

# Dynamics 365 for Finance and Operations helps enterprises increase the speed of doing business by enabling people to make smarter decisions, redesign business processes faster, and fuel business growth.

It gives organizations an exceptional customer focus, and through the power of the cloud, it is now easier than ever to seamlessly engage with customers across all of their devices.

# Reasons to migrate to Dynamics 365 for Finance and Operations



## Engage your customers

Customer expectations are higher than ever. Finance and Operations helps businesses deliver the seamless, personalized experiences that today's customers demand.



#### Empower your employees

Finance and Operations helps businesses meet modern demands by empowering employees with the tools to work smarter, improve collaboration, and get more done.



#### Optimize your operations

Finance and Operations helps modern businesses optimize operations and deliver excellence at scale, so they can accelerate growth and meet changing customer demands.



## Transform your products

Finance and Operations provides visibility into how products are being used, allowing businesses to optimize current offerings and develop new ones to meet market demands.

By 2020, customer experience will overtake price and product as the key brand differentiator.1

40% of workers' productive time is lost when switching tasks. This costs the global economy \$450B per year.<sup>2</sup>

Organizations embracing digital transformation generate an average of \$100M more income each year.<sup>3</sup>

83% of manufacturers said that servitizing their products would help them sell more.4

#### Modernize your ERP with Dynamics 365 for Finance and Operations. Visit the Dynamics 365 for Finance and Operations website today to learn more.

1. Frost & Sullivan, "Omni Channel Customer Experience." October 2015. 2. Journal of Experimental Psychology: Human Perception and Performance, "Executive Control of Cognitive Processes in Task Switching." Rubinstein, J. S., Meyer, D. E. & Evans, J. E., 2001. 3. Keystone Strategy interviews, October 2015—March 2016. 4. Columbus Global, "The Annual Manufacturing Report." 2017.