHAT: ECOSYSTEM IS THE DOMINANT BUSINESS LOGIC

THREE MAJOR PARADIGM SHIFTS – BASED ON RESEARCH WITH 1000+ PRACTITIONERS



Source: Matthias Walter

From Egosystems to Ecosystems

From B2B / B2C to E2H (Ecosystem to Human)

From single service to integrated Customer Centricity

Egosystem Business:
„Everybody does everything“

Ecosystem Business:
„Everybody cooperates with everyone“

WHAT: ECOSYSTEM IS THE DOMINANT BUSINESS LOGIC

THE ECOSYSTEMIZER STRATEGY MAP – INTUITIVE STRUCTURE TO POSITION YOURSELF

True Customer Centricity

1. Value creation focus / Purpose

Ecosystems are always developed around **human needs** and put the final customer/human in the **center**.

Ten life areas describe the essential needs in the life of an end user and define the value propositions / offers.

Collectively exhaustive but not mutually exclusive.

True Partner 2 Partner

2. Operating model / Identity

Three roles (positioning options) depending on the relationship with the final customer:

Orchestrator

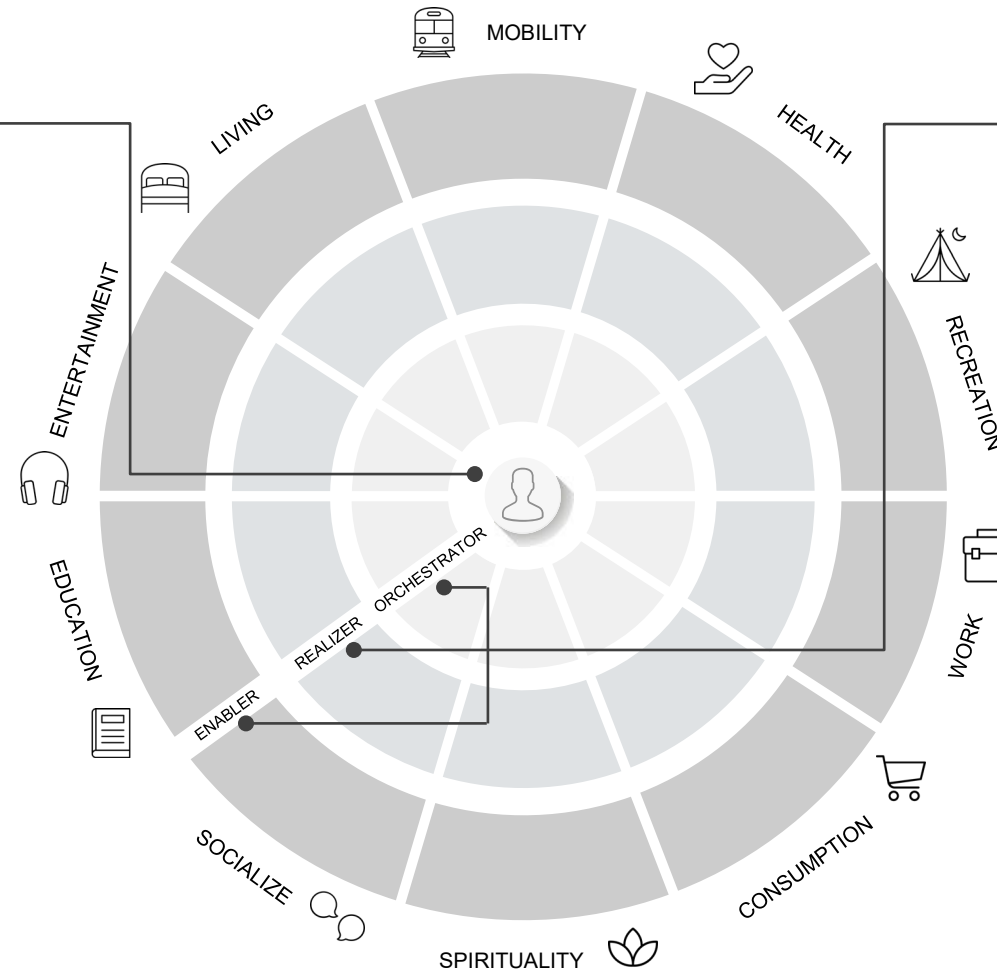
Offers products/services to final customers through a platform.

Realizer

Provides products/services for final customers.

Enabler

Supports Realizers and Orchestrators.

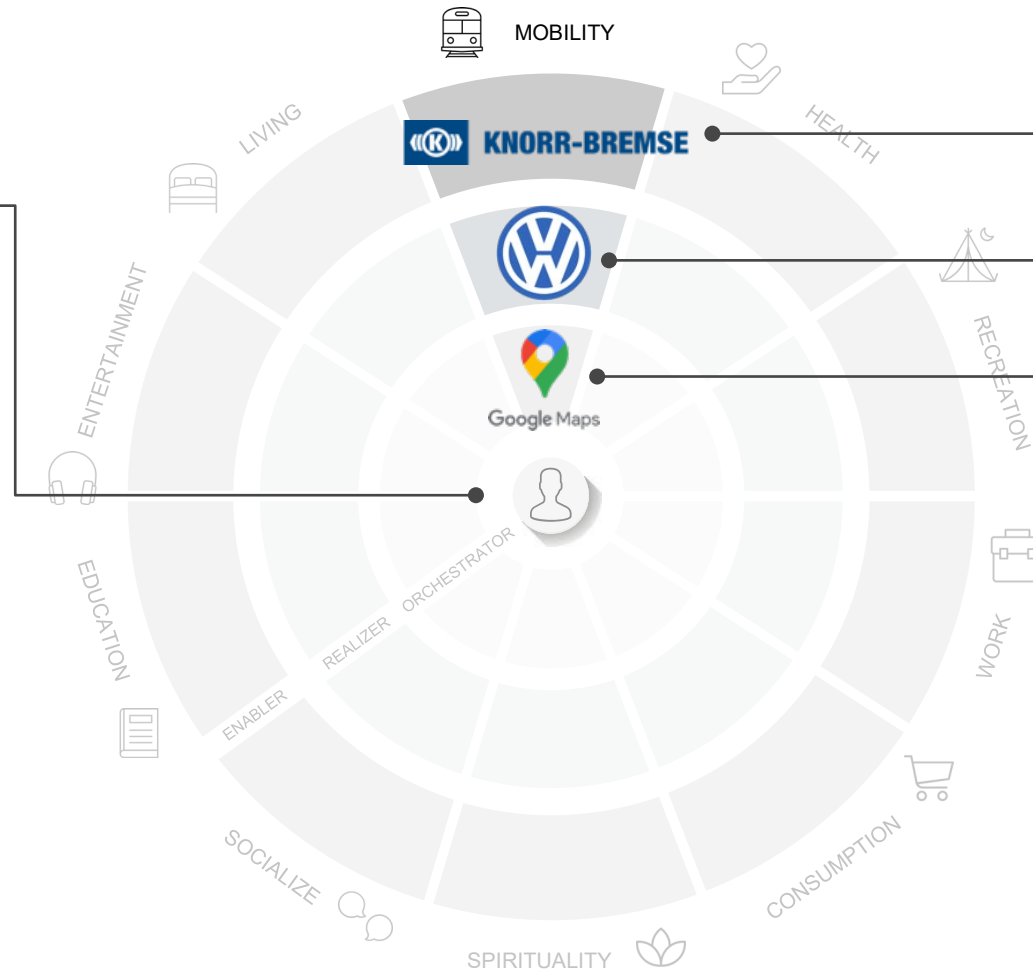


WHAT: ECOSYSTEM IS THE DOMINANT BUSINESS LOGIC

THE ECOSYSTEMIZER STRATEGY MAP – EXAMPLE IN LIFE AREA „MOBILITY“

Human need

Getting from A to B in a rural area securely, comfortably and fast.



Enabler

Knorr-Bremse **supplies car manufacturers** like VW with break parts.

Realizer

VW **builds cars and sells them to the final customer** - based on machines, parts and software coming from many Enablers.

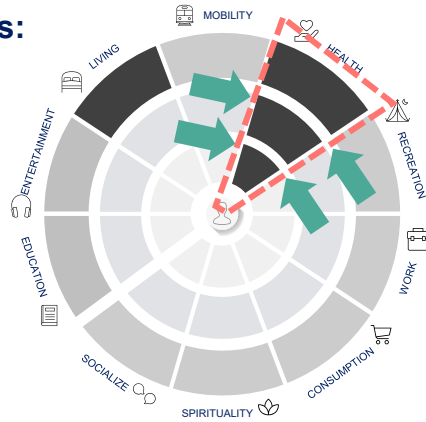
Orchestrator

Google Maps operates a platform that integrates Realizers in the “individual mobility” experience and **offers a “one-stop-shop navigation” to the final customer** incl. information about point of interests (e.g., reviews, opening hours, etc.).

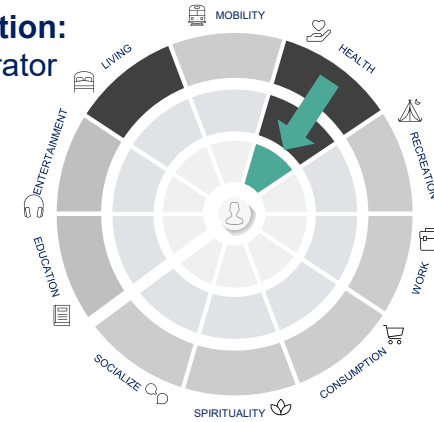
WHAT: ECOSYSTEM IS THE DOMINANT BUSINESS LOGIC

THE ECOSYSTEMIZER STRATEGY MAP – STRATEGIC OPTIONS

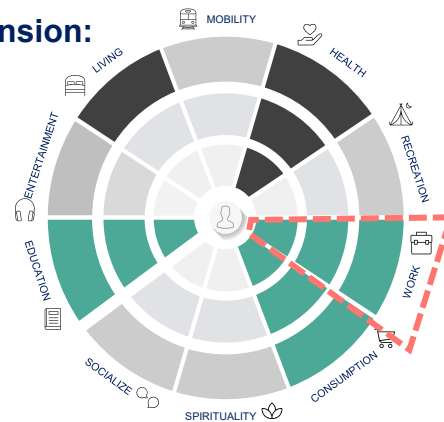
1. Life Area Focus: E. g. Health



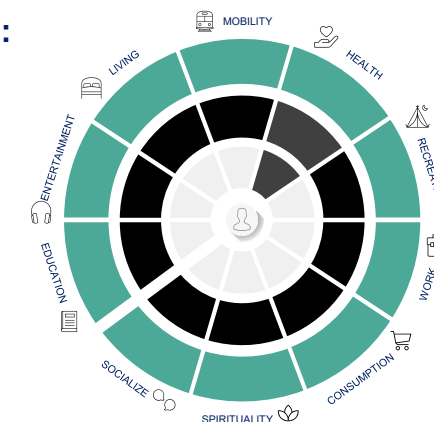
2. Life Area Integration: E. g. Health orchestrator



3. Life Area Expansion: • Work • Consumption • Education



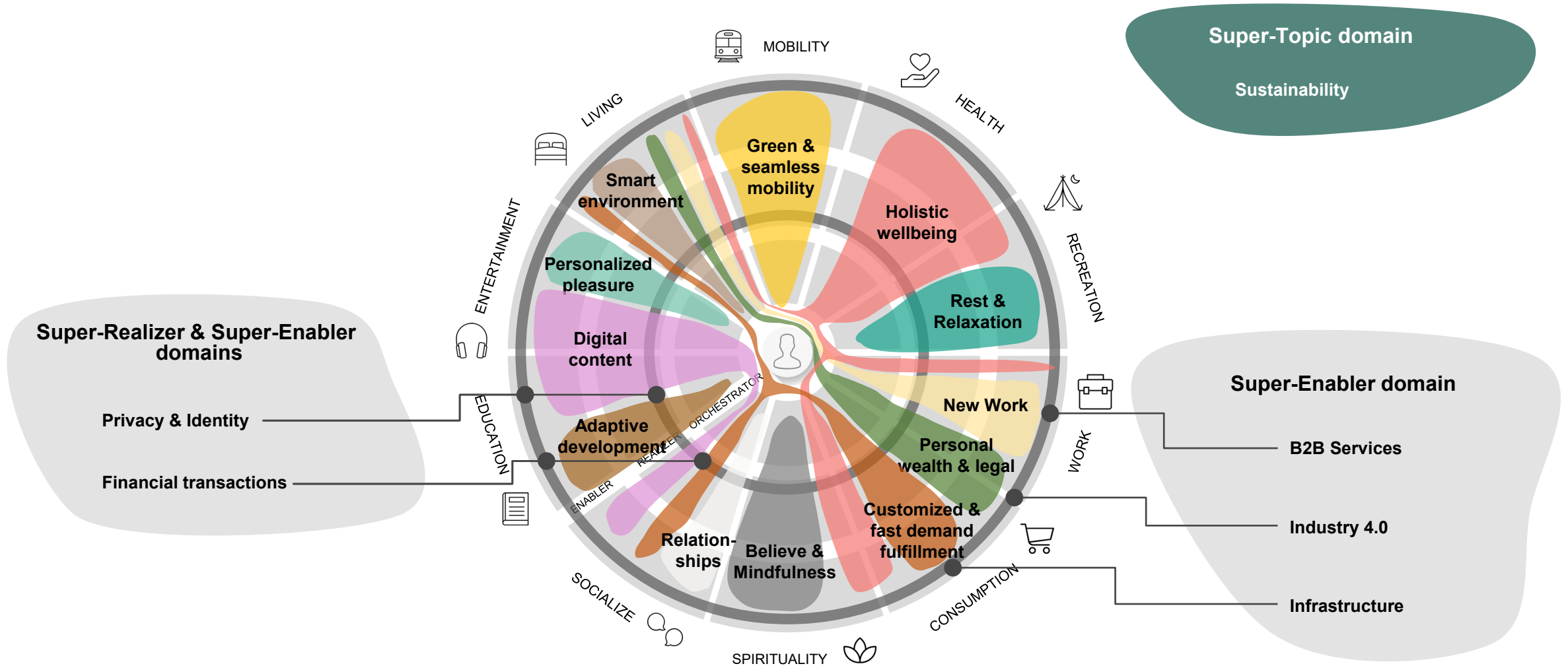
4. Role Dominance: E. g. Super-Enabler



● Current positioning ● Strategic directions

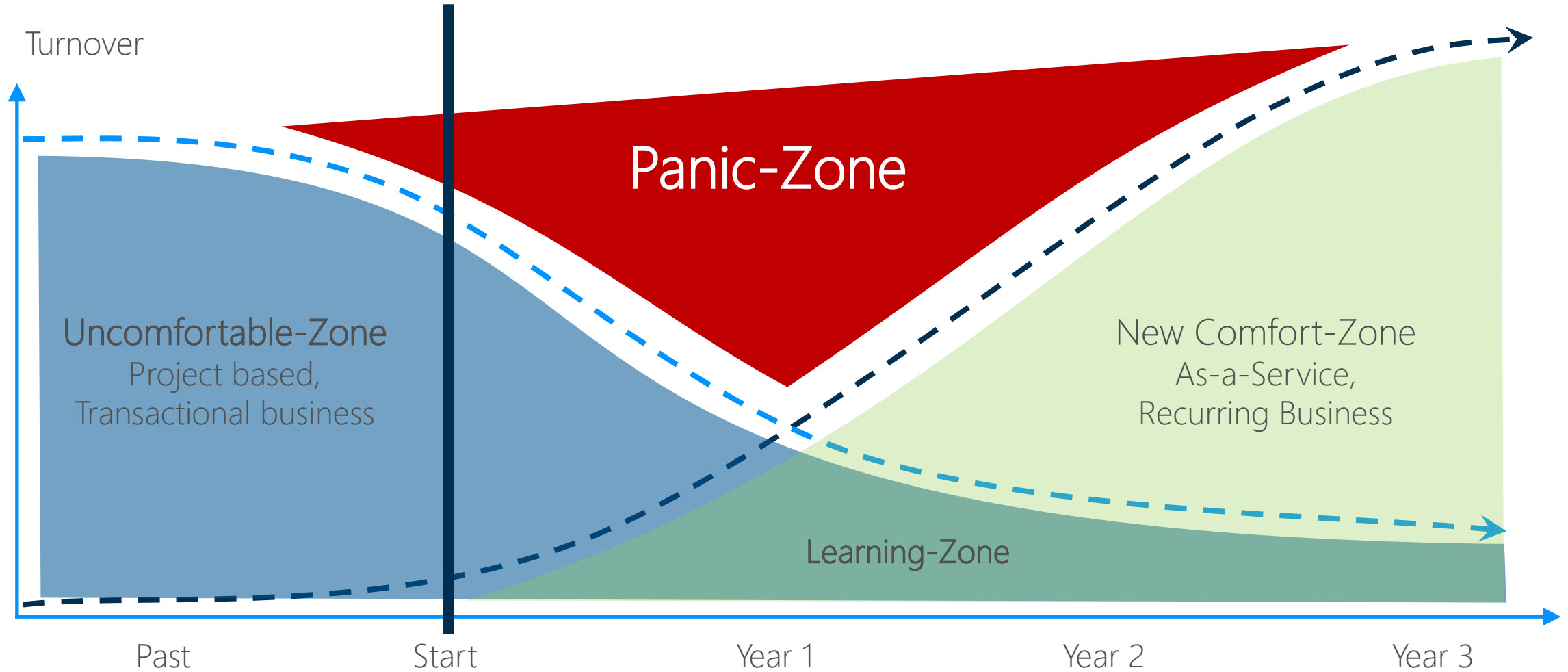
WHAT: ECOSYSTEM IS THE DOMINANT BUSINESS LOGIC

THE ECOSYSTEMIZER STRATEGY MAP – ECOSYSTEM DOMAINS



WHY: INCREASING COMPETITIVENESS

SYNERGIZE OR PARISH!





#1 Mistake

“Actionism – Tr

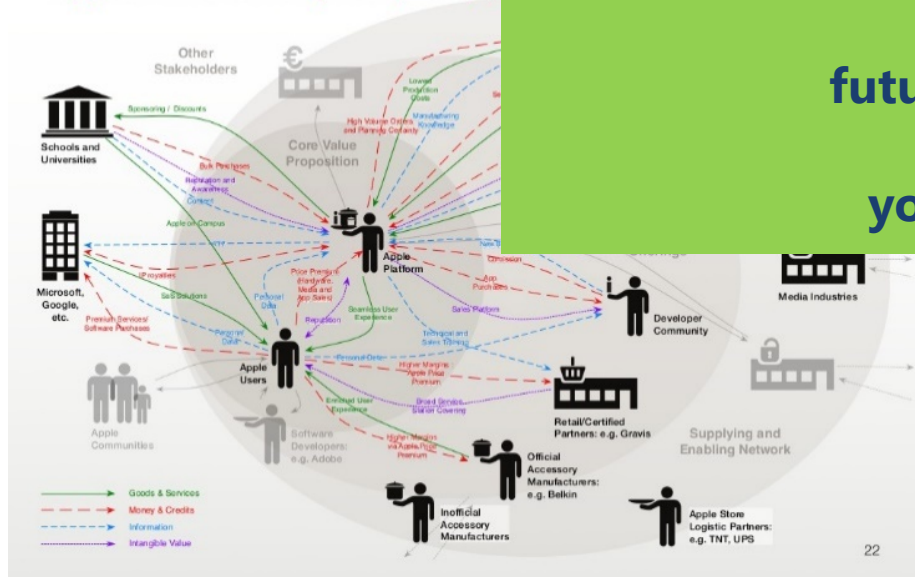
STOP THAT SHIT!

Instead, create a clear understanding and focus about the future and objectives of and in your organization

#2 Mistake

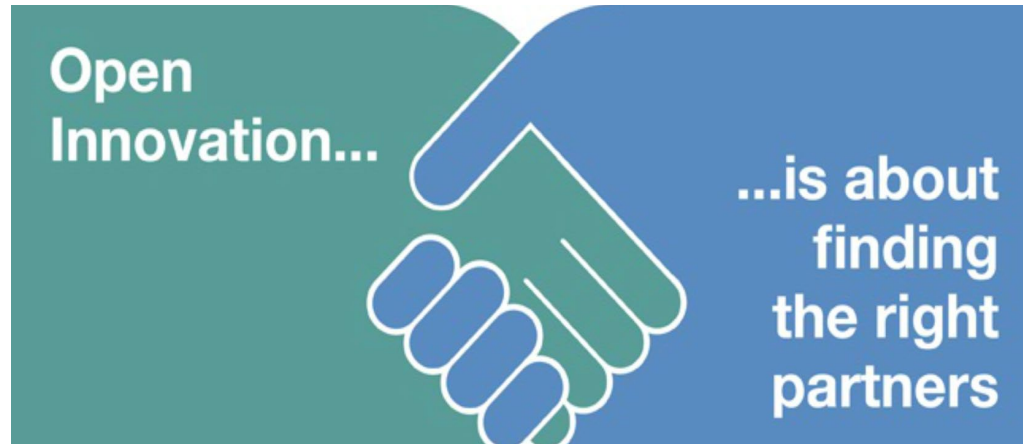
“Innovation-Theatre”

Apple's Business Ecosystem (Excerpt)



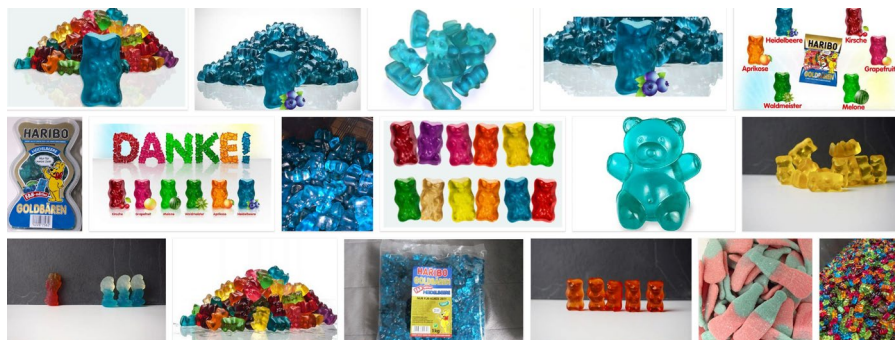
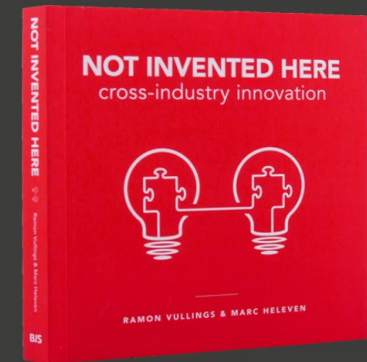


The difference between open and cross industry innovation



Not invented here

Cross-industry innovation is a clever way to jump-start your innovation efforts by drawing analogies and transferring approaches between contexts, beyond the borders of your own industry, sector, area or domain.



€ 11,98 / Kg

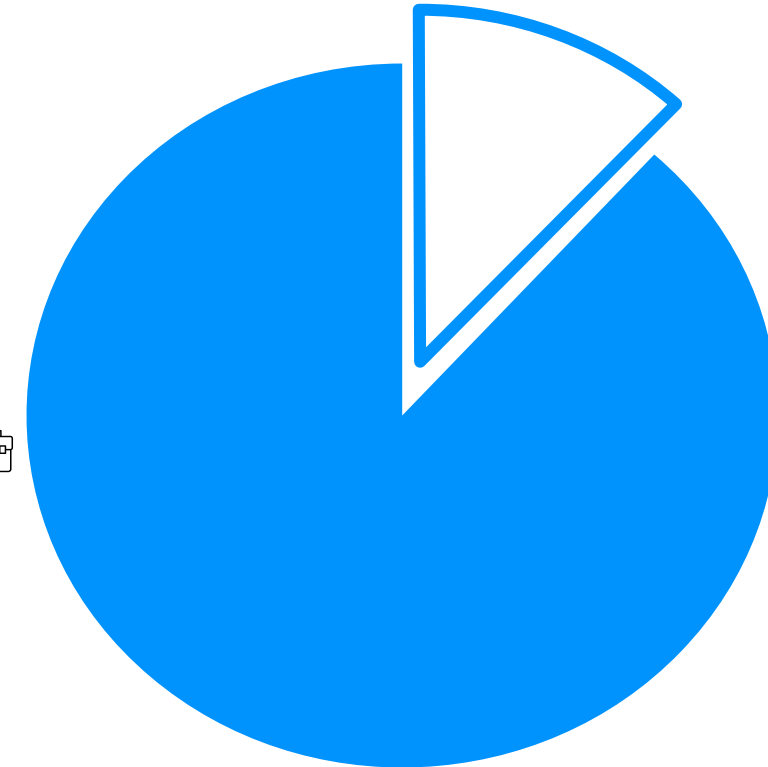
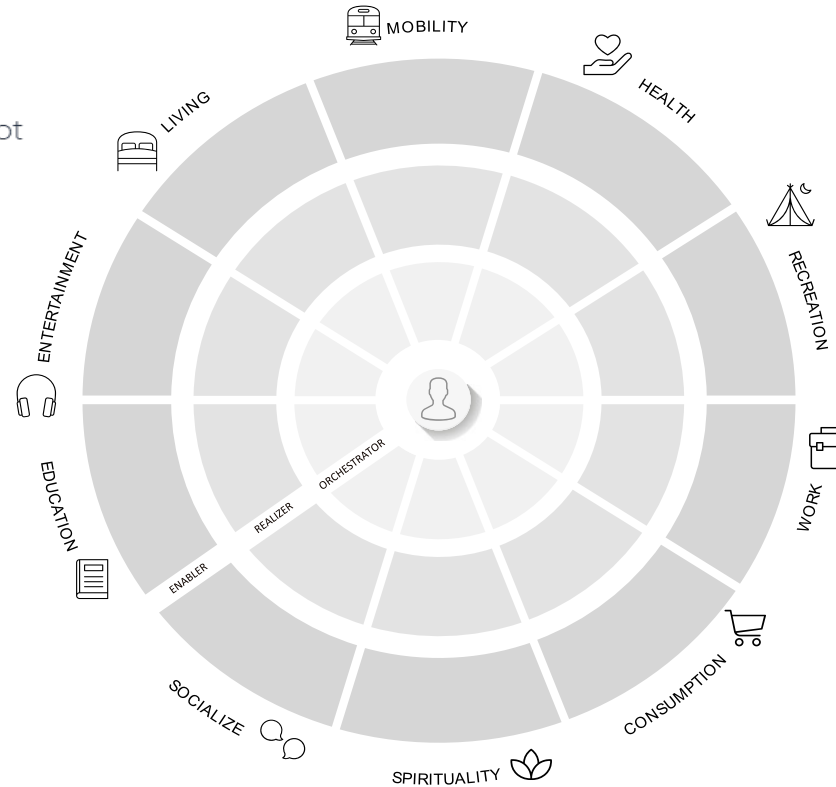
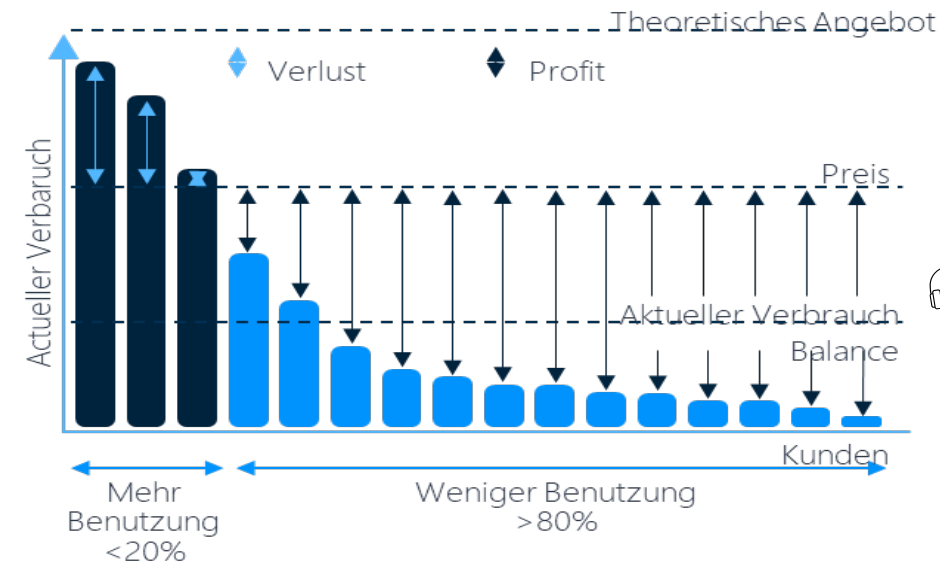


1 Kapsel = 2,5gr

1000gr / 2,5gr = 400
400 x 0,35€ = € 140,00 / Kg

WHAT: INNOVATION = ECOSYSTEMS “WORKING MUSCLE”

Modern Workplace Business Development 2021



Value Providing Service Bundles & Value Based Pricing & PAYG

User & Usage Reach within Ecosystem

Pro-Active Go-To-Market with Ecosystem-Partners

WHAT: INNOVATION = ECOSYSTEMS “WORKING MUSCLE”

Since 2016

Since 2003

Since 2011



Testimonials 2016:

+ Inspiring Stuff

+ Great fun

+ Incredible Results



Ernesto Schmutter
Senior Vice President & Chief Executive Germany
IngramMicro GmbH



Mag. Manuela Mohr-Zydek MBA
Leitung Mittelstand & Partner,
Microsoft Österreich GmbH



Yvonne Bettkober
Director SMSP
Microsoft Switzerland GmbH



David Brodbeck
CEO
Garaio AG



Thomas Schrader
CSO & CMO
GIS AG



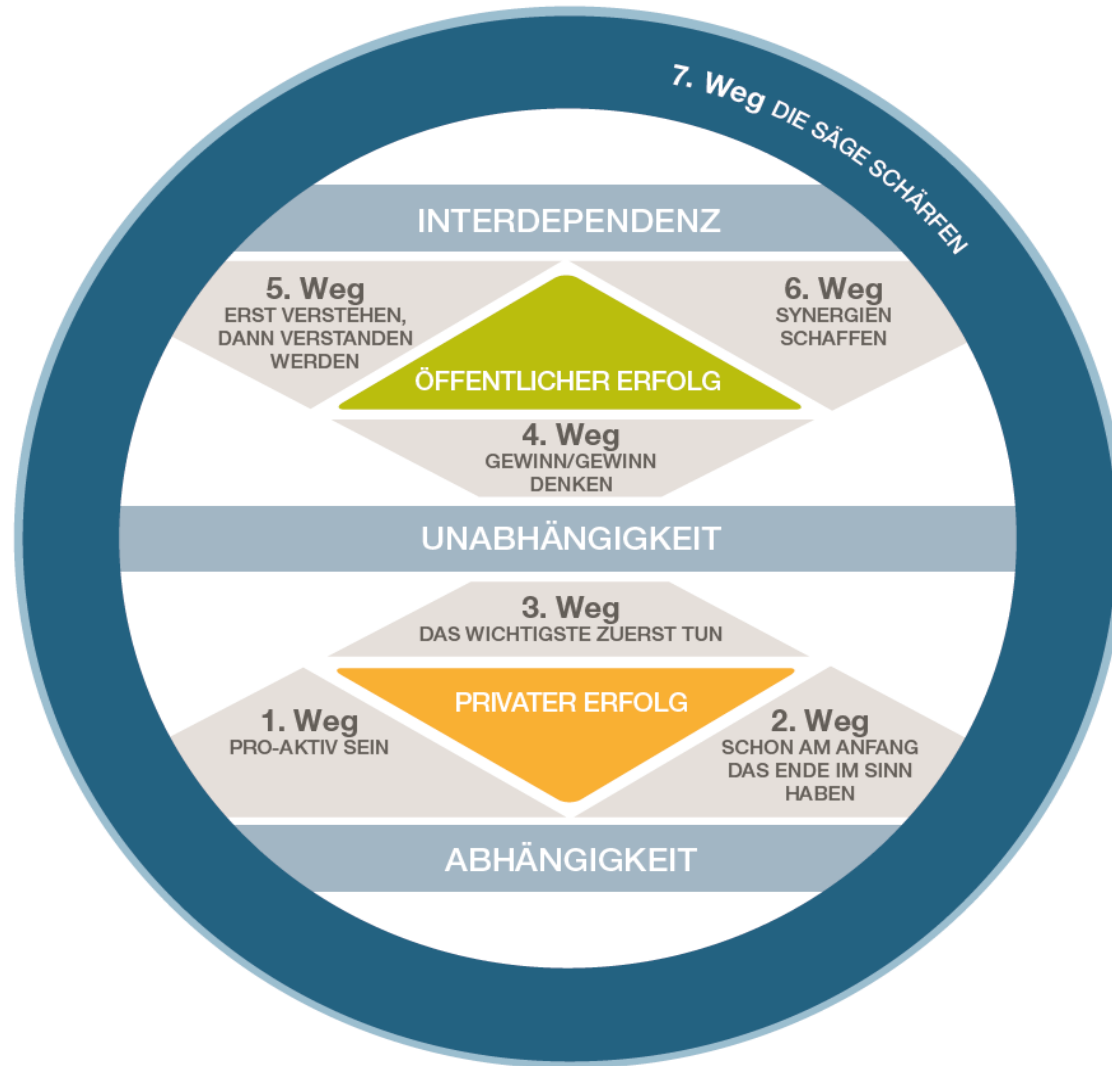
Gilles Fiorio
CEO
Synchrotech SA



Dr. Oliver Becker
Director Process
Management
Arvato Systems GmbH

Leading Ecosystems

WHAT: SUCCESSFACTOR LEADERSHIP



Dr. Stephen R. Covey
1932–2012

„Leaders make people successful –
Managers make things happen!“



Quelle: Covey, Stephen R., The 7 Habits of Highly Effective People - Powerful Lessons in Personal Change, Sydney: Simon & Schuster, 1989

WHAT: MEASURED SUCCESS

Reference Project – MS Partner Synchrotech, CH Geneva-Martigny

Leadership, Innovation, Transformation, Sales

Project duration: 24 Months

Return On Invest: >3 Mio CHF Return on <200 K € Invest

<https://synchrotech.ch/en/2020/04/22/10-success-factors-to-become-an-effective-process-organization/>



Gilles Fiorio
CEO
Synchrotech SA
Genf - Martigny
www.synchrotech.ch

09.02.2021



Synchrotech | Homepage x Edinburgh Business School

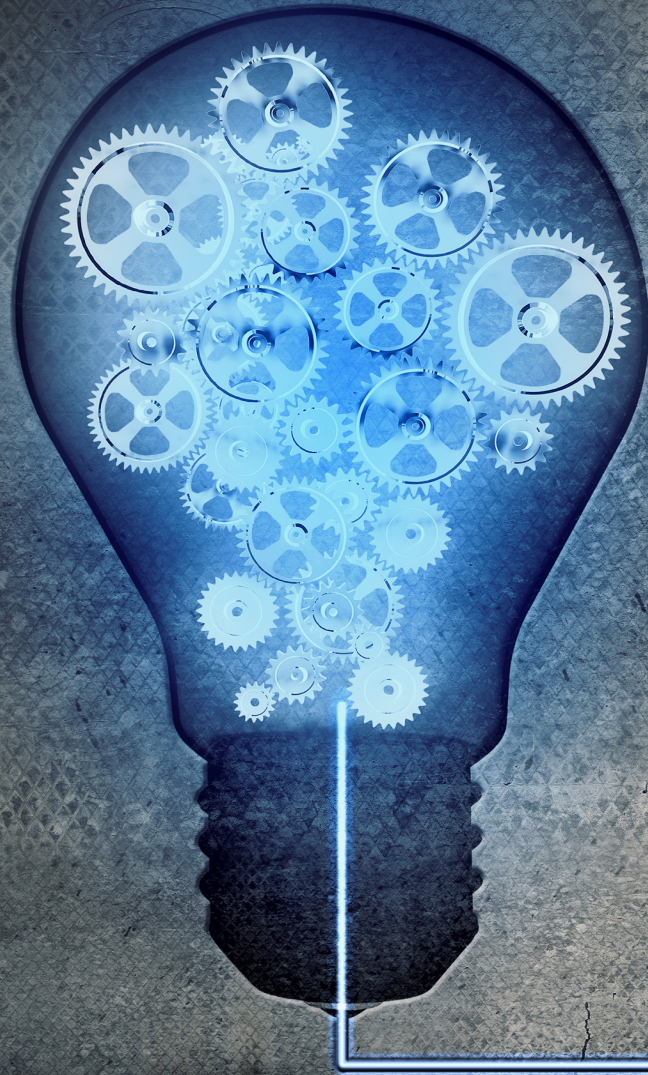
SYNCHROTECH
Genève - Martigny - Mauritius

in FR EN

Value creation Services Références News Career Contact

< Create Worldclass Cash Flows... rely on Synchrotech >

Competitiveness Cashflow Compliance



Leading Ecosystems

Practicing true customer centricity

Therefore:

Exploring human life areas

Identifying human needs

Creating strategies

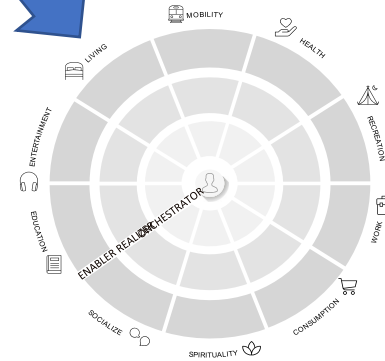
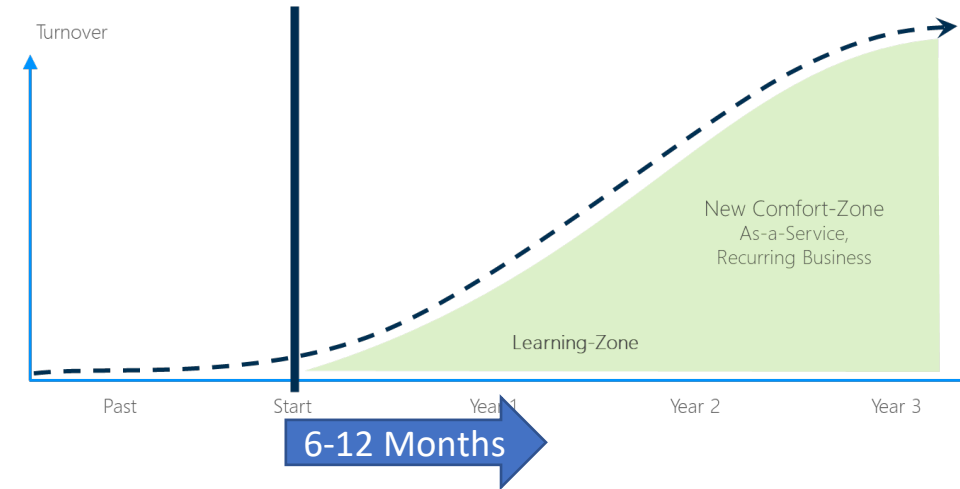
Innovating offerings

Strengthening Leadership

Partnering to leverage customer value

& Partner

Start Your Ecosystem Journey – As-A-Service!



LEAD SMARTER

AND

ROCK HARDER

Fred Keßler, M.BC.
CEO

INNOVATIONLEADERS

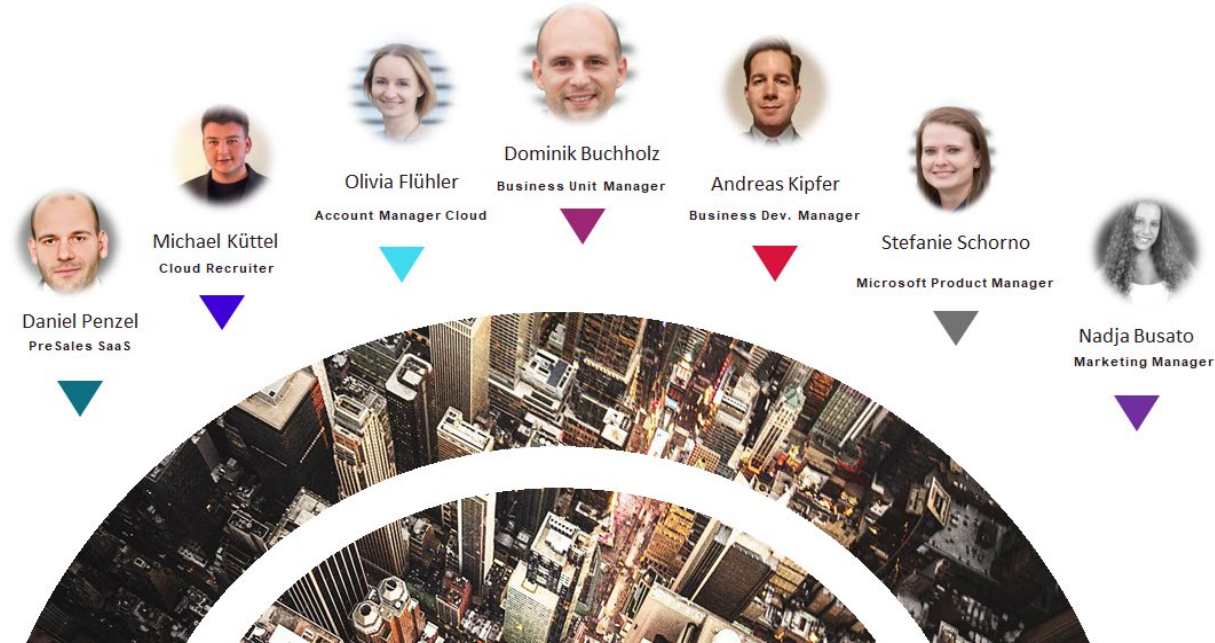
Academy & Business Consulting GmbH
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79232 March-Neuershausen
(Freiburg i. Breisgau)

+49 7665-968999
fk@innovationleaders.de
www.innovationleaders.de

Who are we and what do we do for you?

Business Unit Manager Software & Cloud – Ingram Micro, Dominik
Buchholz

Local Cloud Team



What we do

- Customer centricity (Understand the customer)
- Partner Enablement (Know How Transfer, Trainings)
- Develop Channel experts (e.g. Microsoft competency partners)
- Develop Eco system within the channel
- Partner Program

Strategischer Lernpfad



360 degree angle:

- 1) Understanding our Partner's business (Customer centricity)
- 2) Propose solutions (Solution approach)
- 3) Support and enable Partner to reach set goals and the respective end customer base (Partner Enablement)



- 1) Learning paths
- 2) Partner Program
- 3) Training as a service

Azure Learning path



Teams Learning path



Closing

OCP Lead Microsoft Switzerland, Thomas Winter

WE ARE MOVING → Swiss Partner Community

Central Communication tool

The screenshot shows the Microsoft Partner Community website for the Switzerland Partner Zone. The header includes the Microsoft logo, 'Partner Community', and navigation links for Communities, Events, Ideas, Community Help, and Contact Support. A 'Switzerland Partner Zone' banner features a photo of two people and a 'Join' button. Below the banner, there are links to local news and newsletters in German and French. The main content area is titled 'Explore this community' and lists several forums: 'COVID-19 information for partners', 'FY21 Incentives Programs', 'Modern Work & Security', 'Business Applications & Power Platform', 'Azure Platform & GitHub', and 'Hot Topics Group'. A 'Top Kudoed Posts' section on the right highlights two posts: 'Incentive support experience' and 'COVID-19: Learning from our customers in Italy', both with 1 kudo.

Check out the introduction post [here](#).

You can also find a great post with all you need to know as a Microsoft Partner (FY21 edition) [here](#).

Partner of the Year Awards & Inspire 2021

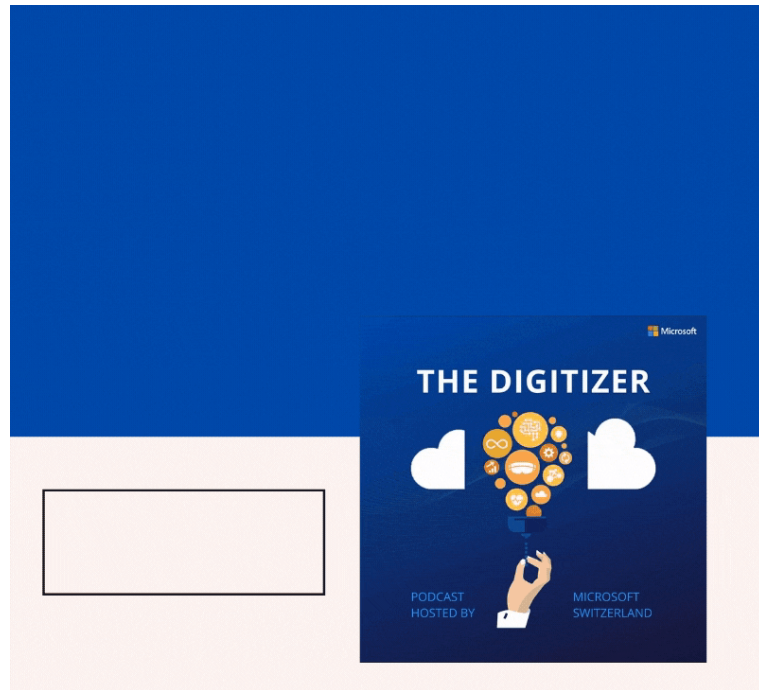
[Nomination tool](#) now live!

Application deadline for global and local submissions is **11:59 p.m. Pacific Time (PT), on April 21, 2021!**

Find everything you need to know [here](#).



The Digitizer



The Digitizer

Thomas Winter, Philippe Maurrasse

Thomas Winter, Microsoft Switzerland Partner Lead, and Philippe Maurrasse, Microsoft Switzerland Channel Sales Lead, invite one Microsoft Partner in every episode to deep dive into their offering and how the joint value proposition benefits the customers.



More

The Hosts



Thomas Winter,
Microsoft Switzerland
OCP Lead



Philippe Maurrasse
Microsoft Switzerland
Sell-With Lead

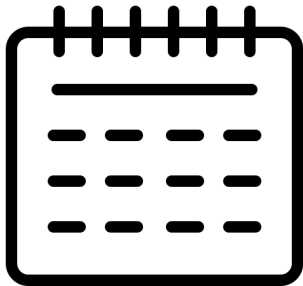
Want to be part of The Digitizer?
Reach out to our producer Dilan (a-dikara@microsoft.com)

Partner Townhalls

Next dates

All info here: aka.ms/chpartnertownhall

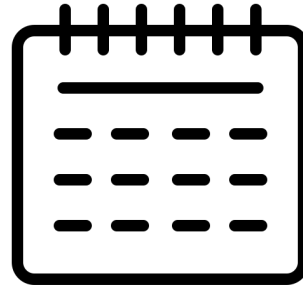
March



25th of March
09h30-10h30

Topic: Compliance

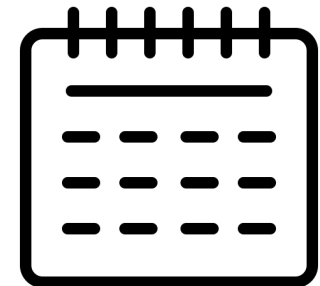
April



29th of April
09h30-10h30

Topic: How to include
security in your offering

May



27th of May
09h30-10h30

Topic: Capacity gap