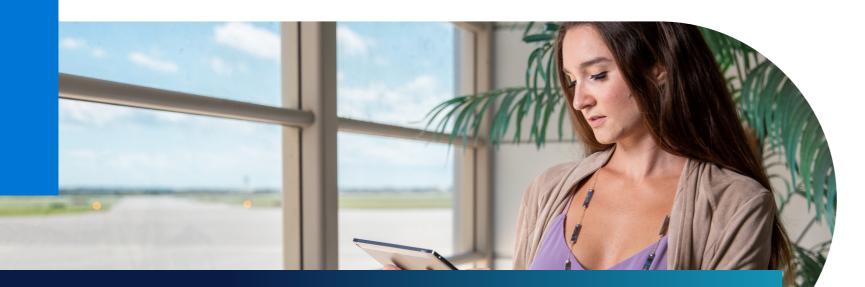# Microsoft Dynamics 365 Business Central
Move to the cloud conversation guide

The most trusted and comprehensive cloud

Microsoft Cloud products and solutions are industry leaders on their own, but they're even more powerful when combined. Accelerate innovation by uniting Microsoft Azure, Microsoft Power Platform, Dynamics 365, Microsoft Teams, and tailored industry solutions.

Transformative | Security Leader | Hybrid Work

Partner guidance

Differentiate your Microsoft business from the competition and drive more revenue by offering small and medium size business (SMB) customers a cloud-based business management solution to solve today's challenges. Use this guide to start a conversation with your customers and help them take the next step.

Target customers

- Growth Stage businesses looking to upgrade entry level □finance solutions
- Dynamics NAV, GP, and SL installed base
- Businesses transitioning from Sage Intacct, Acumatica, □Oracle, QuickBooks, etc. compete products

Target audience
Business owners, ITDMs, and partners

Know your customer's situation

- Passionate about their business
- Experience employee churn due to outdated tools
- Legacy systems prevent business process optimization
- Inefficiencies and information silos caused by disconnected systems
- Vulnerable to a risk incident like security breach or data loss

Top concerns include

- Desire an easy, hassle-free transition from their current solution to minimize business disruption
- Sensitive to software usability and cost to migrate data
- Convinced customizations are necessary
- Concerned about integration with other line-of-business systems

Benefits of cloud-based business applications

Improve **security**, privacy and reliability	Sensitive business data is stored in highly secure, state-of-the-art Microsoft datacenters. Your data will be there when you need it, thanks to a 99.9 percent uptime service-level agreement (SLA).
Enable **scalability**, flexibility, and easier on-boarding	Support business growth without costly changes to your IT infrastructure, including the ability to quickly activate and deploy new users.
Free up **IT resources** to focus on more strategic tasks	Improve IT productivity by reducing the complexity associated with managing hardware and software and providing support. Eliminate the hassle of software maintenance tasks and refocus people on strategy.
Reduce the cost of **maintaining hardware**	Reduce time and money spent on infrastructure refreshes, major software and hardware updates, utility costs, and maintenance by shifting to the cloud.
Access more tools to **work smarter** and create a hyper-connected business	Typically, CRM, ERP, and HCM data has been maintained separately. Dynamics 365 connects your business and provides interoperability with Teams, Outlook, Excel, and more.
Adapt to your **business needs**	Enhance your Dynamics 365 experience with apps on the Microsoft AppSource or extend using the Microsoft Power Platform.
Always be **current and compliant**	With Dynamics 365 in the cloud, you will have the most current software to run your business and maintain the highest standard of compliance.

Moving to Microsoft Dynamics 365 Business Central

Run your business in the cloud with confidence—Empower people across your SMB to adapt faster, work smarter, and perform better.

Target Audience

- SMB business owner or finance leader
- Running Dynamics GP, NAV, or SL
- Wants a cloud-based or hybrid solution
- Wants high interoperability with productivity tools in Microsoft 365

Why Microsoft Dynamics 365 Business Central

- Replace disconnected systems with a single comprehensive business management solution
- Copilot is your AI assistant, extending capabilities and empowering employees
- Adapt faster with connected processes across finance, sales, service, projects and operations
- Work smarter with interoperability with Microsoft Teams, Outlook, Excel, and Word
- Perform better using guidance and insights within the flow of work and Power BI
- Extend using Power Platform or over 2000 purpose-built applications on Microsoft AppSource

Customer pain points	Conversation starters	Microsoft Dynamics 365 Business Central strengths	
"We waste too much time dealing with multiple systems that don't share data."	• What cloud business apps do you use, and do they work together? • How many times do you switch apps to finish a task? • How do you support mobility? • Are you implementing AI?	Create a hyper-connected business with Microsoft Dynamics 365 Business Central and Copilot.	• A cloud service from Microsoft that allows you to take advantage of the latest technology while reducing ongoing upgrade costs. • Go from quote to cash faster. Set up customers or vendors, create quotes, process orders, and submit invoices without leaving your inbox. • Easily add industry-specific apps from Microsoft AppSource. • Enable a consistent and secure experience across devices. • Copilot provides real-time intelligent assistance, enabling enhanced creativity, productivity, and skills
"I feel like I'm running my business using only the rearview mirror."	• How timely is your current financial reporting process? • What type of predictive insights would help you grow faster? • How many times has the inability to access information with customers affected a sale?	Get a complete picture of your business. Built-in business insights help people make more confident decisions.	• Centralize data to get an accurate end-to-end view of your business. Spot trends, prevent issues, and deliver great customer experiences. • Intelligence at your fingertips, including predictive inventory and sales forecasting, cash flow forecasting, and overdue payment predictors. • Advanced analytics for deeper insight. Access, model, and analyze data across multiple dimensions to perform ad hoc, customized reporting. Use Microsoft Power BI to create highly compelling dashboards.
"If we make changes to our systems, it will disrupt our business and our cash flow."	• Are you putting off a purchase decision because it will disrupt your business? • How could business process optimization reduce costs across your business? • What complaints do you hear from employees and customers about business processes?	Get up and running quickly and meet your unique business needs by easily integrating add-on applications and industry-specific solutions.	• Dynamics 365 Business Central is built in the cloud, so it's easy to set up and manage. Streamline business processes across quotes, orders, invoicing, purchasing, inventory, project accounting, and cash flow. • Get the same familiar interface with the Microsoft Office tools you already know, like Outlook, Word, and Excel, which means less training and quicker adoption. • Use the Microsoft Power Platform to easily build new business apps, further automate workflows, create chatbots to serve employees or customers, and more.

Common customer objections around moving to the cloud

Get prepared so you can help customers overcome concerns around moving to the cloud.

Objection	On-premises	Cloud
My legacy on-premises solution is "**good enough**"	• Limited flexibility to add new capabilities to innovate • Siloed view of business data • Difficult and expensive to maintain and modify • Growing security risks and compliance needs • Restricted mobility and access	• Enable flexibility and scalability to grow with business • Manage business performance with unified data in real time • Innovate your business practices with up-to-date technology • Improve security, privacy, and reliability • Gain access from anywhere, anytime, with any device
I already invested in my on-premises solution and don't want to pay monthly **cloud subscription fees**	• Apply patches, upgrades • Downtime • Performance tuning • Rewrite customizations • Rewrite integrations • Upgrade dependent applications • Ongoing burden on IT (hardware) • Maintain/upgrade network, security and database	• Reduce infrastructure costs and system maintenance • Easily personalize and configure the solution without the need for expensive customization • Add unique workflows and apps using the Microsoft Power Platform • Better support for hybrid work • Reduce employee attrition and attract talented people • Bridge to the Cloud offer helps with transition
Migrating to the cloud will **cost** too much money and time	• Ongoing maintenance of on-premises solution is costly and time consuming • Customizations create select experts – newcomers will need to decipher source code changes • Maintaining the status quo and missing out on opportunities to innovate is costly, too	• Microsoft will maintain cloud solution after the one-time migration effort, reducing long-term costs • Customizations can be developed with minimal effort using Power Platform apps and plug-in solutions from partners—saving time and money • Microsoft and partners have migration experience that can help streamline the assessment, testing, and migration process
We don't trust the **cloud security** – our data should remain on site	• Reliance on dedicated IT resource to develop and maintain security tools and processes • IT team must stay current on ever-changing compliance & regulatory requirements • Lack of backup can result in accidental data loss	• Microsoft-managed apps and data centers with guaranteed 99% uptime SLA • Over US$1 billion invested annually in security • Regular updates for localized compliance, governance, and security elements • Internal IT can focus on strategic projects, leaving centralized security to Microsoft • Data loss prevention policies enforce rules for using connectors.
We **customized** our on-premises solution to our business needs – we can't replicate that in the cloud	• Must have IT and development staff focus on making and maintaining complex modifications to core code • Customizations implemented internally can create compatibility issues with subsequent updates • Requires development and enforcement of centralized policies to ensure consistency and compliance with changing internal and external rules and regulations • Manually written, separately developed integrations with other applications	• Using Power Platform and third-party apps as basis for customizations provides systematic approach to app modification: • Simplifies process • Ensures compatibility with future releases—app extensions separate from Microsoft modifications • Allows customer to be on latest release • Can reduce development efforts and costs • Enables simple personalization at the user level with minimal IT involvement • Provides access to many Microsoft apps and easy integration to third-party applications

Additional information and selling resources

How to win over customers with Dynamics 365 Business Central

Solution overview
Discover the value of Business Central in this short video.

Watch now

Acquire skills
Take this learning path to learn how to set up a trial, find out what's available, and learn some personalization options.

Watch now

Explore features
Learn more about the capabilities of Dynamics 365 Business Central

Watch now

Execute a plan
Create a marketing plan, target customers, and leverage our go-to-market resources.

Watch now

Sales and marketing tools

This guide comes with a set of marketing tools to help you reach out to prospective customers and start conversations on moving to the cloud. Use the infographic, e-book, and nurture emails to educate potential buyers and arrange a discovery call and meeting.

Download campaign kit

Migration sales enablement tools

Migration resources

GTM resources

Get the latest sales readiness and go-to-market resources from Microsoft

» Visit the Dynamics 365 Partner Portal

Tip. Emphasize customers' three steps to success

Adapt faster:
Ensure business agility and scale with a single adaptable cloud solution.

Work smarter:
Embrace hybrid work using familiar Microsoft 365 apps and Teams.

Perform better:
Reduce costs and better serve customers while on the go.

Customer stories

- VK Industries harnesses digital transformation with Microsoft Dynamics 365: Read story.
- King Steel creates a culture of innovation. Learn more.