Microsoft

# Potential Solution:
# Distribution in the digital age

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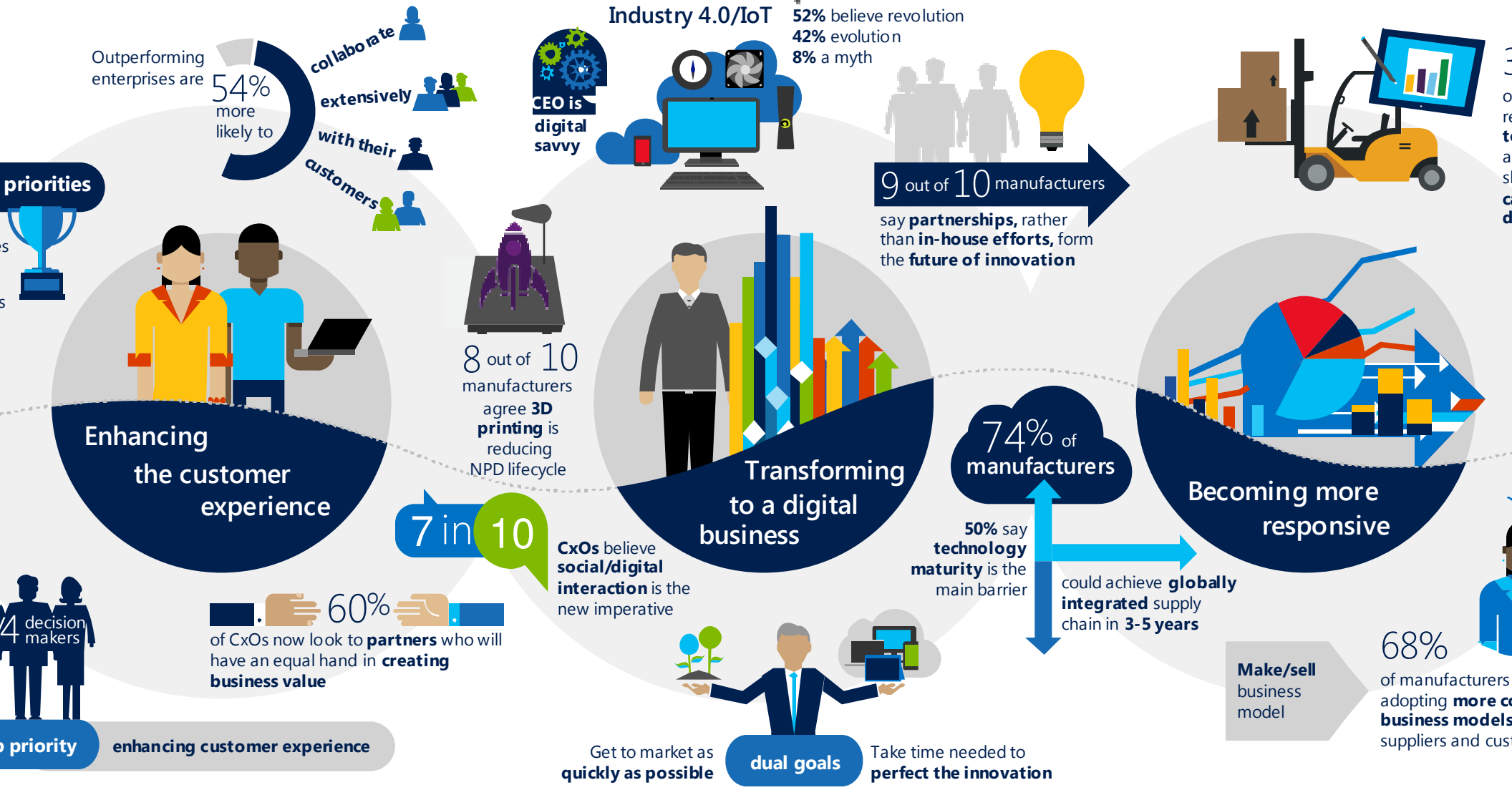
# Agenda

- osoft Dynamics Solutions for distributors
- t to look for
- Practices
- A

# stribution leaders top of mind in 2014

**Industry 4.0/IoT**
**52%** believe revolution
**42%** evolution
**8%** a myth

Outperforming enterprises are **54%** more likely to **collaborate extensively with their customers**

**CEO is digital savvy**

9 out of 10 manufacturers say **partnerships**, rather than **in-house efforts**, form the **future of innovation**

priorities

8 out of 10 manufacturers agree **3D printing** is reducing NPD lifecycle

## Enhancing the customer experience

## Transforming to a digital business

## Becoming more responsive

**7 in 10**

**CxOs** believe **social/digital interaction** is the new imperative

**74%** of **manufacturers**

**50%** say **technology maturity** is the main barrier

could achieve **globally integrated** supply chain in **3-5 years**

4 decision makers

**60%** of CxOs now look to **partners** who will have an equal hand in **creating business value**

priority   enhancing customer experience

**Make/sell** business model

**68%** of manufacturers adopting **more c... business models** suppliers and cust...

Get to market as **quickly as possible**   **dual goals**   Take time needed to **perfect the innovation**

al Operations

**R&D, Plan, MDM**

- PLM, CAD Integration,
- Rapid Prototype
- 3D Printing

Warranty, Parts
ve Maintenance
ter & Repair Truck

**Service, Support**
nge, Warranty, Repair, Return)

**Source, Supply, Quali**

ck, Ship
use Efficiency
Shipping, Logistics

Digital
Operations

**MFG (Build, Make)**

- MES, Shop Floor, Predictive
  Maintenance, Machine Learning, M

**Distribute**
hip, Inventory & Logistics)

- SFA, Contacts, Leads, Pipeline, Sales
- Channel, Distributors
- Quotes, RFP, Config, Tele

- Social Listening
- Campaigns, Collateral, Events
- Targeting, Marketing

**Sell, Pipe, Contract,**
**(Channel B2B & , Retail B2C)**

**Market, Launch**
**(Pricing, Promos, Content)**

ft Dynamics CRM

Microsoft Dyn

rket
arter

Sell
effectively

Run Dynamic
operations

Care
everywh

ynamics
arketing

Dynamics
CRM

Dynamics AX,
NAV

parature

cial for everyone

everywhere     Connect authentically     Move faster

# ell Effectively with the Sales Productivity Solutic

Zero In

Win Faster

Sell More
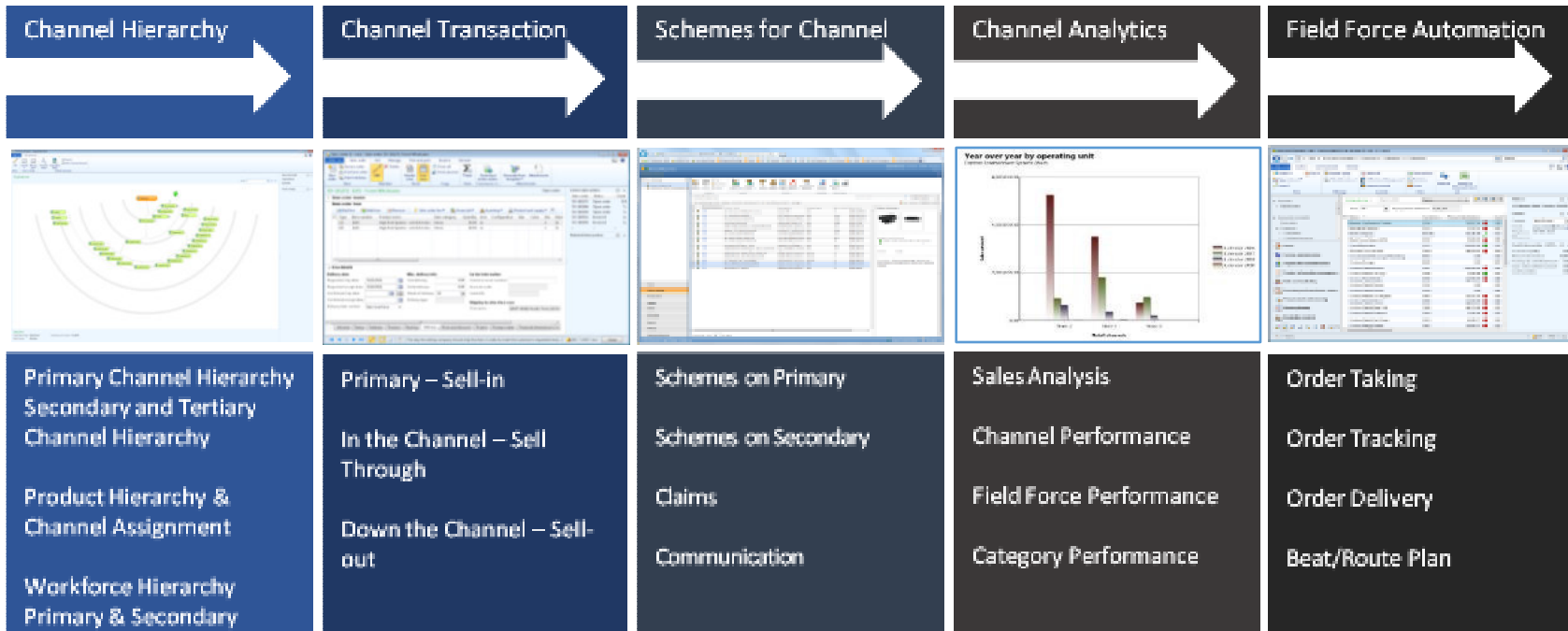
Microsoft Dynamics CRM + Office 365 + Power B

# crosoft Dynamics AX for Distribution

## stribution annel anagement

orm to manage and
ute Distribution
nnel business
ently...

| Channel Hierarchy | Channel Transaction | Schemes for Channel | Channel Analytics | Field Force Automation |
|---|---|---|---|---|
| Primary Channel Hierarchy Secondary and Tertiary Channel Hierarchy | Primary – Sell-in | Schemes on Primary | Sales Analysis | Order Taking |
| Product Hierarchy & Channel Assignment | In the Channel – Sell Through | Schemes on Secondary | Channel Performance | Order Tracking |
| Workforce Hierarchy Primary & Secondary | Down the Channel – Sell-out | Claims | Field Force Performance | Order Delivery |
|  |  | Communication | Category Performance | Beat/Route Plan |

Key Value Drivers

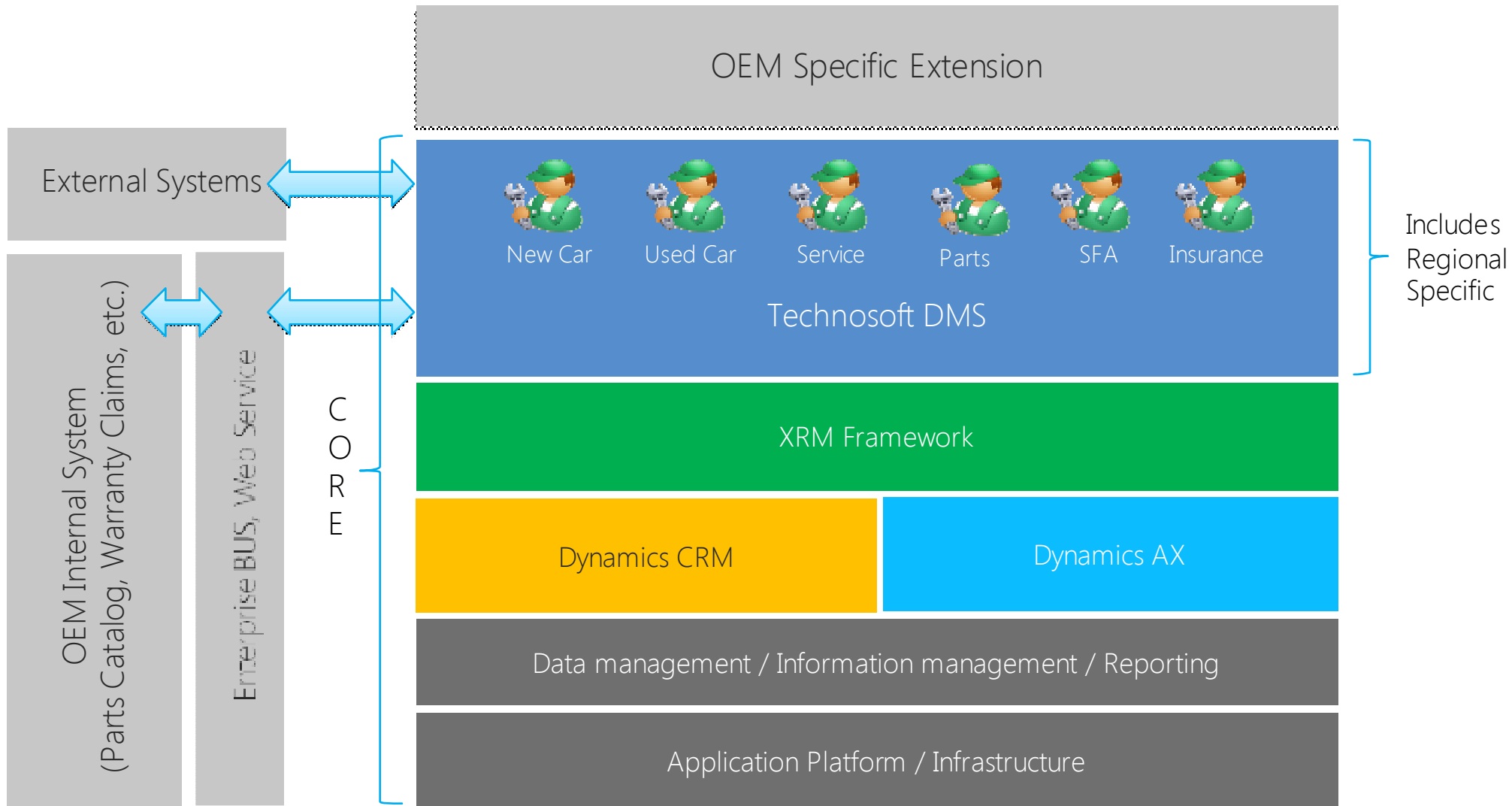End to end Centralized Platform to enable effective operation

Simple to use – helps faster adoption by Channel users

Track results through KPIs and BI

Customer Portal and Devices support – ensures important data points are captured at the right time

Microsoft Dyna

# Annata Dynamics IDMS

| Automotive | Construction Equipment | Forestry Equipment | Agricultural Equipment | Material Handling | Industrial Machinery |
|---|---|---|---|---|---|
| •Vehicles | •Loaders | •Dozers | •Tractors | •Forklifts | •Plant Equipment |
| •Trucks | •Forklifts | •Bunchers | •Harvesters | •Cranes | •Oil & Gas |
| •Buses | •Excavators | •Excavators | •Telehandlers | •Conveyors | •High Tech |
| •Motorcycles | •Compactors | •Graders | •Loaders | •Pallets | |
| •ATV | •Rollers | •Skidders | •Excavators | •Stackers | |
| •Recreational | •Trucks | •Forwarders | •Combines | •Lifts | |
| | •Scrappers | | | | |

**Annata Dynamics IDMS**

**AX**

**Microsoft**
Standard Services
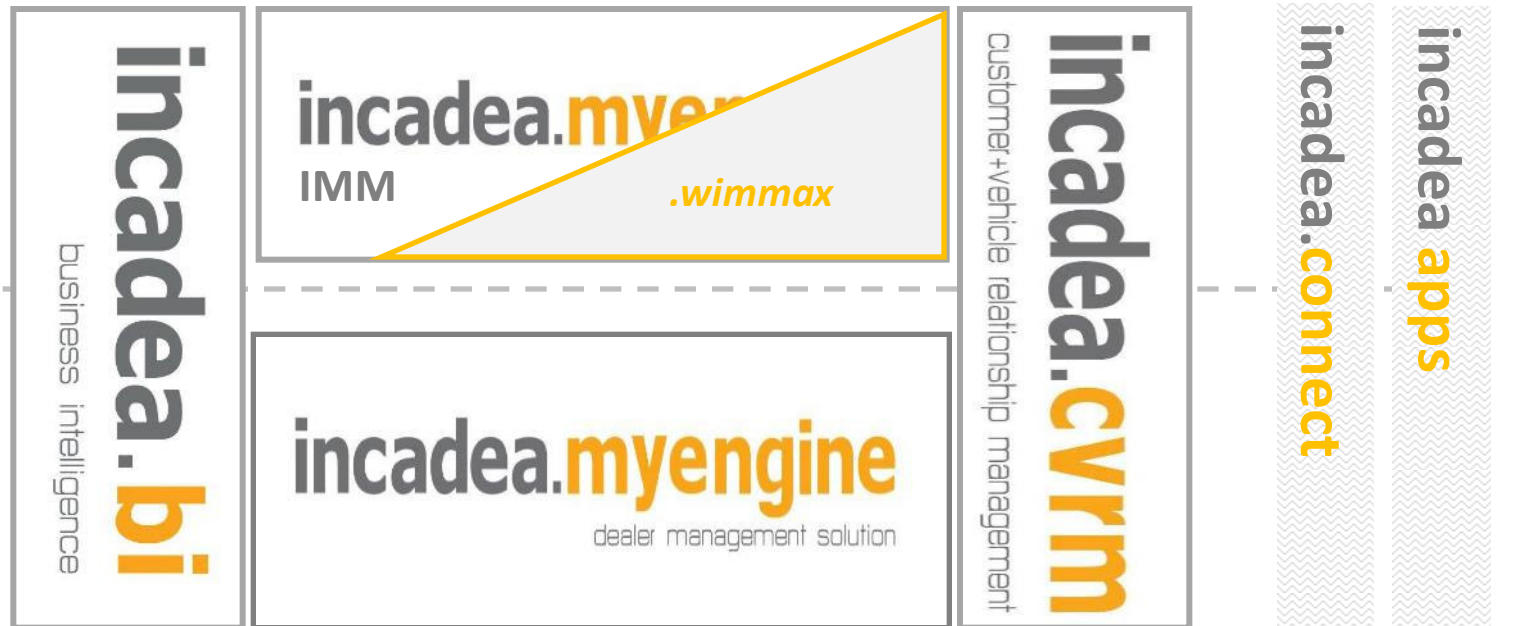
incadea
innovative automotive

**Corporate OEM's systems**

OEM IT Landscape

**Wholesale Solutions**
National Sales Companies (NSC), Importers, large dealer groups

incadea.bi
business intelligence

incadea.my
IMM
*.wimmax*

incadea.cvrm
customer+vehicle relationship management

incadea.connect

incadea apps

**Retail Solutions**
Franchised Dealers

incadea.myengine
dealer management solution

SQL Server

Microsoft Office 365

Microsoft Exchange

Windows Azure

Microsoft Dynamics CRM

Windows Server

Microsoft Dynamics NAV

Microsoft Dynamics AX

# incadea.SB - Service Bus Overview

**incadea**
innovative automotive

**Composite Apps**
*Mobile Enablement*

**WEB APPLICATIONS**
*i.e. OEM World*
*Web Enablement*

**LEGACY SYSTEMS**
*i.e. Vehicle Configurator*
*Third Party / LOB enablement*

*Functional focus*

*Process focus*

*incadea Service Bus*

*Service Layer*

*Access Control Layer*

*Integration Layer*

*Processing Layer*

*DMS Adapter 1...n*

*DMS RTC Client*

On Premise
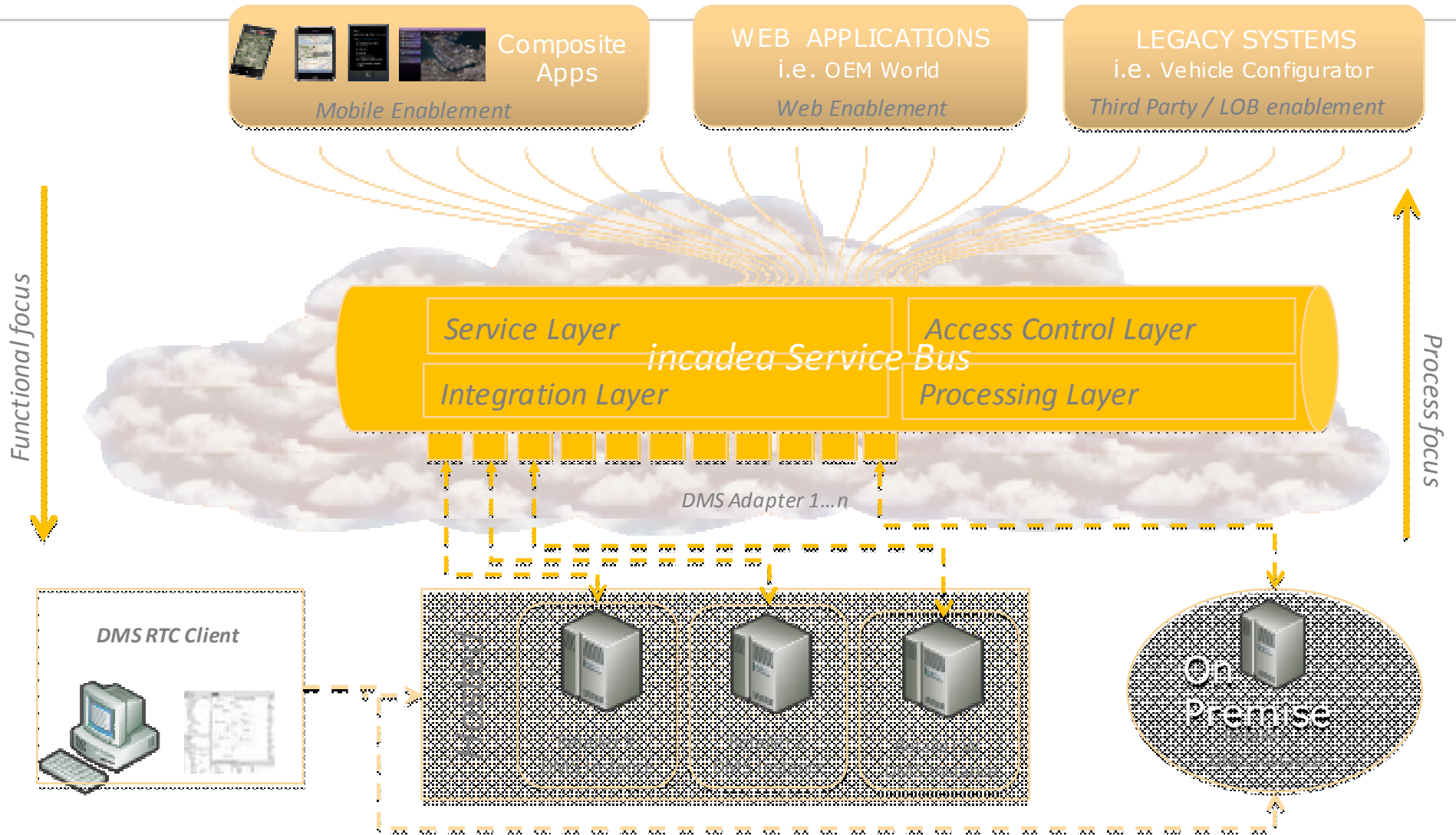
# Agenda

t to look for

Practices

# Networks compete & not Individuals





- ...om motion – lots of energy, not much ...ress
- ...eamwork - each one goes own way
- ...frequent conflict one never know where ...will end up

- Directed motion – every step brings you clo... the goal
- Coordinated efforts and Cooperation can br... predictable results

**Strategic** IT platform; Enforce **Processes,** Monitor KPIs
Stay Competitive

# hat to look for?

uild Trust
- Cannot win alone (at cost of partners)

ingle Central Transaction Instance
- Single version of the truth
- Uniform cross-chain/channel processes

entral Business Intelligence
- Provided the "Check" capabilities
- Provides predictive capabilities

- Prefer as SaaS
  - Quick to deploy

  - Available 24 x 7
  - Continuous innovation
  - Pay per use model with ability
    scale up and down
  - Access via mobile application
  - Leverages devices
  - Listen into Social conversation

# st Practices

reat as Program
- Multiple IT projects/releases in an agile mode
- Start tactically if necessary but get strategic
- New work-ways with new technology
- Where possible cover all processes of a role
- Also focus non IT aspects

Focus on change management

Select partners (& not vendors) carefully

- Own the project
  - Your solution & not the provider
  - Few internal people trained in depth

ustomer Q&A