

Meet Customer Demand: Create YOUR Microsoft Cloud Superstore

Add Dynamics 365 to your practice to increase revenue and create a customer for life



Businesses are demanding cloud-based technology.

The numbers speak for themselves; there is no better time to build your Microsoft Dynamics 365 business. Offering transformational solutions provides an opportunity to increase revenue and provide high value services, while creating a customer for life.

Imagine your practice is a superstore with a variety of aisles: the IT Stack aisle, the Cloud Services aisle, and the Business Applications aisle.

Your Goal: Have customers go down each aisle and fill their shopping cart with Microsoft Cloud solutions, which will increase customer spend, improve stickiness, and introduce a higher value service opportunity—generating greater margins for your business.

In **2019**, nearly **60%** of businesses will consider cloud ERP for the next implementation while interest in on-premise models has plummeted by **30%**.¹

The North American cloud ERP market share is predicted to grow from **\$8.4B** in **2018** to **\$11.1B** in **2022**.²

One-stop shopping for all your Microsoft needs



Why should you add a Dynamics 365 aisle to your superstore?

- Dynamics connects you to your customer's C-suite, helping you build relationships and trust at the highest level of your customer's organization.
- It isn't uncommon for relationships to last into multiple decades. These customers consume professional services on an ongoing annual basis well beyond the initial implementation.
- Dynamics improves and automates a company's business operations – and since businesses are always changing – their operations change – and that results in revenue opportunities for you.
- Dynamics customers are likely to consume other Microsoft services and solutions such as Office 365, Power Apps, Power BI, Azure IOT, etc.
- Adding the Dynamics 365 annuity to your existing portfolio improves your margins, drags along consulting revenue, and provides a platform for more solutions.

From Self-Checkout to Full Customer Service

The Stratos Cloud Alliance Difference

“SCA's 90 day action plan, team of experts, and valuable learning tools reduced our intimidation of taking on a new product line.”

Barry Knaster,
The Knaster Technology Group

Once you decide to add a Dynamics 365 aisle to your superstore – How do you go about doing it?

- 01** You may want to outsource the entire aisle
- 02** You just need a guide while you cautiously invest
- 03** You may want to develop a full practice, but just need a bit of help getting started

Stratos Cloud Alliance (SCA) provides all the services a partner needs to build a profitable cloud solutions business with Microsoft Dynamics 365. With over 30 years' experience, we're the only Indirect Cloud Solution Provider (CSP) in North America that specializes in Microsoft Dynamics business solutions.

We give you a competitive edge by providing access to deep industry expertise and IP, consulting, application development and implementation services. SCA can handle the platform, bidding, licensing, contracts and call-center support. Or, just the areas where you need assistance. Each SCA partner has different requirements so there are flexible plans to choose from.

There is a tremendous amount of opportunity, but you must get **started today!**



Capturing your cloud recurring revenue doesn't happen overnight. As you begin to build, cash flow will become more predictable and the valuation of your business increases. No matter how you decide to get started, the key is the sooner you do, the faster you will reap the rewards of recurring revenue.

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www.dynamics365partner.com

866.644.7066

