



Microsoft Dynamics 365

# Partner Guidance- at-a-Glance

**Microsoft Business  
Applications**



# A plethora of resources for Business Applications partners

- As a partner-centric company, we provide a broad set of resources to help partners build their practices and IP around Microsoft Business Applications. This at-a-glance guide will help you quickly navigate to the resources you need.
- If you are new to Microsoft, it's first important to know the key locations where we serve up different types of partner resources.

## Key Resource Locations

<a href="#"><u>Microsoft Partner Network</u></a>	<a href="#"><u>Microsoft Learn</u></a>	<a href="#"><u>Microsoft Docs</u></a>	<a href="#"><u>Microsoft Partner Center</u></a>	<a href="#"><u>Dynamics Marketing Website</u></a>	<a href="#"><u>Microsoft Partner Community</u></a>	<a href="#"><u>Customer Success Website</u></a>
<ul style="list-style-type: none"><li>• Make an MPN account</li><li>• Explore how to start your Microsoft practice building journey</li><li>• Find GTM resources</li></ul>	<ul style="list-style-type: none"><li>• Access role specific trainings and certifications</li></ul>	<ul style="list-style-type: none"><li>• View documentation for end-users, developers, IT professionals, and partners</li></ul>	<ul style="list-style-type: none"><li>• Your personalized central hub</li><li>• Manage your account</li><li>• View incentives</li><li>• Track your referrals</li><li>• Publish your apps (if applicable)</li></ul>	<ul style="list-style-type: none"><li>• Learn about the technical capabilities, pricing and more for your unique Dynamics solutions</li></ul>	<ul style="list-style-type: none"><li>• Connect with other partners</li><li>• View blog posts about new updates</li></ul>	<ul style="list-style-type: none"><li>• Read hundreds of success stories of companies using Microsoft solutions all over the world</li></ul>

# SI & Advisory Partners Guidance-at-a-Glance

## Learn the Opportunity

1. Start by going to the [Business Applications Page on MPN](#).
2. Learn about the [growth opportunity](#) of a Business Applications practice.
3. Explore the FY21 Business Applications Sales Plays to start your practice in:
  - a. [Activate Digital Selling](#)
  - b. [Enable Always-On Service](#)
  - c. [Build a Resilient Supply Chain](#)
  - d. [Manage Financial Risk and Reduce Fraud](#)
  - e. [Build Agile Business Processes](#)
  - f. [Generate Value with Proactive Insights](#)
4. In the above collections, explore FAQs, Sales Play Cards, Event Guides, Opportunity Decks, and Offers to begin visualizing your practice.
5. Learn about [Microsoft partner incentives and investments](#) for your practice.
6. [Create a Partner Center ID and Sign-in](#) to Partner Center to view your dashboard for detailed information about your practice. Learn more details about [navigating Partner Center](#).



## Build your practice

1. Download the [Business Applications Playbook](#) for detailed steps on growing your practice.
2. Learn more about how to develop your partner expertise with the [Partner Contribution Indicators](#).
3. Get started on the initial trainings for the following sales plays:
  - a. Activate Digital Selling - for [Sales](#), [Marketing](#), and [Commerce](#),
  - b. Enable Always-On Service – for [Customer](#) and [Field Service](#),
  - c. Build a Resilient Supply Chain – for [Manufacturing](#), [Supply Chain](#), and [Commerce](#).
  - d. Manage Financial Risk and Reduce Fraud – for [Finance](#) and [Business Central](#)
  - e. Build Agile Business Processes – for [Power Apps](#) and [Power Automate](#).
  - f. Generate Value with Proactive Insights – for [Power BI](#) and [Customer Insights](#).
4. Find the complete list of trainings and certifications on [Microsoft Learn](#).
5. Find out about [updates](#) to Dynamics 365 or connect with other partners on the [Microsoft Partner Community](#).



## Go-to-Market

1. Take advantage of the robust GTM kits available for the following sales plays:
  - a. Activate Digital Selling - for [Sales](#), [Marketing](#), and [Commerce](#).
  - b. Enable Always-On Service – for [Customer](#) and [Field Service](#).
  - c. Build a Resilient Supply Chain – for [Operations](#) and [Commerce](#).
  - d. Manage Financial Risk and Reduce Fraud – for [Finance](#) and [Business Central](#).
  - e. Build Agile Business Processes – for [Power Platform](#).
  - f. Generate Value with Proactive Insights – for [Power Platform](#).
2. Publish your solutions on [Microsoft AppSource](#).
3. Learn more about how you can be a part of the [partner-to-partner \(P2P\) program](#).
4. Learn more about how to [co-sell](#) with Microsoft, and other [go-to-market services](#).

# ISV Partners Guidance-at-a-Glance

## Learn the Opportunity

1. Start by going to the [Business Applications ISV Connect page on MPN](#).
2. Learn how partners are capitalizing on the ISV connect opportunity by watching this [video](#).
3. Download the [Forrester Total Economic Impact report](#) for growth opportunity with Microsoft Business Applications ISV practice.
4. [Create a Partner Center ID and Sign-in](#) to Partner Center to view your dashboard for detailed information about how to build your practice. Learn more details about [navigating Partner Center](#).



## Develop and Publish

1. Start by going to the [ISV Develop page](#) to learn about the resources you need to develop your application and publishing through Partner Center.
2. Discover whether the [Build](#), [Extend](#), or [Connect](#) pattern is the best fit for you. Then, dive into your build and publish it to AppSource through Partner Center.
3. [Join](#) the ISV Connect Program and [submit your app](#).
4. Questions about developing? Check out the [FAQ's](#) or [request a consultation](#).



## Go-To-Market

1. Start by going to the [GTM page](#) for ISV's and learn how to drive demand for your application.
2. Explore [GTM resources](#), Read the [AppSource](#) listing guide, & discover [how to co-sell](#) with Microsoft.
3. Use additional resources to align your business needs with Microsoft.
  - a. Read the [benefits](#) of ISV Connect tiers.
  - b. Get guidance from [dedicated cloud experts](#).
  - c. Watch a partner [success story](#).