

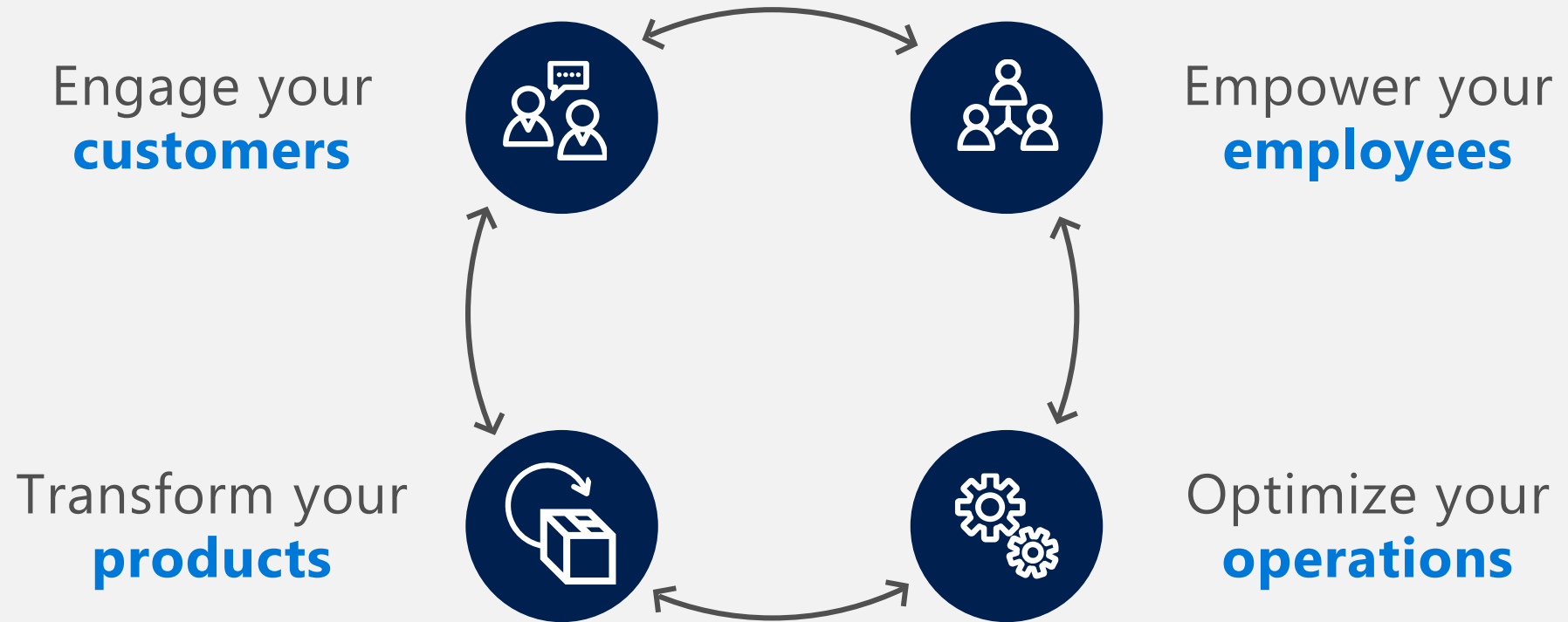
Microsoft Dynamics 365

Intelligent Business Applications for
Enterprises

Mehdi Elloumi



Digital Transformation



Next Generation Intelligent Business Applications



Next Generation Intelligent Business Applications



**Brought to you by Adobe Marketing Cloud*

Social for everyone

Microsoft Social Engagement

View
Date



Being social vs. strategic social



83%

of Fortune 500 companies have corporate Twitter accounts



80%

of Fortune 500 companies are on Facebook



97%

of Fortune 500 companies have a corporate presence on LinkedIn

Only

17%

of US companies identify their social strategy as mature.

What's top of mind for social?



Listen everywhere



Analyze sentiment



Drive engagement



Listen everywhere



Listen to what people are saying



Learn how people really feel about your business



See how you stack up to competitors

72% of all internet users are now active on social media

Pew Research Center



Analyze sentiment



Determine your share of voice across social channels



Know who your key influencers are



Figure out what is resonating with the market

39% of companies do not track their social media responses at all

Satmetrix



Drive engagement



Foster conversations about your brand across social channels.



Turn insight into action with proactive participation.



Capture feedback and respond quickly to escalated issues.

55% of companies ignore all customer feedback on Twitter and Facebook

Satmetrix

Microsoft Social Engagement

Social
Listening

Intelligent
Social

Social
Engagement

Social CRM



Social listening

Social listening

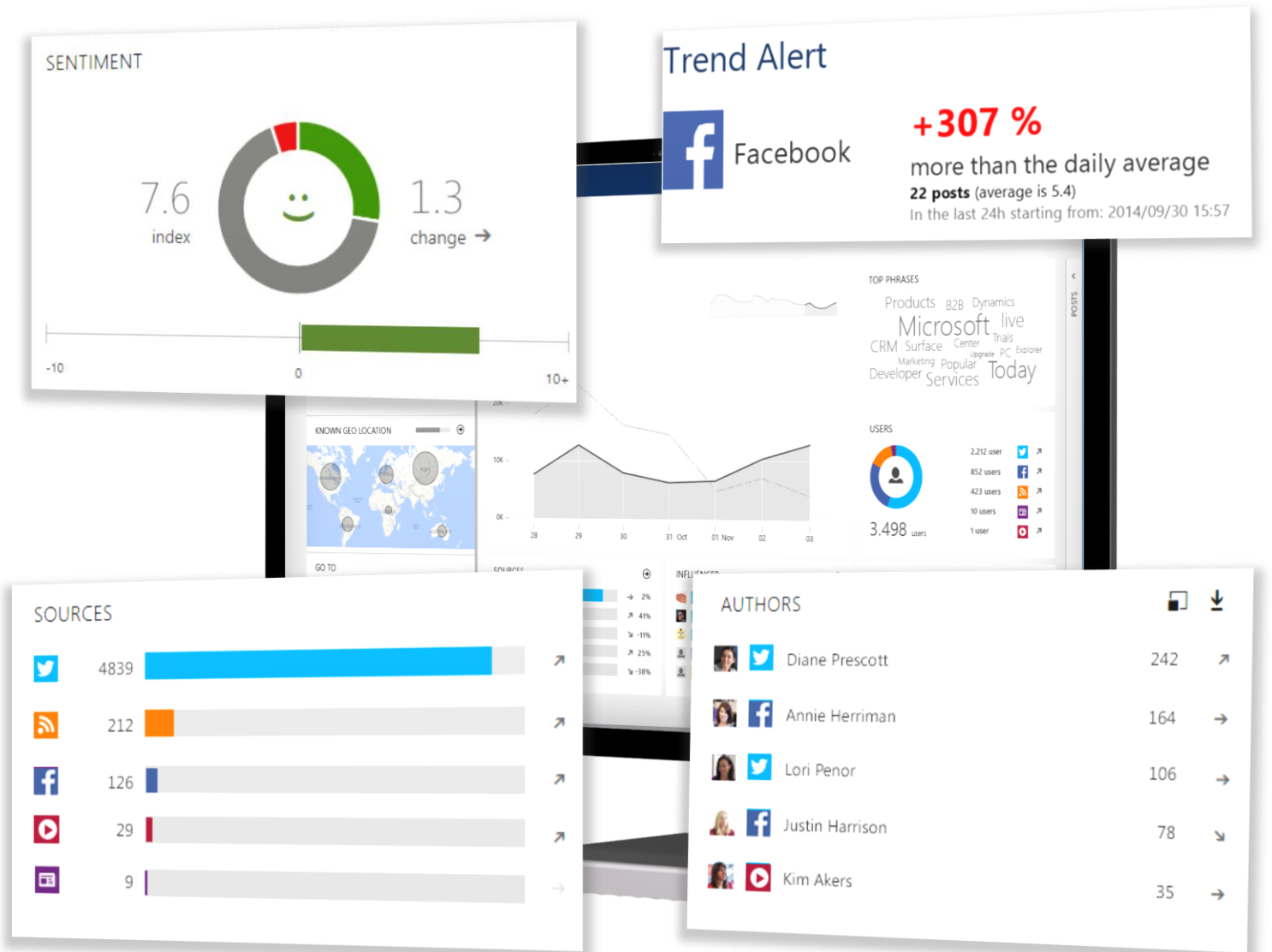
Listen to what people are saying globally across social media, news publications and other sources via RSS.

Key influencers

Identify and follow people actively talking about your brand, products, or services.

Sophisticated alerts

Detect trends and listen for specific posts to keep you informed on keywords or topics.



Intelligent social

Adaptive sentiment

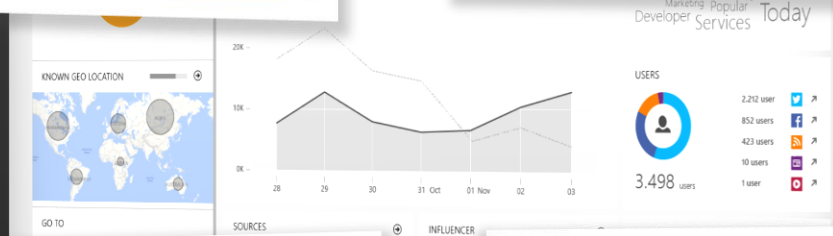
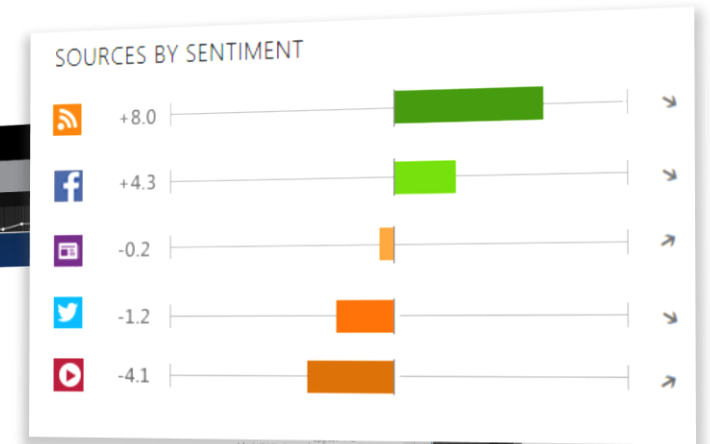
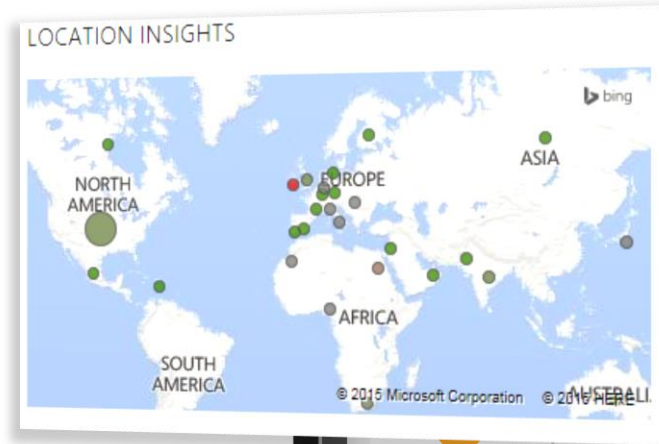
Adaptive sentiment learns from customers through machine learning enabling custom sentiment models to fit your organization.

Automated triage

Automatically detect intention in social posts and triage/route them as cases or leads into CRM.

Buzz analysis

Insights at a glance with rich analytics: location, share of voice, text mining and tag clouds visualizations.



Social Engagement

Engage & publish

Improve your social media presence by engaging with social communities with rich multimedia – replying and publishing.

Team collaboration

Enable teams to collaborate using Office Groups for assigning posts and sharing streams and social profiles.

E2E customer experience

Create an end-end customer experience by creating CRM actions from social posts – cases, leads, and any custom entities.

The image displays a collage of screenshots illustrating social engagement and CRM integration. The top left shows a tweet from Garth Fort (2 min) discussing the integration of Magento eCommerce with Dynamics CRM. Below it is a tweet from Willa Preston (4 min) asking about Microsoft Dynamics CRM. The bottom left shows a tweet from Garth Forth (10 Min) about Adventure Works, with a CRM form overlay for creating a lead record. The right side shows a Nokia social profile page with statistics and a header picture.

Dynamics CRM

Garth Fort 2 min
#Magento Atdec Integrates Magento eCommerce with Dynamics CRM and ERP to Generate Accurate, Real-time Visibility <http://t.co/RZqxy4WPao>

Willa Preston 4 min
LINK What does Microsoft Dynamics CRM offer? CRM provides you best customer relationship management Solutions

comment as @MSDynamicsCRM

Willa Preston @NOD_Willa Thanks for your post!

Garth Forth 10 Min
Impressed with new Adventure Works offering. Weighing pros and cons. Let me know your experience.

Create record in Microsoft Dynamics CRM

Automatically create records from the current post.

Instance	Entity
Adventure Works	Lead

Notes

VP at A. Datum potential lead for Adventure Works

Back to Dynamics CRM

AUTHOR DETAILS

Nokia USA
@NokiaUS
Sunnyvale, CA
company.nokia.com

FOLLOW

Are you ready for a new world of technology? News and updates from Nokia.

REACH 2

FOLLOWERS	FOLLOWING	TWEETS	IMAGES
30,496	4,545	431	17

Header Picture

ACTIVITY IN THE PAST 30 DAYS

Volume

Tweets

8

4

Social CRM

Social sales

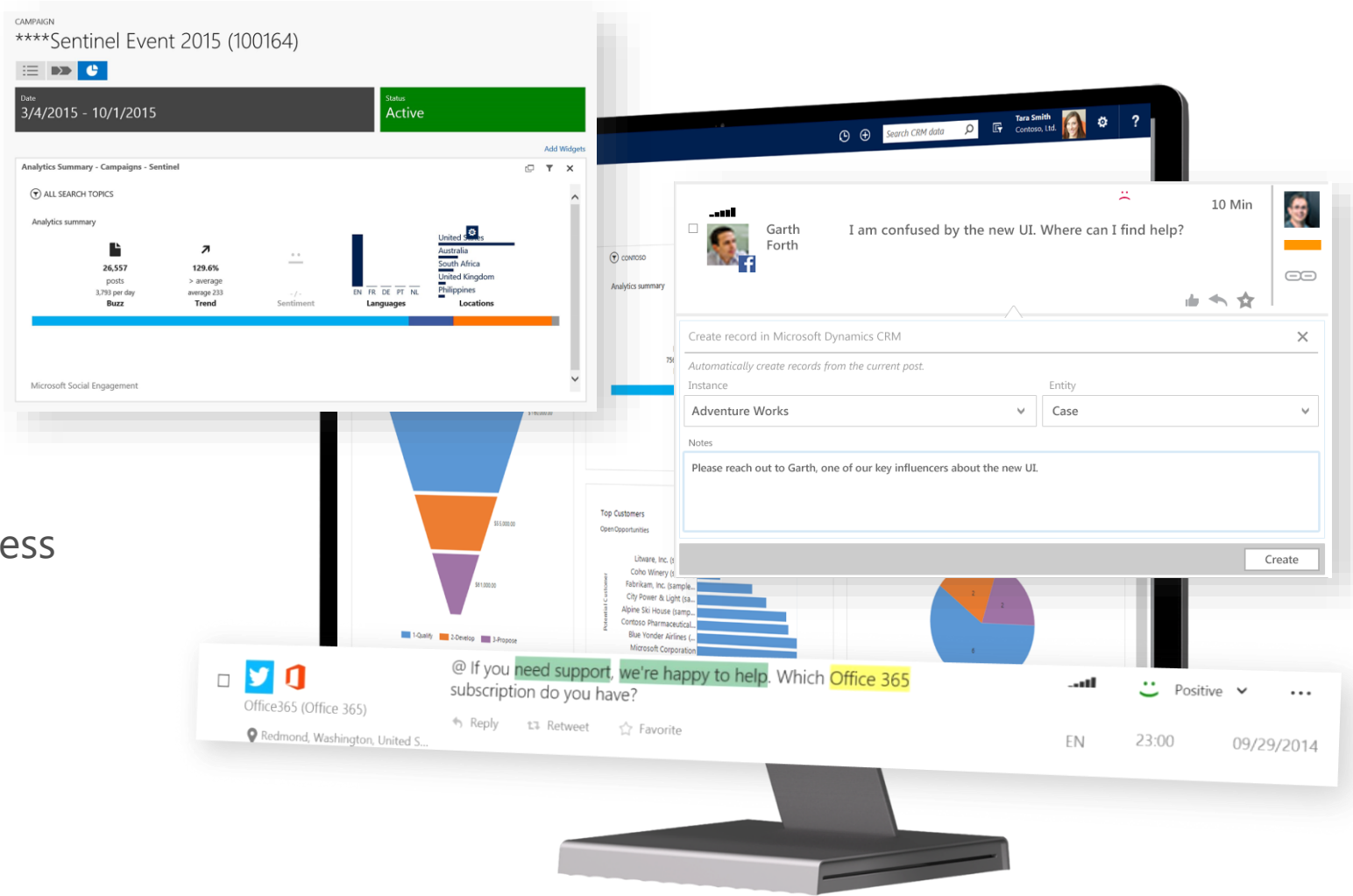
Win faster when you leverage social to identify and act on buying signals, monitor key developments at your top accounts and track competitors.

Social marketing

Manage your brand reputation, nurture influencers, measure campaign effectiveness and strengthen your community management.

Social care

Keep customers happy by identifying any customer issues and trends early on and being proactive on Twitter and Facebook.





Social Selling Assistant

Capability overview

What is Social Selling Assistant?

Social Selling Assistant empowers sales teams to sell more by leveraging social media through **personalized** and **actionable smart recommendations**.

As a salesperson, Social Selling Assistant helps you:

Gain Trust: Share knowledge and participate in social conversations to be a thought leader.

Grow Network: Find and connect to new companies and people to develop your contacts and generate new leads.

Get Connected: Keep track of all your stakeholders to stay on top of the latest developments.

Why use Social Selling Assistant?

Salespeople who exceed quota share **23%** more content each month on social media

75% of B2B buyers are influenced by information found on social media

78% of salespeople using social media perform better than their peers

Salespeople who excel at social selling are **51%** more likely to hit quota

How do we do it?

Our approach: Personalized smart recommendations requiring minimal time commitment.



Social Selling Assistant comes up with smart, actionable recommendations:

- What and when to share and like
- With whom to connect
- When and with whom to engage
- Inform yourself about customer and competitor insights

Heavy usage of machine learning allows Social Selling Assistant to learn from your actions to boost quality of recommendations in future.



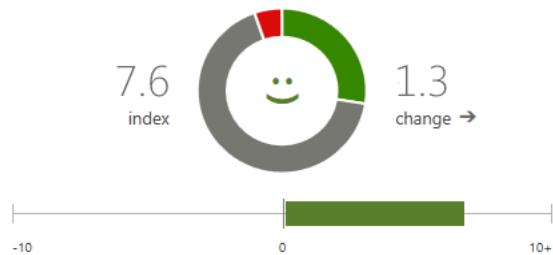
Demo

Dynamics CRM ▼

Week 10/3 - 10/10/2015 **5114** posts → 6.5%

[Overview](#) [Conversations](#) [Sentiment](#) [Location](#) [Sources](#)

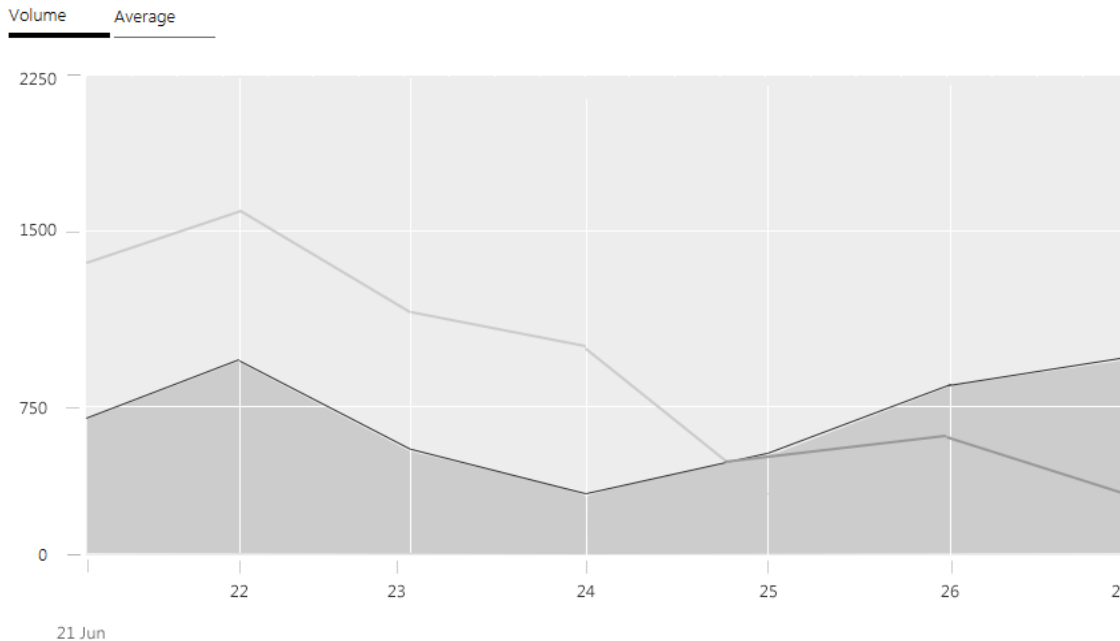
SENTIMENT



LOCATION INSIGHTS



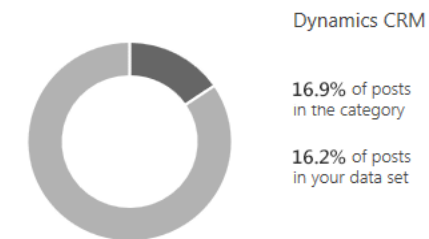
VOLUME



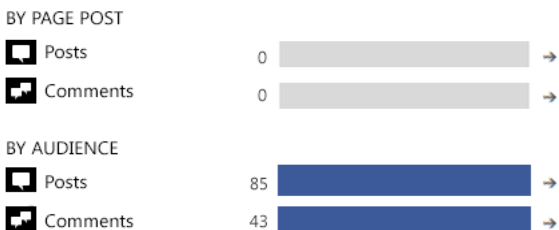
PHRASES

#conv15 crm #msdynamics
Microsoft MSFT
#msdyncrm
integration
sales #msdyncomm Bing
Subscription ebook

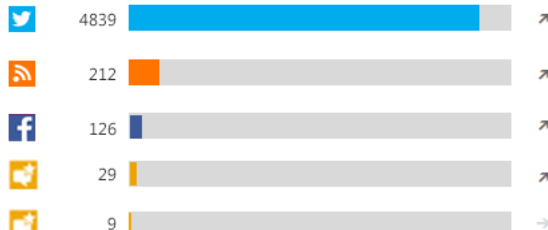
SEARCH TOPICS



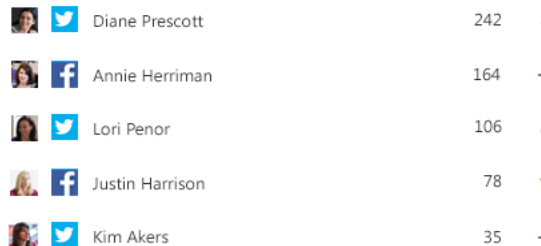
POST TYPES



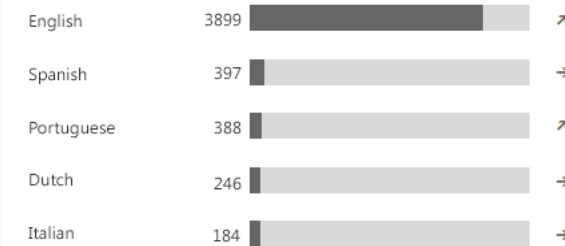
SOURCES



AUTHORS






LANGUAGES



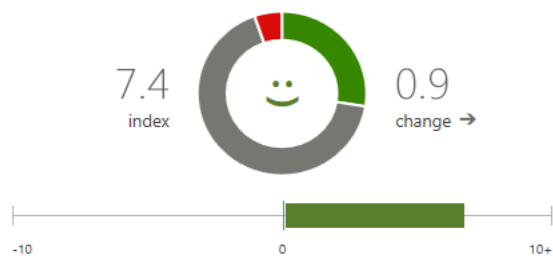
Dynamics CRM ▾

 Reach 1/5

  Week 10/3 - 10/10/2015 **4839** posts  **8.5%**

[Overview](#) [Conversations](#) [Sentiment](#) [Location](#) [Sources](#)

SENTIMENT

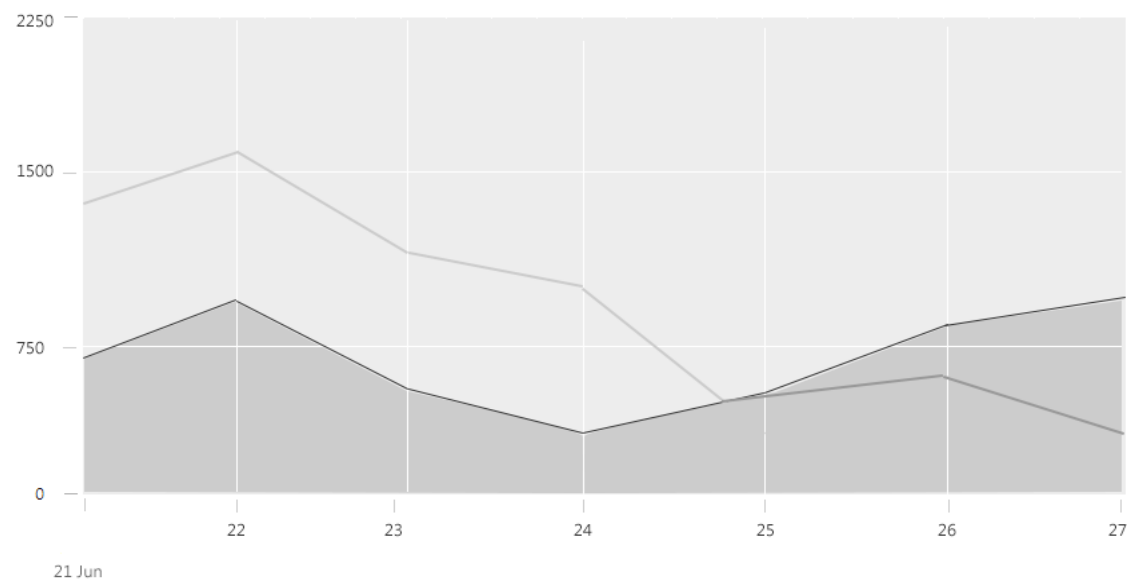


LOCATION INSIGHTS



VOLUME

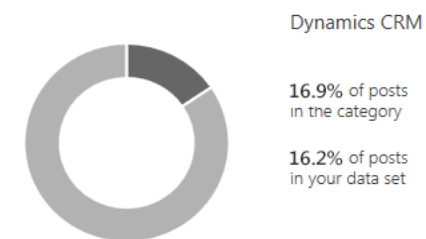
Volume Average



PHRASES

#conv15 crm #msdynamics
Microsoft MSFT
#msdyncrm
integration #CRM2016
#msdyncomm
Subscription #MSCRMROCKS

SEARCH TOPICS



POST TYPES

No matching posts found. Try changing your search topic, the time frame, or your filters.

SOURCES



AUTHORS

Author	Count
Diane Prescott	242
Annie Herriman	164
Lori Penor	106
Justin Harrison	78
Kim Akers	35

LANGUAGES

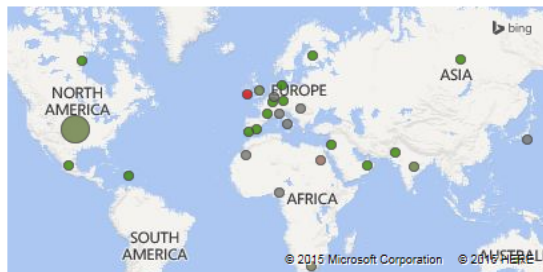
Language	Count
English	1980
Spanish	905
Portuguese	869
Dutch	789
Italian	296

Dynamics CRM

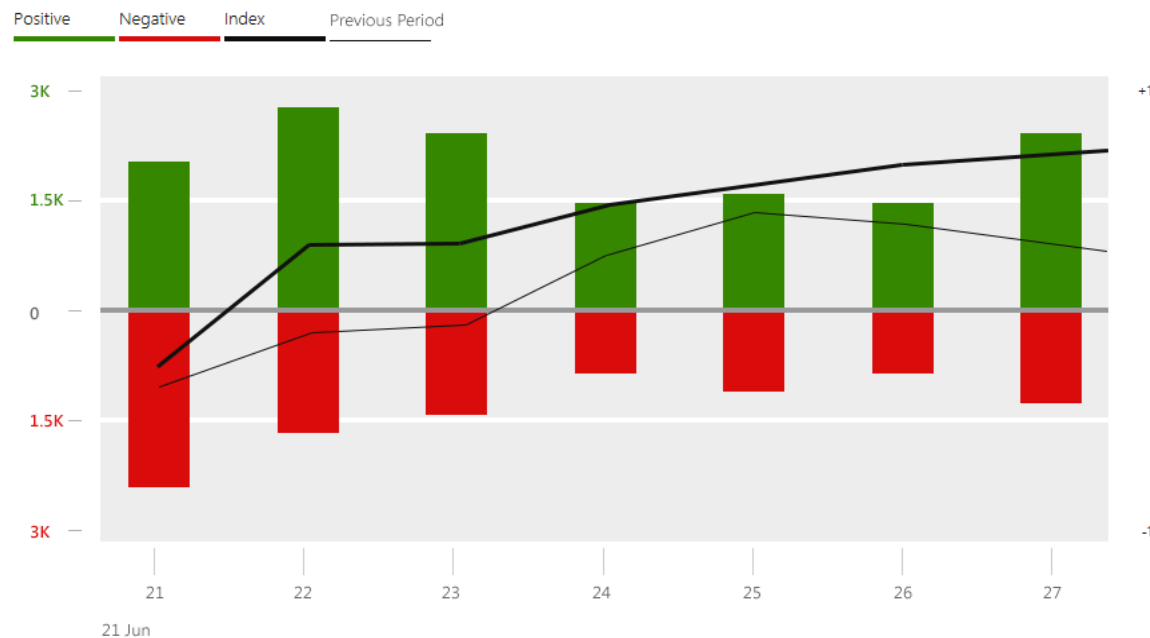
Week 10/3 - 10/10/2015 5114 posts → 6.5%

Overview Conversations **Sentiment** Location Sources

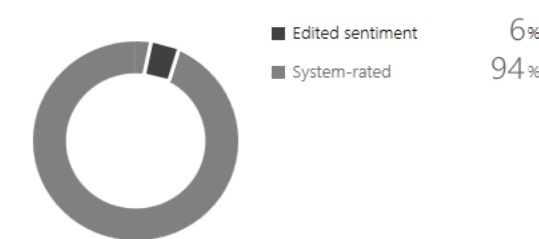
LOCATION INSIGHTS



SENTIMENT HISTORY



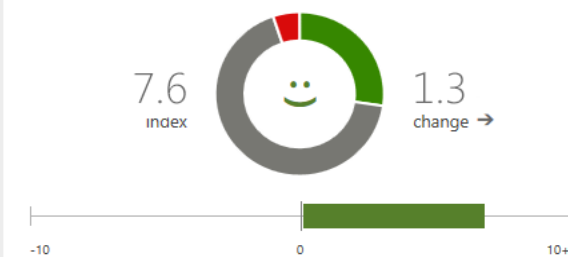
SENTIMENT COVERAGE



TOP FANS

		Peter Bankov	92
		Yolanda Sánchez	71
		Kendall Keil	37
		Ed Banti	19
		Will Kennedy	15

SENTIMENT



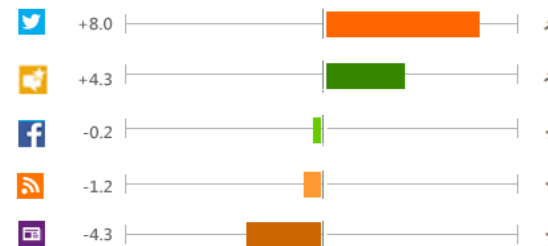
TOP CRITICS

		Nancy Anderson	18
		George Schaller	7
		Stefan Hesse	7
		Cristina Potra	7
		Chris Preston	7

NEGATIVE PHRASES

controls upgrading
 ideas @msdynamicscrm fails blog
 days #msdyn critical
 make names reminder internal
 microsoft dynamics ax choose

SOURCES BY SENTIMENT



POSITIVE PHRASES

customer engagements unified
 free trial access get today
 can free release use spring
 like help dynamics crm data
 http cloud customers

Dynamics CRM

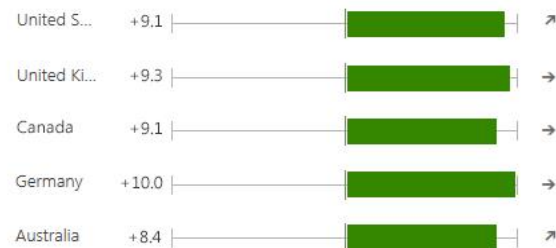
Week 10/3 - 10/10/2015 5114 posts → 6.5%

Overview Conversations Sentiment **Location** Sources

SENTIMENT



SENTIMENT BY COUNTRY/REGION



LOCATION INSIGHTS



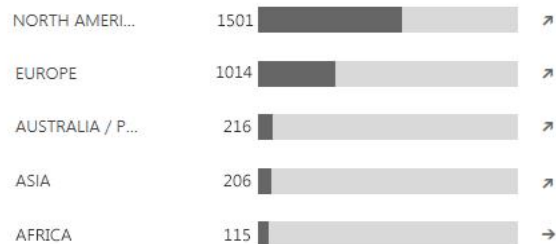
LOCATION COVERAGE



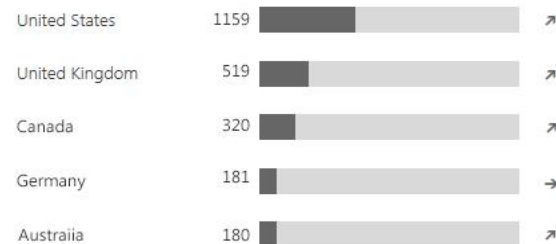
PHRASES BY COUNTRY/REGION

United States	#msd...	#conv15	crm
United King...	#msd...	#msdy...	consult...
Canada	#msd...	@msft	crm
Germany	#msd...	crm	dynam...
Australia	#msd...	@msft	#msdy..

LOCATION GROUPS



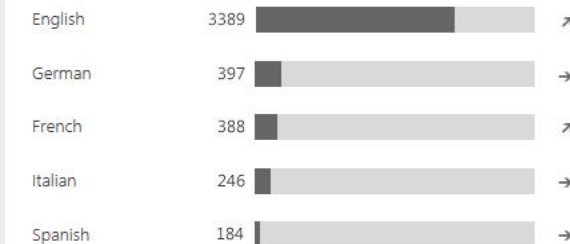
LOCATIONS



CITIES



LANGUAGES

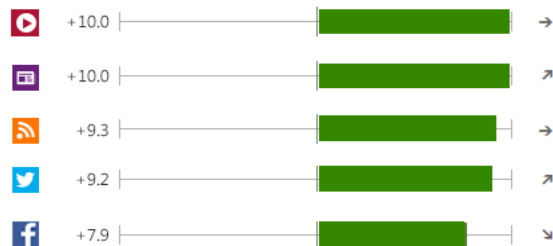


Dynamics CRM

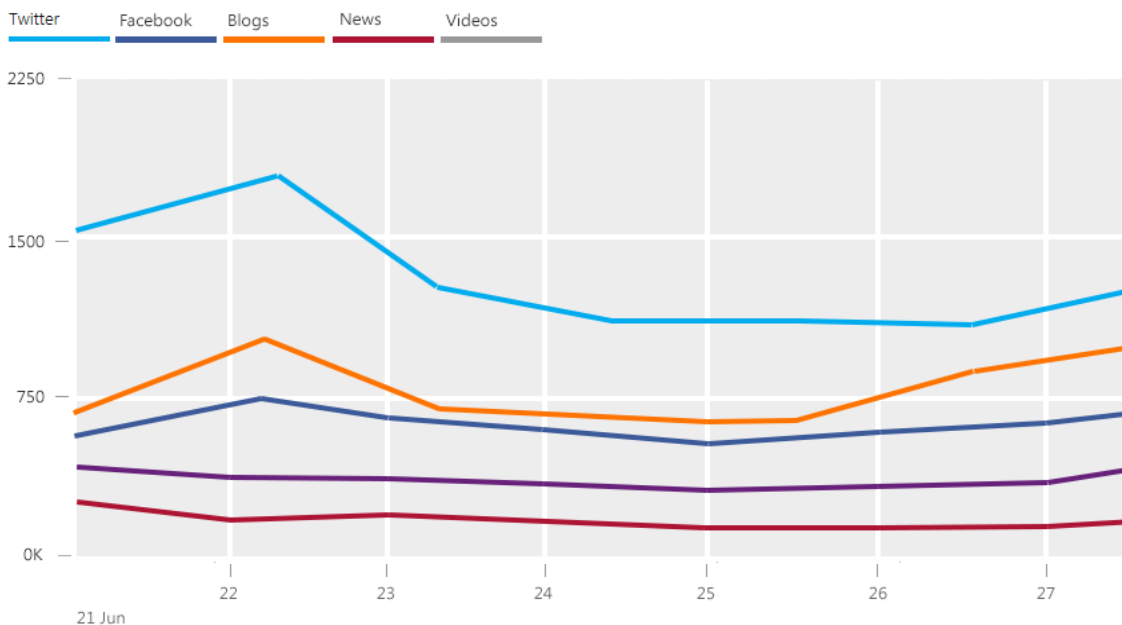
Week 10/3 - 10/10/2015 | 5114 posts → 6.5%

Overview Conversations Sentiment Location Sources

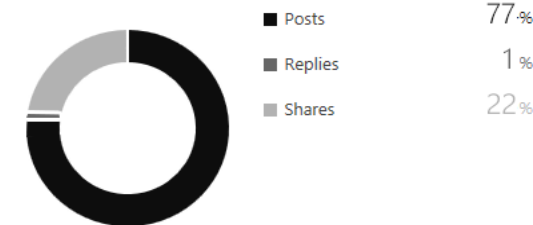
SOURCES BY SENTIMENT



SOURCES HISTORY



ACTIVITIES



LOCATION INSIGHTS



PHRASES BY SOURCES

- crm dynamics... microsoft...
- crm microsoft... microsoft
- crm dynamics dynamics...
- applicat... microsoft... dynamics...
- syndica... syndicate... ltd

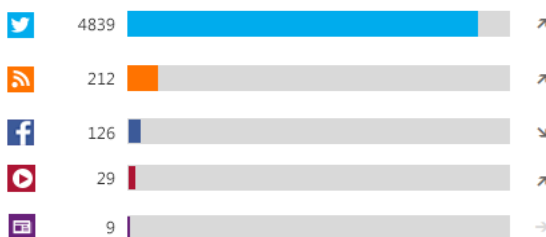
AUTHORS BY SOURCE



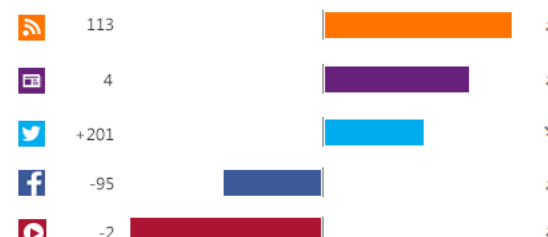
- 1994 authors
- 125 authors
- 80 authors
- 7 authors
- 5 authors

2211 authors

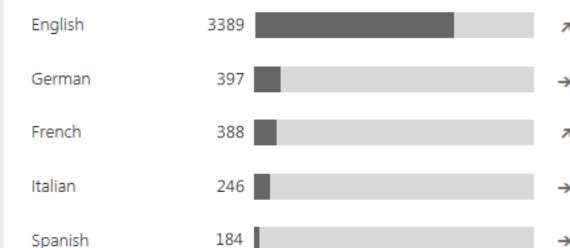
SOURCES



VOLUME CHANGE BY SOURCE



LANGUAGES





Dynamics CRM



Week 12/01 - 12/07/2015

5114 posts

→ 6.5%

Overview

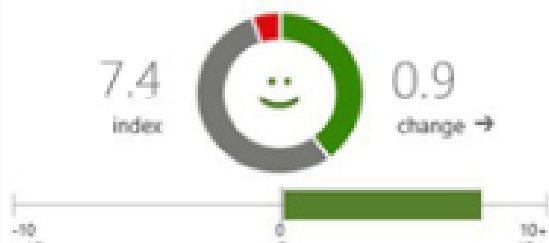
Conversations

Sentiment

Location

Sources

SENTIMENT

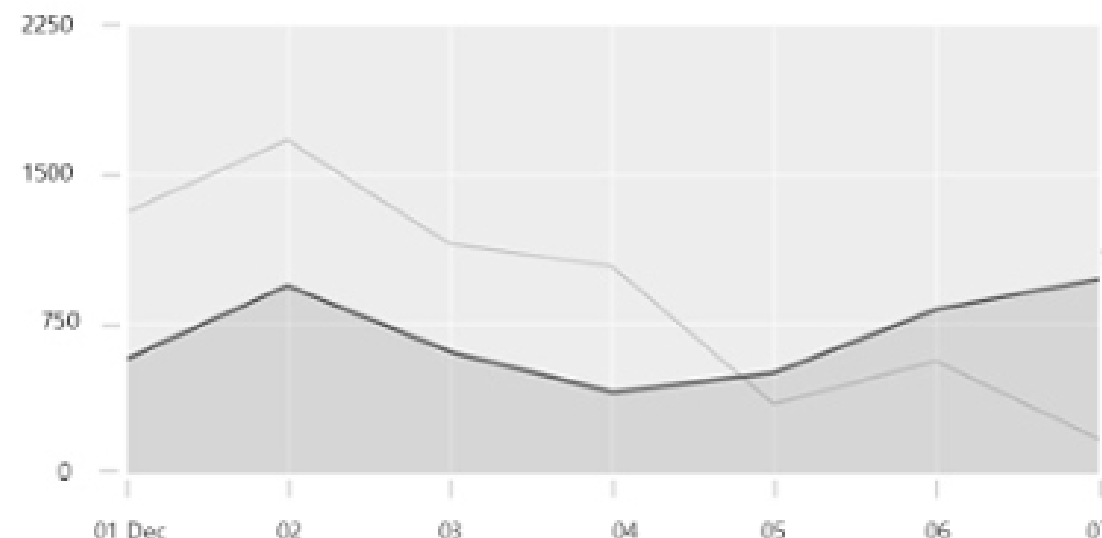


LOCATION INSIGHTS



VOLUME

Volume Average



PHRASES

#conv15 crm #msdynamics
 Today Microsoft MSFT
 #msdyncrm
 Integration #MSCRMROCKS
 sales #msdyncomm
 Subscription #CRM2016

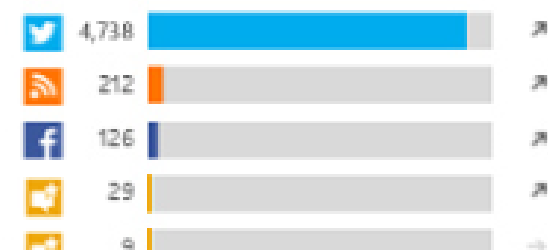
SEARCH TOPICS



POST TYPES



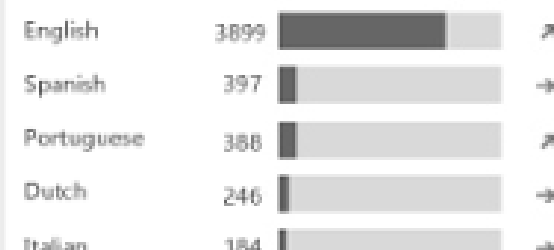
SOURCES



AUTHORS



LANGUAGES



Take a look at the posts

POSTS

Inbox

Scott Johnson @scottjohnson
Got a sneak preview of the new #blueyondersolar app. Looks incredible! #HappyCustomer

A stream only shows posts within the last 14 days

Open earlier posts in Analytics

Dynamics CRM

US Partner Learning @mslearningcurve
Starting Feb 1: Advanced workshop for Microsoft Dynamics CRM - How to architect in the Cloud <https://t.co/h9VpSp35p8>

jamestownsend @jamestownsend
Top 10 Dynamics CRM 2016 New Features: CRM app for Outlook <https://t.co/s1LiB4LT0m> #MSCRM

Roman David DeSilva @MetroHeads
Microsoft adds Dynamics CRM support to Cortana through Connected Accounts <https://t.co/E9rCAoVvzR>

HitachiSolutions @HitachiSolUS
There's a new Task Flow available in #MSDynCRM 2016. Learn more: <https://t.co/BHMmeQjeME> <https://t.co/UqQdoH9ZIP>

Azima Kacchi @aziuk
Microsoft Dynamics CRM 2016 Task Flow - Hitachi Solutions America <https://t.co/4wqZQ2khHa>

Microsoft Dynamics @MSFtdynamics
Is 2016 the year of adding #CRM to your business? Get started with a TestDrive of #MSDynCRM: <https://t.co/et4mYiGK61> <https://t.co/cm9VzQBEEu>
Retweeted by Ty Whittle @lbiistech

EOS Solutions @eossolgroup
Microsoft Dynamics CRM 2016 nominato Product of the Year da CUSTOMER Magazine <https://t.co/YuBTgihoiT> <https://t.co/k3BbrVJSoh>
Retweeted by Genbil Software @GenbilSoftware

Roman David DeSilva @MetroHeads

HoloLens

Kalp @kalpanakishore
3 coolest ideas people have come up with for #Microsoft #HoloLens #edtech <https://t.co/qiMW4vh67E> #mieexpert <https://t.co/uBG7gV7sMV>

S.C. @maliante
Imfao Sony just won't let those vibrators go...that's not VR fam. you're supposed to use just your hands #HoloLens <https://t.co/gTHs7REMtj>

virtuapi
New Job Listings at Google Hint at Upcoming VR Devices
Just the other day, YouTube hired Jaunt VR's Scott Brook as its ' Global VR Evangelist ', and earlier this month, Google's Vice President of product management, Clay Bavor, was reportedly put in charge of the company's newly-created VR division

MachineProfiles @MachineProfiles
Microsoft HoloLens Augmented Reality Is Getting More Interest Than Its Competitors <https://t.co/f69bjLZPii>
Retweeted by dieu @yann807

Roman David DeSilva @MetroHeads
What Impressed Me the Most About Microsoft's HoloLens <https://t.co/ZVkm2p9CMO>

Techcessorize @techcessorize
Amazing ideas for HoloLens but you can only choose one <https://t.co/mfCmv7RerP> <https://t.co/kiR3U1GQ0> <https://t.co/zGRtAtAeAF>
Retweeted by MATTHEW CHRISTY @MATTHEWCHRISTY1

Techcessorize @techcessorize
Amazing ideas for HoloLens but you can only choose one <https://t.co/mfCmv7RerP> <https://t.co/kiR3U1GQ0> <https://t.co/zGRtAtAeAF>
Retweeted by #Sheffieldissuper @Sheffieldis

Blue Yonder

Michelle Kimihira @michkimi
@blueyondersolar The new app is crashing #help

Scott Johnson @scottjohnson
Got a sneak preview of the new #blueyondersolar app. Looks incredible! #HappyCustomer

A stream only shows posts within the last 14 days

Open earlier posts in Analytics

PUBLISH >





Inbox



Scott Johnson @scottjohnson

Got a sneak preview of the new #blueyondersolar app. Looks incredible! #HappyCustomer



4 days



Send as @blueyondersolar

@scottjohnson |

Reply

A stream only shows posts within the last 14 days

Open earlier posts in Analytics

PUBLISH >

Blue Yonder



Michelle Kimihira @michikimi

@blueyondersolar The new app is crashing #help

4 days



Create record in Microsoft Dynamics CRM ✕

Automatically create records from the current post.

Instance

Contoso, Ltd. ▾

Entity

incident ▾

Notes

Please follow up with this VIP customer.

Create



Scott Johnson @scottjohnson

Got a sneak preview of the new #blueyondersolar app. Looks incredible! #HappyCustomer

4 days



A stream only shows posts within the last 14 days

Open earlier posts in Analytics

Inbox




Scott Johnson @scottljohnson
 Got a sneak preview of the new #blueyondersolar app. Looks incredible! #HappyCustomer

6 days





A stream only shows posts within the last 14 days

 Open earlier posts in Analytics

PUBLISH >


 Back to post types PUBLISH <


NEW TWEET

 Send as  @blueyondersolar

Post

|

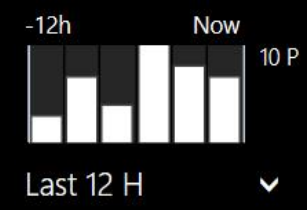
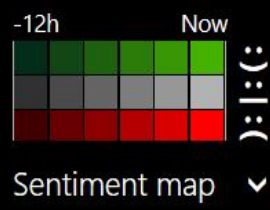
 ADD MEDIA

 Supported file types: png, jpg, and gif.

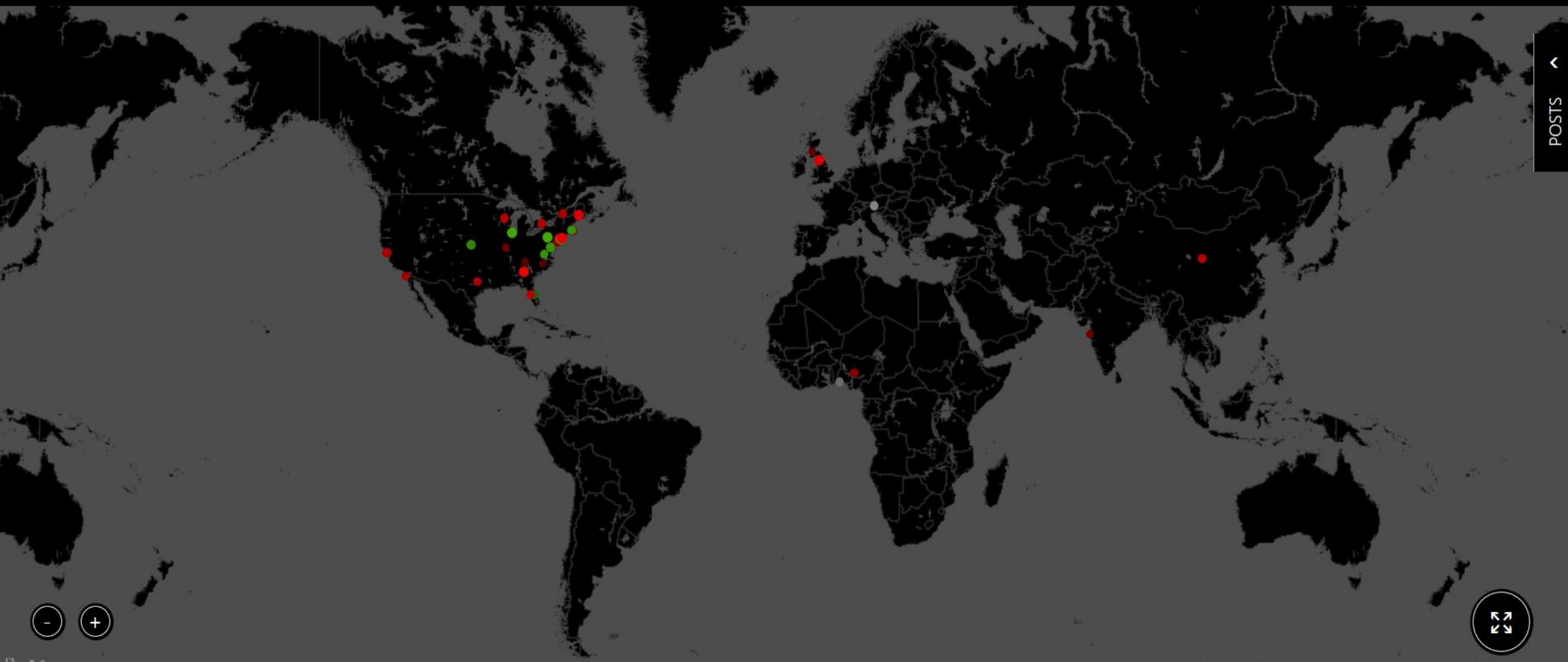
Send



Office 3...



39 p





Microsoft Flow

Automate your business processes

Multistep flows

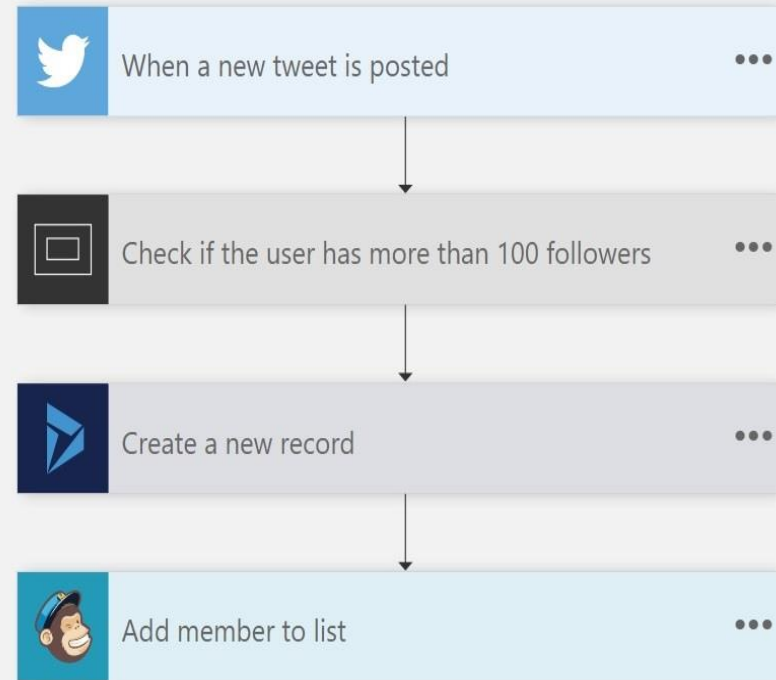
Adding conditions

Using on-premises data

Working securely

Turn repetitive tasks into multistep workflows. For example, with a few clicks capture tweets and add them as leads in Dynamics 365, subscribers in Mailchimp, and more...

[Learn more >](#)



+ New step