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Working as one

Streamline productivity.

Work smarter.

Unify your business.



Discover more. **Achieve more.**

To get an edge, your business needs to make every minute count. Every time you contact a customer, it needs to build trust and loyalty.

It's a tough ask if the tools you're using every day aren't pulling in the same direction. Dipping in and out of different applications slows you down, while hard-to-find data makes it tougher for teams to share ideas and see the bigger picture. This, in turn, hinders quick, effective decision-making.



What if you had a unified set of business management tools and applications to bring you insights from finance, sales, and operations, whenever you need it?

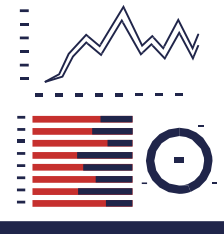
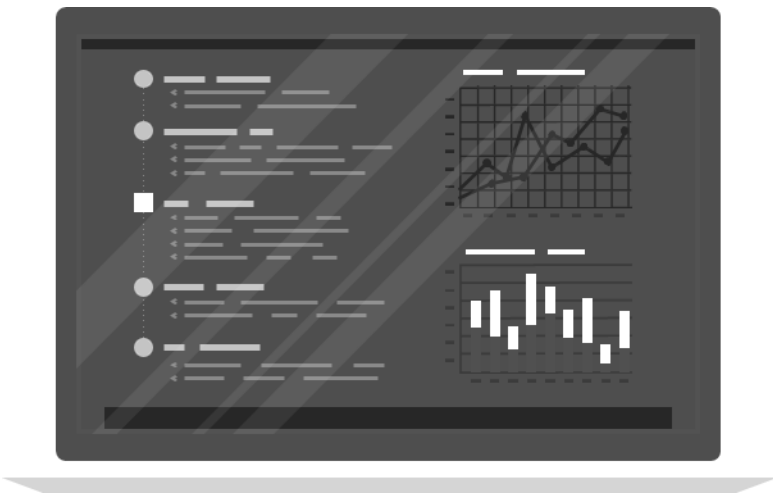
These tools would allow you to spend less time looking for information, and more time managing your business and helping customers.



Today's cloud-based solutions are ready to talk to each other. The key is seeing that connecting your suite of productivity applications and your business management solution, getting the best out of both, will be a game changer.

If you're responsible for making sure your business performs as well as it can, you may ask yourself: how do I make sure our processes, people, and data are as interconnected as possible? What do everyday tasks start to look like when I consider the collaboration between systems? And what benefits can I expect to see?

We'll explore these questions in the following pages.





Greater efficiency. Better experiences.

The cloud puts synchronized business solutions firmly within your reach. A common platform lets you unify relationships, processes and data through the applications you use on a daily basis. From this position, your teams can drive efficiency and serve customers effectively.

Suddenly, making information available is the default, not more overhead. Update a document, report, or project in one location, and it will sync and update in another. With cloud compute power, it's also easier to adopt new features and technology, like business analytics and artificial intelligence. These solutions turn your data into meaningful, actionable insights resulting in better, more informed, faster decisions.

Below, we'll look at the two main advantages that you get from making your productivity and business applications work as one:

- **Productivity** through better collaboration
- **Data insights** that drive better decision-making





Work together. **Work faster.**

The right solutions will offer opportunities for your team to work better together. When your business applications feed into your everyday productivity applications, and vice versa, the combination brings people together, encouraging higher output. Your routine tasks happen more smoothly, allowing for easier collection of feedback from each other.

For example, let's say that you have a new sales opportunity. People from across your business need to work together to build a presentation to capitalize on the opportunity. So, they use your collaboration workspace to plan and co-author the sales deck. Without leaving this workspace, they can also pull in relevant customer or financial information with ease. Everyone is looking at the most up-to-date version and it draws on insights from your business data. The result? The team works together to compile a personalized presentation that resonates with the customer.



Working as one

No switching from one application to another. No comparing and consolidating feedback. The team saves time and effort because everyone is using unified business and productivity applications and solutions to work as one.

Repeat this efficiency again and again, and you can see how much time it frees up to drive additional sales and add value to your existing customers.

This example shows how a process becomes more efficient. Behind this, though, are the principles of automating routine tasks and giving people data automatically – inside of the applications they're used to. This familiarity, in turn, reduces the time taken to train people on using different solutions.

Let's take another situation. Your company receives an email from an important customer who needs you to fulfil an order on short notice. Your sales manager checks inventory, straight from her inbox, and discovers you don't have enough stock. Still in her email, she creates and sends a purchase order to your supplier to make up the shortfall. Then, in the same interface, she creates and sends a quote to the customer.

Through compatible and intuitive applications, your team deals with an urgent need quickly and accurately.

However good your existing business and productivity applications are, if they work in silos, it falls on your employees to connect the data and insights to make decisions independently, inviting human error and inefficiency. It holds your organization back from providing truly remarkable customer experiences. If your productivity and business applications work as one, your technology is better positioned to help you gain efficiency and to create raving fans out of your customers.





Accurate data. Smarter decisions.

Insights come from having the right data, in the right place, at the right time. To unlock the potential of your data, you need it to be up-to-date and accessible –across all your applications.

Again, solutions need to work together to make this happen. Cloud technology gives you the power to process data at scale and to visualise and interrogate data from across your business applications. Accessibility to data unlocks the insights that sit within it.

Let’s see how this might have an impact in practice.

One of your sales representatives has a customer on the cusp of a purchase. He wants to act quickly but needs his manager’s approval before sending out a contract. With unified applications, this process is expedited. Without leaving the customer relationship management (CRM) system, the representative can customize a templated contract and alert his manager with a request for approval. The manager can act quickly – even on mobile – accessing the latest team numbers before approving the proposal. The representative follows up with the customer and the deal is done there and then –by digital signature.

The manager has what she needs to make the right call, without slowing down her employee. In short: she can make a smart decision, fast.

So, what are the principles behind this better way of working? First, it’s an end-to-end view. The sales manager can peer into relevant data without leaving the application she’s using. So, she can make a decision based on context.

And context can be everything. Let’s take another example.

Another sales representative receives an email from a customer requesting a quote. Connected business apps can read the body of the email, recognize the sender, and pull up the customer’s past quotes and orders. From this view, she reviews the account, checking out pricing history and previously purchased products. As she creates the quote, the solution auto-populates the document with the customer information and requested product details, but also suggests cross-selling opportunities using built-in cognitive services. The representative can get the job done faster, with greater accuracy, and expand the potential revenue opportunity.



The representative avoids duplication and improves her approach. She also enhances her productivity by drawing on accurate, up-to-date data.

In the cases above, the sales team members are able to communicate better and faster with their customers. Of course, accurate data, refreshed across programs, can lead to better decisions in every aspect of your business, whether through a personalized offer to a customer or a shift in how you and your employees work.



Move forward as one

If you are running your business using multiple applications and productivity tools, you may be keeping data and people apart. By combining your solutions into a single ecosystem, you can optimize how your business performs, drawing on joint capabilities as well as individual strengths.

Leveraging shared capabilities can align your Operations, Financials, Sales, and Service. A cohesive approach to business management solutions not only supports collaboration internally and with customers, but also generates keen insights. You'll see your processes, customer interactions, and decision-making greatly improve so you can unlock what's next for your business!

365 & 365

One way to make your business applications and productivity tools work together is to use both

Microsoft Office 365 and Dynamics 365.

They unite your people and processes, helping you to drive performance and deliver great customer experience.

To learn more, visit: www.synact.net

