



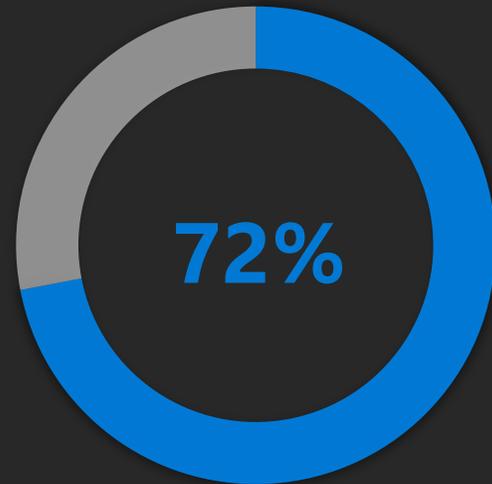
# Microsoft Business Applications

Henrik Jacobs

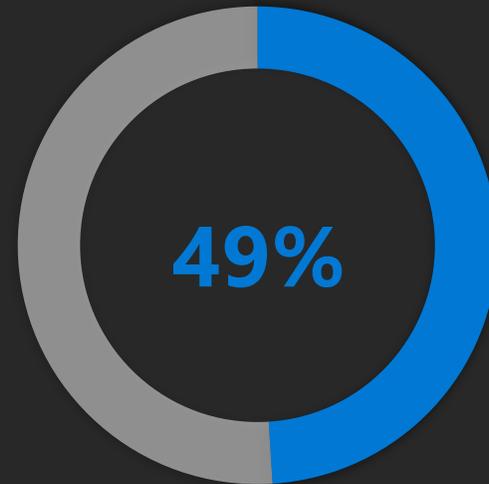
Go to Market Lead, Business Applications



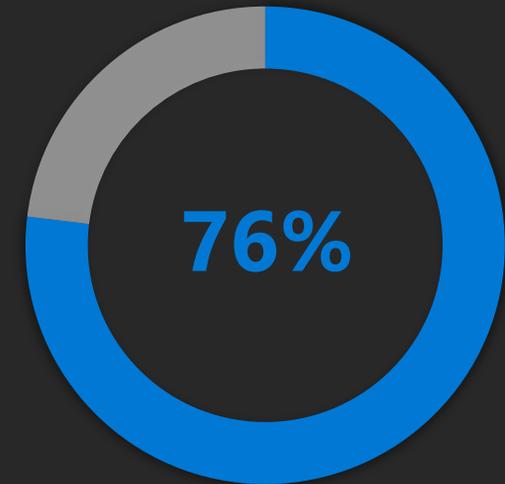
# Yet traditional and siloed ERP systems don't allow for rapid change



72% of CFOs believe their company will need to completely rethink processes and operating models to be more resilient.



49% of CFOs say restructuring the business/portfolio to thrive in the face of change is a top priority in 2022.<sup>2</sup>

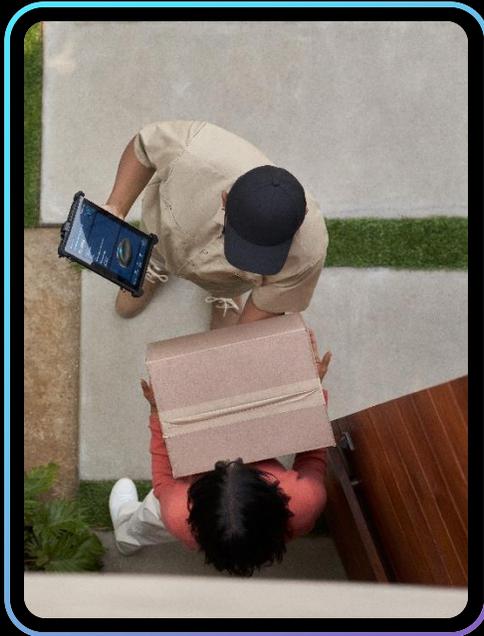


76% of CFOs are dissatisfied with cross-functional collaboration to bridge the gap between operational and financial planning.<sup>3</sup>

1. Accenture 2. Gartner 3. Gartner AFP

# Disruptions reshaping the business world

Marketing | Sales | Service | Supply Chain | Finance | IT



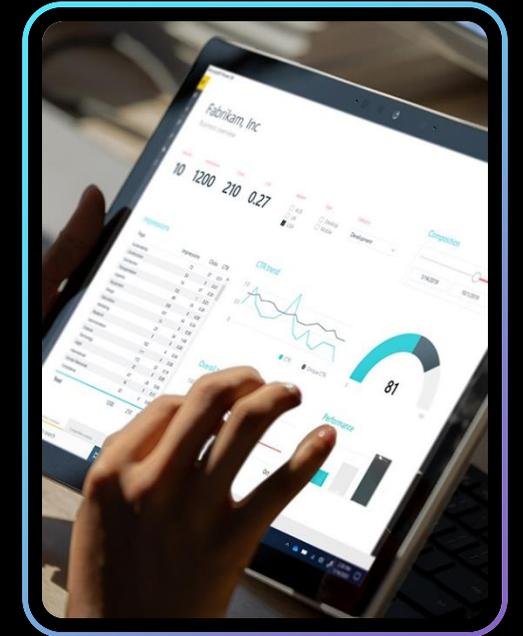
Explosion  
of data



Hybrid  
work



Collaboration  
mindset

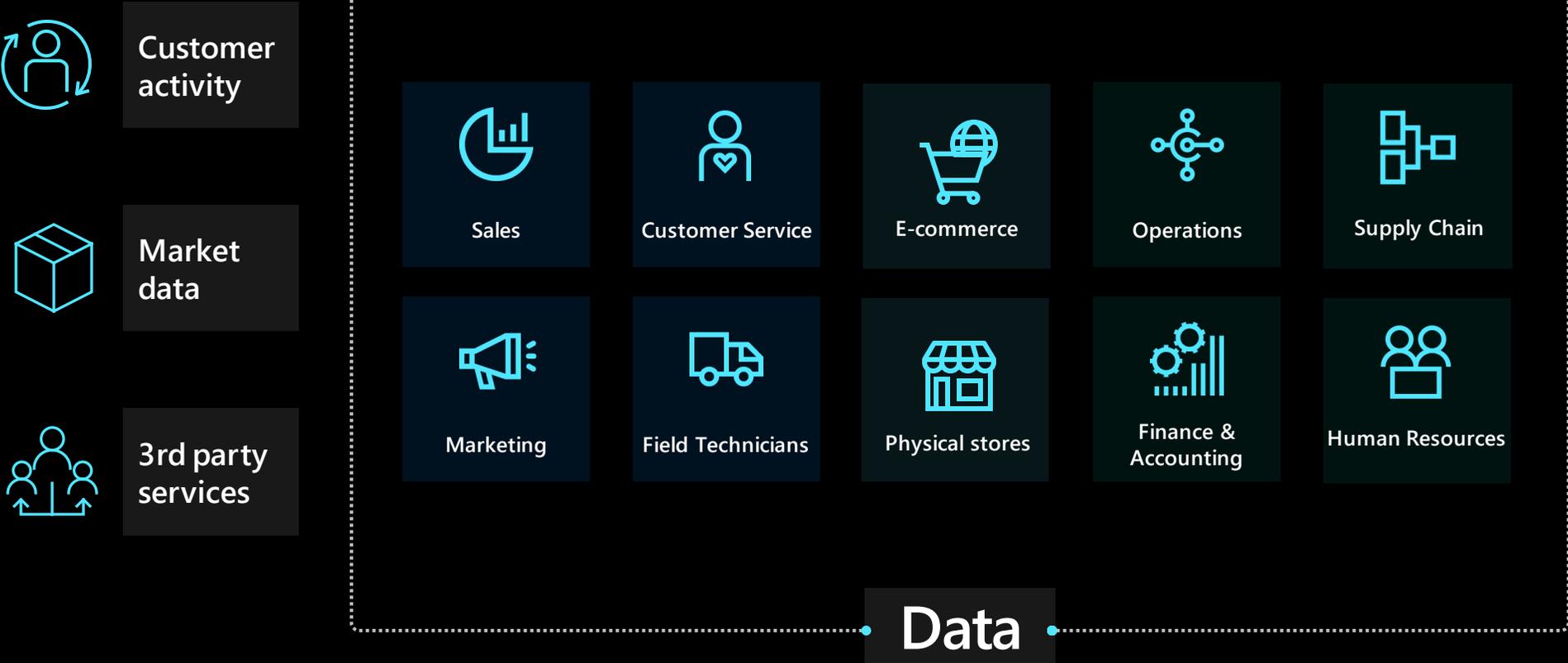


Citizen  
development

# Break down data silos across every department



# Drive customer centricity across departments with unified data and insights



# Drive customer centricity with unified data and insights



**Empower employees**



**Engage customers**



**Optimize operations**



**Transform products**



**Modern work**



**Business applications**



**Infrastructure**



**Digital & app innovation**



**Data & AI**



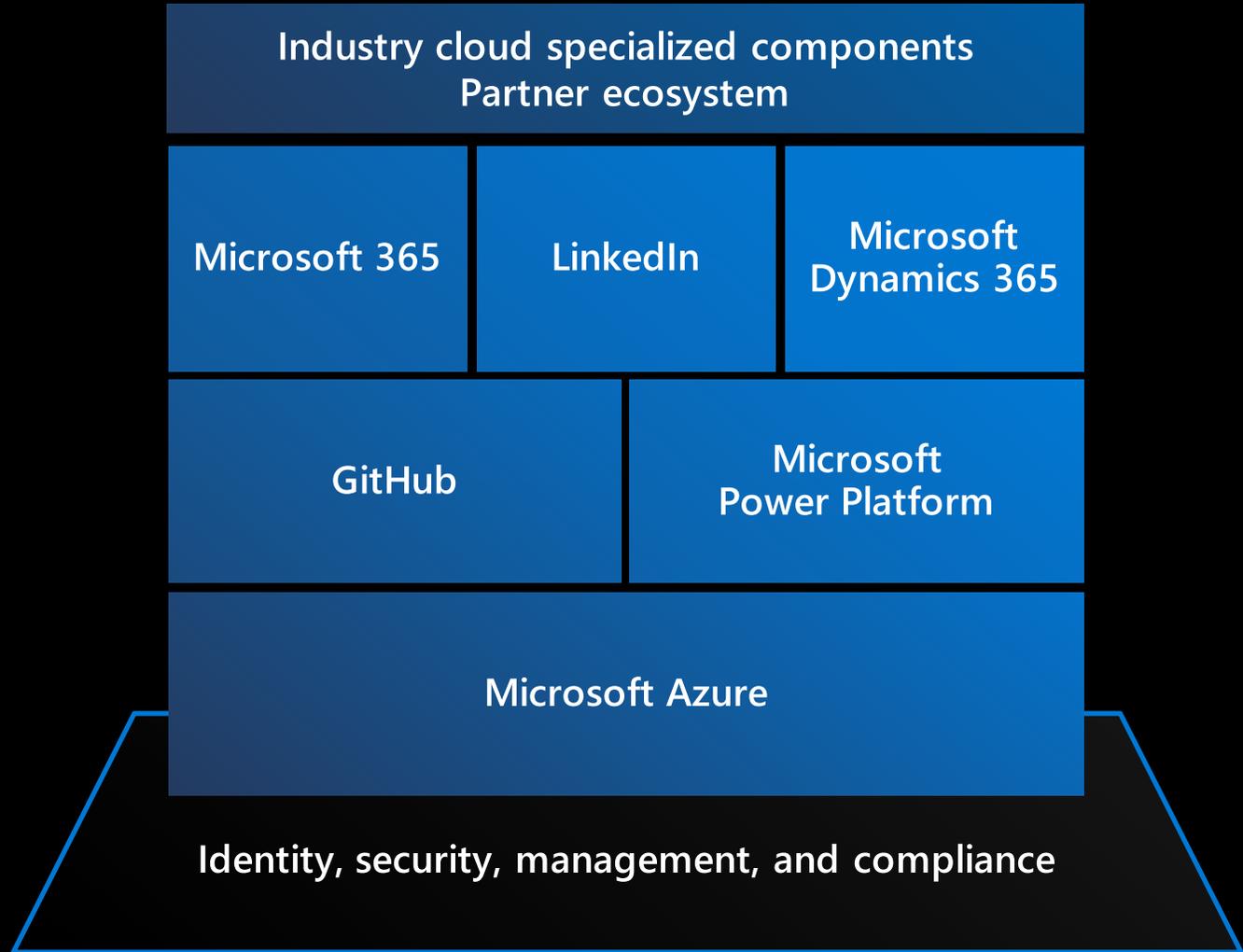
**Security**





Microsoft  
Dynamics 365

# Microsoft cloud



Dynamics 365  
and the  
Power Platform

Create impact **faster**

Break through **barriers**

Adapt to **anything**

Innovate **everywhere**