

# Your Digital Transformation Playbook

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A single platform for business growth  
with **Microsoft Dynamics 365**

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# What is digital transformation?

Digital transformation is not simply about technology — it's a business strategy that requires organizations to re-envision existing business models and embrace a different way of bringing together people, data, and processes.

The goal of digital transformation is to create value for your customers and capture new opportunities for your organization.

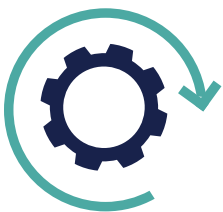
Digital transformation means re-envisioning how you:



Engage your customers



Empower your employees



Optimize your operations



Transform your products

To enable digital transformation strategies to grow, evolve, and meet the changing needs of customers (as well as capture new business opportunities), companies need intelligent business applications; and that's where Microsoft Dynamics 365 comes in.

Microsoft is unifying all its business applications by breaking down the artificial silos separating ERP and CRM. The result is intelligent business applications in the cloud that can help drive your business growth.

# Three key trends driving change

## 1. Customer engagement is evolving

Everyone is mobile, everyone is social. It's easier than ever to switch to a competitor. At the same time, devices are increasingly connected. It's a whole new world where the customer has control. Having a deep understanding of customers and being able to create a compelling experience is critical to any company's business strategy. In fact, by 2022 customer experience will overtake price and product as the key brand differentiator.

## 2. With finite resources, productivity is critical for businesses to scale

Forty percent of workers' productivity time is lost when switching tasks, costing the global economy \$450 billion per year. While many companies have begun to automate business processes, they have yet to embed productivity tools directly into business processes to save time and increase employee productivity.

## 2. There's a new speed of business and companies need to adapt

New technology is not only enabling new business models, but also enabling them at a much faster rate than ever before. To be successful and capture new revenue opportunities, your people and processes must respond with speed and agility to changes in the market. Recent research shows that organizations embracing digital transformation generate an average of \$100 million (or eight percentage points) more operating income each year than those who lag behind.

# Play #1 — Unify business

It sounds basic, but the fact is that the classic delineation between CRM and ERP has created a separation in data and processes.

Dynamics 365 breaks down this separation to deliver a single platform and unified user experience across different business applications.

With Dynamics 365, your business applications can work together seamlessly across CRM and ERP. You can now manage specific business processes in a single platform, including Sales, Customer Service, Field Service, Operations, Project Service Automation, Financials, and Marketing.

Take Project Service Automation as an example. Project teams can use it as standalone app in close alignment with Microsoft Office 365. But when combined with Operations, the time and expense reports that project members submit will automatically go to accounting. HR and Payroll systems, and Project Accounts will be automatically updated for Finance in the Operations App. What used to require integrations between as many as four different systems can now be streamlined through Dynamics 365.



Field Service



Customer Service



Operations



Project Service



Sales



Marketing

# Play #2 — Turn big data into actionable intelligence

Digital transformation requires organizations to embrace a different way of bringing together people, data, and processes to draw better insight out of data and create actionable plans from deep business intelligence.

With its built-in Microsoft Power BI, Cortana Intelligence, and Azure Machine Learning, Dynamics 365 helps you and your employees turn big data into actionable plans. You can engage customers with personalized insight across all customer touchpoints. You can transform products with an extensible platform and integrated applications to use data as a strategic asset, automating processes, and innovating with new business models, services, products, and experiences.

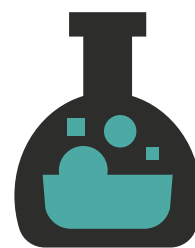
Your play is simple: improve your decisions with data across business applications for your entire organization.



Cortana  
Intelligence



Power BI



Azure  
Machine Learning

# Play #3 — Empower your employees

Dynamics 365 helps organizations achieve more by giving employees proven processes, familiar tools, and intelligent guidance to take the next best action — so they can do their best work.

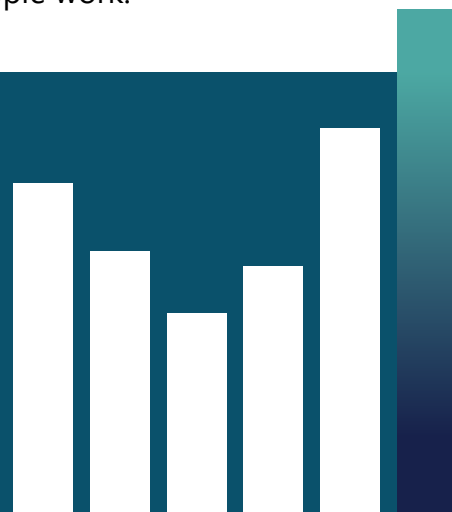
Dynamics 365 is designed to guide employees to take the next best action, whether it's directly with customers or on the shop floor. Process guidance empowers every employee with best practices for doing the job most effectively.

Office 365 is infused seamlessly into business processes in Dynamics 365. These familiar, easy-to-use productivity tools, used everyday by employees, are surfaced in the context of business applications (for example: managing a sales pipeline in Excel directly in the context of Dynamics 365 for Sales) so employees stay in the context of the task they're performing.

Dynamics 365 delivers a modern user experience that works across devices and platforms and is inherently designed to work how people work.

## 240%

Percentage boost in performance-related business outcomes compared with an organization with neither engaged employees nor engaged customers.





# Play #4 — Drive growth with data in the cloud

Data is critical for building business applications, but many companies quickly run into silos of information and miss out on a unified view across apps.

With the CDM (Common Data Model) capability of Dynamics 365, organizations can analyze a unified view of business data to determine the best actions and empower employees to maximize results. CDM enables organizations to connect business data from applications with information residing within Dynamics 365 business apps, or within Office 365.

Organizations will also benefit from the wealth of rich ISV applications that will be built atop the CDM model for various industry verticals and functions. CDM is also customizable and runs in the cloud, bringing in the advantage of applications accessing data to run on both desktops and mobiles.

Power users armed with deep knowledge of their organization's unique business challenges can quickly build and deliver solutions without writing code.

Dynamics 365 takes advantage of the foundational capabilities of the cloud ecosystem built on Azure. This includes all the intelligence and data tools.

## Big Data Improves Analysis for Decision Making



Integrate more data into decision making processes



Speed: Ability to generate insights faster



Integrate disparate data sources into analysis



# Play #5 — Evolve on your terms

With intelligent business applications across CRM and ERP, Microsoft Dynamics 365 gives you choices.

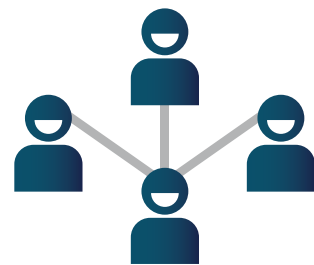
Start with just the apps you need to run your business, and then add apps as your needs change. Add new capabilities to your existing enterprise business solutions to enhance what you already use. These apps are designed to change and adapt, leveraging an amazing breadth of technologies that prioritize actionable intelligence. With applications that fit roles, industries, and businesses, organizations can start with and pay only for what they need and grow at their own pace, eventually running their entire business in the cloud.



Get the right  
app, right now



Build on what  
you have



Start with confidence



AccuWeather is a great example of digital transformation powered by Microsoft and Dynamics 365



- When worldwide growth of connected devices pushed demand for AccuWeather's up-to-the-minute weather forecasts from 2 million to 4 billion requests a day, the online weather service had a Category 5 data storm to manage.
- Because the company had to collect more information from more locations and increase service speed at the same time, AccuWeather adopted Microsoft Azure to store, process, and deliver content in the cloud.
- AccuWeather deployed Dynamics 365 to better gather, access, analyze, and distribute real-time data from more than 3 billion locations around the world.
- AccuWeather has developed the speed and flexibility to respond effectively to 13 billion service requests a day — with the ability to support accelerated business growth.
- As AccuWeather reimagines its business models and introduces new offerings for their customers, they're adopting the Dynamics 365 for Operations to enable backend operations and new billing principles for these new offerings.

# We are Hitachi Solutions.

A Microsoft global systems integrator 3,500+ strong. We have been developing and delivering Microsoft-based, industry-focused business transformation solutions to customers for nearly two decades.

Through advisory services, industry and technology expertise, and implementation excellence, our skilled professionals support and accelerate our customers' data and business system modernization initiatives, end-to-end. Embracing people, processes, applications, and technologies, our number one goal is to drive outcome-based value throughout the organization and help customers achieve sustainable ROI.

**Contact us to learn  
how we can help you!**

Now is the time to talk to Hitachi Solutions about Microsoft Dynamics 365 and your digital transformation journey.

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