



DIRECTIONS

E M E A

Business Report

DIRECTIONS EMEA 2022

For Microsoft Dynamics Partners

November 9-11, 2022 | Hamburg

Index

Management Summary	3
Integration, Integration, Integration.....	3
Growing Confidence.....	3
Justification	5
Companial Hosted Round Tables.....	6
What Were the Keynotes About?.....	8
Takeaways from Keynote 1.....	8
Takeaways from Keynote 2.....	15
What Were the Other Sessions About?.....	20
Microsoft Presents: Partner Strategy for Business Applications in SMB.....	20
Microsoft Presents: Transact Capabilities for Business Central Apps	22
Bam Boom Cloud's Approach to Building Customer Lifetime Value	23
Secrets of Successful Company Mergers and Acquisitions.....	23
Best Practices Working with Large Customers and their Partners	24
What's New in VS Code.....	26
Appsource Marketing – Best Practices Presented by ISV Development Centers.....	30
Connectivity Apps – What Are They and How Do You Get Your App Listed?.....	32
What's New and Best Practices for Business Central Apps in AppSource	32
Troubleshooting and Debugging Business Central Online.....	33
Permissions Revisited	34
Women in Dynamics	36
Women in Dynamics Award Ceremony	37
Licensing and Operational News	38
Useful links	40
Business Central Webpages.....	40
Blogs and Interaction Pages.....	41
Resources for Partners and Customers	42
Useful resources from Companial	43

Management Summary

Directions 2022 had a record high number of participants. With almost 3000 attendees it was the largest event in its 15 year history. The organization and facility was first class and the Partner community seemed very impressed and satisfied with the event. Based on my observations, there were 2 key takeaways: Integration and Confidence.

Integration, Integration, Integration

Since Microsoft acquired Navision back in 2002, the expectation of a seamlessly integrated solution with the wider Microsoft portfolio of products has often seemed to be a lower priority. Directions 2022 has proven to be a watershed moment in the Microsoft integration story, with Teams and Power Platform being front and centre of that story. Not only can processes in Business Central be directly created and edited in Power Automate, and Power Automate actions become first-class citizens in AL, but users can also directly access Business Central data through Teams. When combined with the fact that with every Microsoft Teams license, a user has the right to read level access of Business Central data at no cost, these integration scenarios become super compelling. Many Partners have already started this integration, either to support migration or mobile scenarios or build proof of concepts. Some even offer already fully integrated use case scenarios, however we believe that for most Partners, this is just now the starting point.

An interesting topic that becomes even more relevant for Partners working on Dataverse or Teams Apps is how Partners evolve to take advantage of the opportunities around telemetry tracking, analysis, and feedback. Like integration with Power Platform or Teams, we see that most Partners are only scratching the surface of using the telemetry data that Microsoft is providing. They could be using this data to resolve support tickets customers might raise, and identify service or upsell opportunities.

Integration provides exciting opportunities, but it also comes with challenges. The entire Dynamics ecosystem is short of talent, so it will be hard to expand the workload capabilities of existing staff to cover Power Platform, let alone to find new talent to start a Power Platform practice. Additionally, licensing and technical challenges will become increasingly obvious the more integration scenarios are rolled out. But we are sure these challenges will bring a wave of innovation from Dynamics Partners that will benefit customers of all sizes and industries.

Growing Confidence

The other top theme was confidence. Confidence in product direction from the Partners and confidence from Partners to achieve strong growth despite some of the macro-economic challenges we are all facing today; whether that be recessionary pressures, the energy crisis, or the ongoing war in Ukraine. Interestingly, the biggest brake on growth that Partners are experiencing today and for the short to medium term is resources. From a basic economic supply and demand standpoint, there is simply too much demand for the current channel to supply!

Customers want to continue to invest in the digital transformation of their business and to become resilient towards potential crises. However, the theme that Microsoft is putting forward - '*do more with less*' - seems to resonate as well. If resources are constrained, whether that is capability or capacity of existing talent or financial resources, you have to make sure you can still increase your output with less. A good example of '*doing more with less*' which was presented at the conference is a new framework for onboarding Partners' apps on Business Central, which, according to Microsoft, will decrease the process from 2-3 days to 5 minutes.

We also see that our partners have high levels of confidence in the Microsoft Dynamics platform. As one partner summarized: “20 years ago we made the right decision to place a bet on the NAV platform. This paid off and will be a guarantee of commercial success in the years to come.” Yes, there are challenges Partners face when dealing with Microsoft. The new Microsoft Cloud Partner Program has set the bar very high to achieve the designated solution badge. The cooperation with Microsoft sellers can sometimes seem counter-productive if the Partner and Microsoft are not speaking with one voice to customers, The list could be continued. However, we see that Microsoft is really listening carefully and they are adapting and evolving their plans to provide the right environment for Partners to drive customer success and be commercially successful themselves. Companial had four roundtables where we brought some of our partners together with Microsoft executives to discuss topics such as Power Platform in SMB, expanding the SMB market or technical future of Business Central. In all sessions, Microsoft was not only listening to all feedback our partners provided, but they also were very transparent about their plans.

This collaborative mood and atmosphere was evident across the entire Directions conference. The Dynamics SMB Partner community is probably the strongest Partner community in the entire Microsoft ecosystem, not to mention the most successful one. Microsoft confirmed during the Directions conference that Business Central is one of two fastest-growing cloud services within the Microsoft BizApps domain. Thus, Microsoft is betting heavily on the Partner community that drives Dynamics 365 and Power Platform in SMB. Companial is proud to represent many of the most successful partners in this area, and we leave Directions with strong confidence and a positive outlook for the years to come.

Michael Hartmann

*Chief Marketing and Portfolio Officer
Companial*

Justification

In this report, you will find an outline of the sessions held at Directions EMEA 2022, the annual conference for Microsoft Dynamics Partners. From November 9th to 11th, 2022, the Congress Centre Hamburg (CCH) was full of Partners, eager to find out what's new in the Dynamics world.

With 2932 delegates from 771 organisations and 50 countries, this event set a new record. One major highlight was the new release from Microsoft Dynamics 365 Business Central. With more than 200 sessions from Microsoft, MVPs, ISVs and community speakers, all relevant topics were covered. Directions EMEA also celebrated Partners with the Community Awards and Women in Dynamics awards!

Similar to previous years, we sent a team of attendees to gather notes for this report. For the first time, we attended the event as Companial. We were there with more than twenty Companials, who were available at the booth for expert sessions as well as for MCPP check-ups. Moreover, we delivered seven presentations to more than 1.000 participants.

As proud sponsor of the Women in Dynamics initiative, we participated in a panel discussion about how to build an inclusive company, and handed out the Women in Dynamics Leadership Award for outstanding performance related to the topic diversity and inclusion.

Due to the huge number of sessions being held, we were unable to attend every single one. However, we did attend as many as we could to identify the key takeaways and provide a detailed overview.

For the scope of this report, we have – where possible - supplemented the content of the sessions with our knowledge of past updates and recent developments. This is to provide a deeper understanding of the activities within Microsoft's strategies and what they mean for the Partner channel.

A reminder that the opinions and views expressed in this report are the ones of the respective authors and of Companial. This report does not express the opinions of the Directions EMEA organisation committee or the views of Microsoft.

Companial Hosted Round Tables

Companial had the privilege of hosting a total of four round tables with Microsoft executives. We invited some of our partners to participate and provide their insights, but also to ask their burning questions and give candid feedback.

Business Growth

We had two round tables to discuss what we should do jointly with Microsoft to grow and accelerate our joint businesses. One was with Mike Morton, the Vice President of Dynamics SMB as executive lead, the other was with Toby Bower, the General Manager of Product Marketing.

One common topic was the shortage of talent. Partners welcomed Companial's effort to provide a learning journey to onboard and retain talent for Business Central and Power Platform with Booster Program, but they also need support in the actual recruitment. Microsoft is piloting a new recruitment framework in the US and some of the Western European countries. The focus is on talents that are early in their career, but also career switchers. This would be very welcome, especially for functional consultant roles. Feedback from Partners was to make sure that program doesn't die after one or two fiscal years, since these programs typically take a long-term approach. Microsoft could confirm that this program will be across the different Microsoft workloads and will be led by very senior leaders who have already put framework into operation for other vendors.

One aspect of marketing discussed is how Microsoft can also present the industry focus for Dynamics SMB. Clearly, Microsoft wants to do a much better job to guide leads to their Dynamics SMB offer on the website, but in the end Microsoft continues to rely on their Partners to drive the vertical or industry proposition.

An interesting discussion was held around AppSource as driver for customer success. Partners gave feedback that in fact, Business Central has the most third party applications on App Source by a wide margin. Yes, this demonstrates success and diversity in the ecosystem, but when customers start to download apps that have not yet been tested by a Partner, it might cause more trouble and additional effort from Partners than potential benefit to the customer.

Power Platform

One common challenge Partners brought to the round tables was a lack of predictability for licensing Power Platform, especially when licensing portals. Ryan Cunningham, Vice President of Power Apps, shared his thoughts of potentially going with a pay-as-you-go pricing model. This, however, does not really address the predictability issue, and suggestions from Partners to have baseline pricing were welcomed. Cunningham said that they are planning to expand pay-as-you-go for other Power Platform products, specifically Power Pages and Power Virtual Agent. Partners could see that often, licensing is done for Enterprise scenarios first and then adapted to SMB, which explains why the licensing solution is not always fit for purpose.

Another big topic was how to provide better guidance to Partners around when to use Power Platform vs. Business Central vs. Dynamics 365 Sales when developing customer solutions. The golden rule should be to use packaged solution from Microsoft (i.e., Business Central or Dynamics 365 Sales) when possible, and only go with Power Platform if the scenario requires capabilities or time to market that only Power Platform can provide. Giving more guidance would be appreciated by Partners in any case.

Cunningham also admitted that the fact that Power Platform grew so fast in recent years came with challenges in supporting the operational side. Microsoft is aware that Power Platform is now in business-critical environments, like Business Central, and investments have been made accordingly.

Business Central - Technical future

With Dmitry Chadayev and Janik Bausager, we had the two leading group managers of Mike Morton's Development team for Business Central at the table. One immediate topic was the future of the Business Central on-premises solution. Chadayev confirmed that there are absolutely no plans to stop the on-premises deployment for Business Central. Of course, some of the new capabilities, such as the Teams integration, will only be available for Business Central Online, but it is comforting for Partners to know that they can continue to serve customers with a solution that requires an on-premises deployment. However, Partners should not expect any further investments from Microsoft to enable better synchronization. This needs to be resolved through a third party.

Another aspect was Dataverse, and the fact that Microsoft will not use Dataverse as a direct database for Business Central. However, it will continue to drive integration with Dataverse. In context of expanding workloads for Business Central, Partners brought up Dynamics 365 Field Service as a logical next extension, which is an interesting idea. However, Partners were also clear that licensing needs to be optimized to allow these platform motions for end customers. For example, customers need a Business Central Team license and a Dynamics 365 Team license to even allow such a scenario, leading them to wonder why they should have two different licenses to allow such a standard platform scenario. Many customers are further confused that they already have a Microsoft Teams license they use for collaboration.

We also discussed many detailed questions around the product side of Business Central, which would go beyond the scope of this business report.

What Were the Keynotes About?

Takeaways from Keynote 1

In this keynote session, some Business Central improvements were announced. The main focus on integration with other Dynamics 365 and Microsoft 365 Family products is a sign that the Business Central product is stabilized.

At the beginning of the keynote, Mike Morton thanked the Partners for playing a constant role in the success of the product over decades. This long-standing loyalty, along with Microsoft's commitment to cloud services, security, and governance, reinforces the value of Business Central.

Business solutions are as important as ever



In uncertain times, it is even more important we help businesses run efficiently and achieve more

Historically, even during recessions, we have seen companies invest in their Business Application Systems

We can reassure customer that investing in Dynamics solutions will stand test of time. Azure, Dynamics, Power Platform, and Office are at the core of Microsoft's business

Release waves of Business Central 2023

Dynamics 365 Business Central

2023 release wave 1 investment areas

Seamless service operation

- Performance and stability
- Resource governance

Continued fundamentals investments

- Security
- Privacy

Geographic expansion

- Compliance
- 20+ countries

Onboarding

- Modern tooltips
- Discover payroll apps
- Partner IP initiated trials

User experiences

- More options for field and actions customization
- Efficient keyboard navigation
- Improved error dialogs

Reporting

- More data via Power BI connector

Power Platform

- Approval experience with Power Automate
- Support for dynamic company and environment variables
- Power apps samples and templates
- Business events

Finance and supply chain enhancements

- Non-partly-deductible VAT
- Different G/L accounts for payables and receivables
- Intercompany improvements
- Extensibility of Shopify connector
- Handling of Shopify returns

Teams

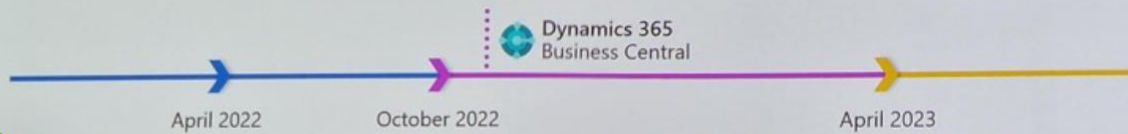
- Adaptive card improvements
- Improved Microsoft 365 user management

Developer tools

- Productive with AL explorer, debugger, code analyzer
- AL-Go improvements

Administration

- PTE management in admin center
- Environment management (cross-version PIT restore, moving across tenants)
- Cloud migration improvements
- Communication and telemetry



Business Central 2022 release wave 2 themes



Adapt faster

- Cloud optimized
- Streamlined apps onboarding
- Action bar—split button
- Easier permission management
- Global coverage
- Security/privacy



Perform better

- Performance of key scenarios
- Personalize Automate actions
- Switch companies
- Search



Work smarter

- Add a tab in Teams
- Select Excel report layouts
- Power BI personalization
- Simplified Shopify connection
- Best of breed accounting for SMBs
- Finance and supply chain top requested capabilities



Business Central functionality improvements

Work smarter

Specific Item charge assignment

Bill - Item Charge Assignment (Print) - JE PRISMAIT Single Charge (B-Specimens)

Make entry of variant codes required

Inventory Setup

Track items that are used in projects, including picks

Bi-directional sync of sales orders in Business Central and Sales

Enable Bidirectional Sales Order Sync

- Extended test functionality for VAT deuses
- Flexible sorting in the Planning Worksheet page
- Service document improvements
- New VAT Date field on documents and entries
- Set up data exchange more easily
- Use multiple remit-to addresses for vendors
- Financial reporting replaces account schedules
- Find posted and non-posted document lines in search
- Reverse Payment reconciliations
- Configurable and redesigned Intrastat solution
- Easily access setup pages for new apps
- Easily find apps to connect to core services
- Easily install and set up new apps
- Simplified Shopify setup
- New Shopify onboarding
- New field descriptions improve clarity
- Configure OneDrive integration
- Choose the report layout on request page

Security compliance

Business Central online: secure business management

Focus on optimizing business processes while Microsoft manages security/compliance

Cross-industry certifications

ISO 27001: Information security management
 ISO 27017: Cloud Security Controls
 ISO 27018: Code of practices for protection of personally identifiable information
 SOC 1 (SSAE 18) Type 2: Service organization system and the suitability of the design of controls
 SOC 2 Type 2: Audit of the nonfinancial practices of a service organization
 ...full list is available at Microsoft Trust Center

Business Central online investment in security

Secure Development Lifecycle

Code integrity validation, scanning

Data encryption at rest and in transit

Network isolation

Identity isolation

Just-in-time access

Just-enough access

Live Site automation

Executable TSGs

Regular patching

Emergency certificate rotation

Secrets management

Automatic threat detection and alerts

S360 security compliance baseline

Threat intelligence sharing

Protect all when one is targeted

Azure Security Center

Azure Sentinel

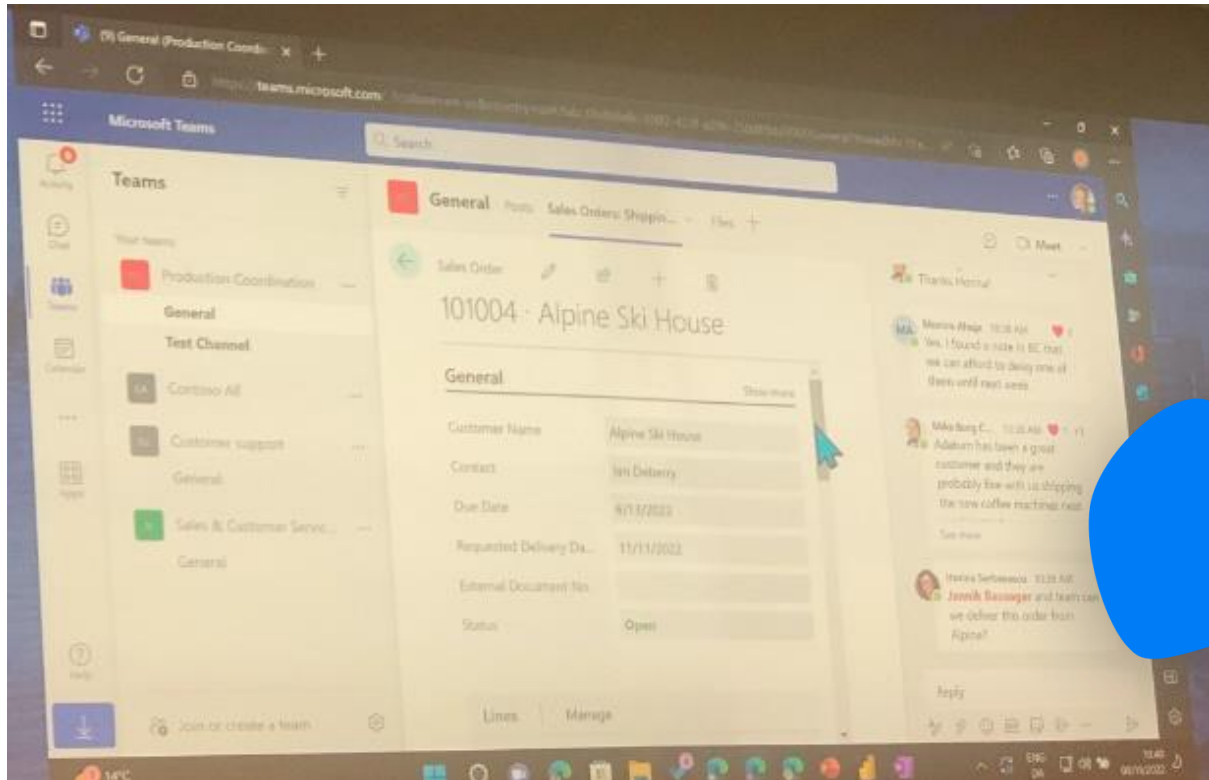
... and more!

Power Automate has become a native citizen of Business Central. Power Automate actions have just been promoted to first class citizens in AL, which will give end users a new experience when using Power Automate actions within the Business Central interface.

A simplified action bar for Business Central has been introduced to improve user experience and better suit the context in which they use Business Central. Microsoft demonstrated the feature adding new menu items to create or start a flow from the ERP interface.

There will be a new Business Central application on Teams that can provide selected Business Central functions in the Teams channel. This will enable new experiences for end users when using

Business Central and enable better collaboration between users. This also includes Partner customisations, so Partners can make their own created functions available in the Teams channel. All users with a Teams license get a Business Central read license as well. Business Central access for Microsoft 365 users is an opportunity to up-sell, Jannik Bausager from Microsoft pointed out to the Partners.



Unlock data across the organization

Access to Business Central data in Teams with Microsoft 365 license

- Increased collaboration efficacy by eliminating license acquisition friction
- Empower self-serve in departments that do not yet use Business Central
- Full control on access, manage access and what permissions will be granted
- Improved security by eliminating copy & pasting of data out of governance boundaries

Contoso Coffee

Production team

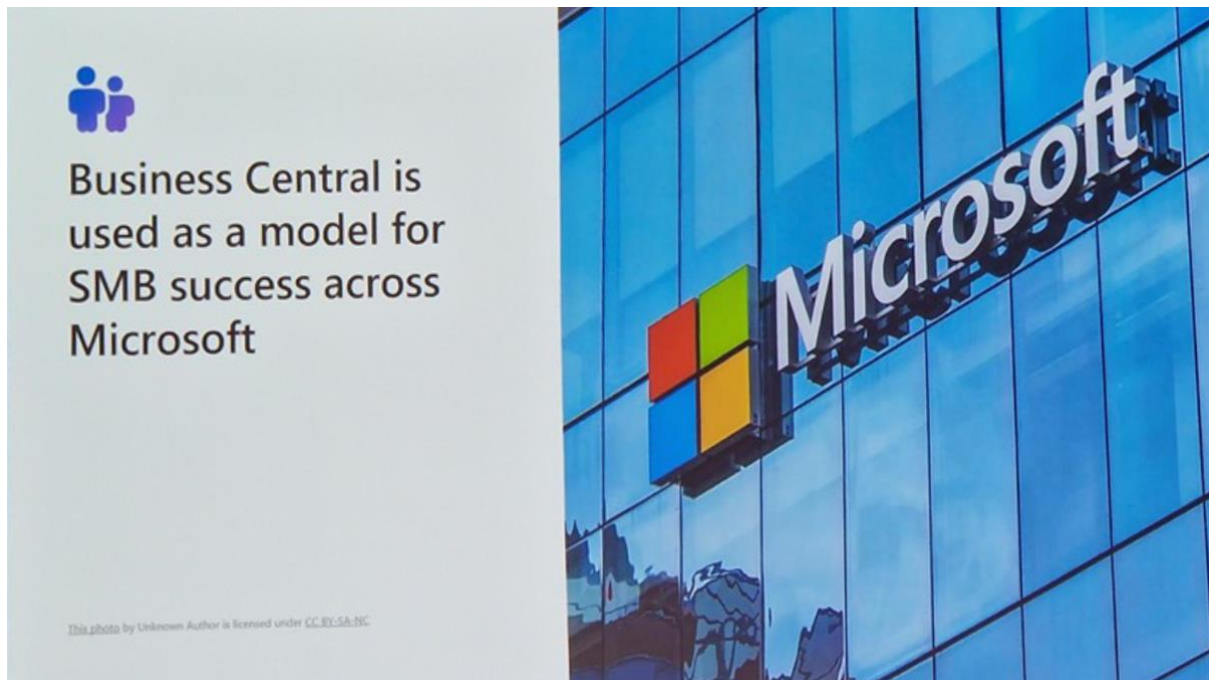
Warehouse team

*Access is available to customers subscribing to select Microsoft 365 plans and Business Central online.



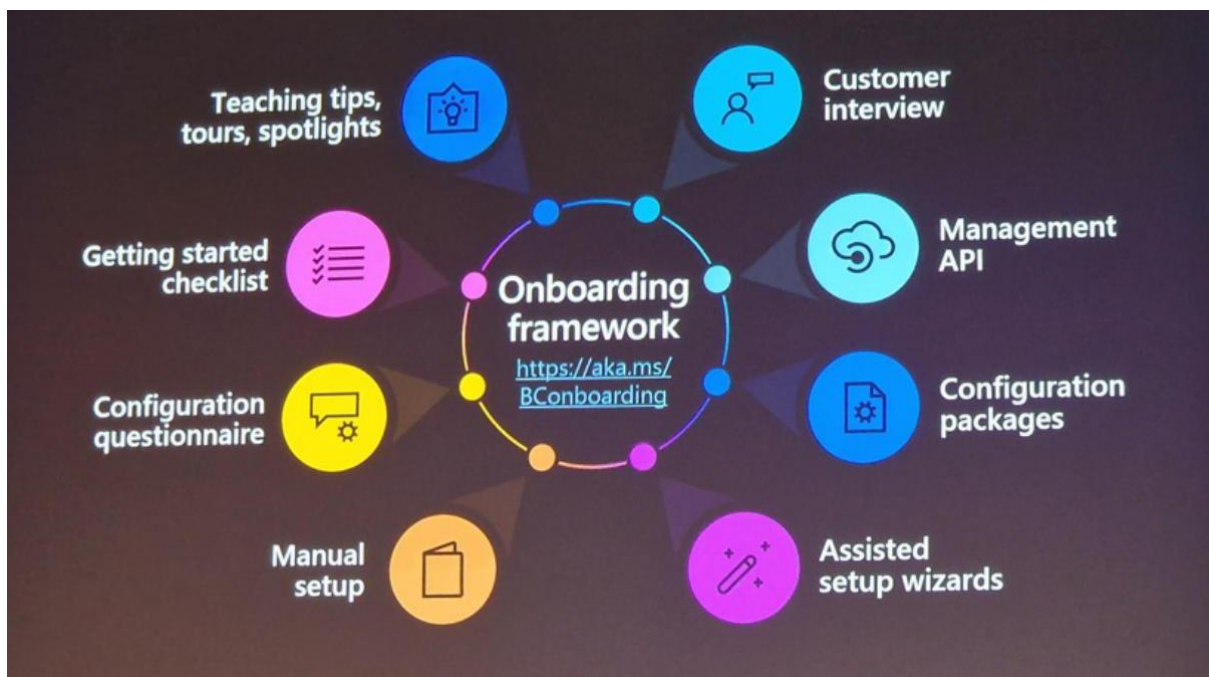
Mike Morton announced that Microsoft has restructured its marketing team, with Jared Spataro taking overall responsibility for marketing Modern Work and the Business Applications Group. We believe this organisational detail is important as it demonstrates Microsoft's desire and commitment to further develop integrated application scenarios between the modern workplace and Dynamics 365. Spataro sent video greetings to Hamburg in which he praised the work of the Partners. Furthermore, he described SMB's as the biggest growth area in its product portfolio and promised greater cooperation between the two worlds of productivity and business applications.

"Business Central is used as a model for SMB success at Microsoft," Morton explained, adding that he would be asked by other managers with SMB products what the formula for Business Central success is, and whether it can be replicated. Morton said he always starts with the Partner ecosystem as a possible explanation for Business Central's success.



Microsoft announced streamlined ISV app onboarding for Business Central, as well as a number of enhancements to the ERP system's integration with other Microsoft products.

The new framework for onboarding applications on Business Central was introduced. This framework is supposed to reduce the time needed to onboard new applications on Business Central from 2-3 days to 5 minutes, according to Microsoft.



Personalisation features for Business Central have been introduced, allowing users to customise the Business Central user interface to their specific needs or the role they play in the organisation. Now you can personalise your workspace according to your work and preferences. Change the pages to show only the information you need, where you need it. Personalisation changes only affect what a

specific Business Central user or user group sees, not what the rest of the Business Central users see. ([More information here](#)).

The Business Central connector with Shopify is available and is being actively used by Partners. ([More information here](#)).

Shopify capabilities

- 1 Multiple Shopify shops
- 2 Bi-directional synchronization of items/products
- 3 Synchronization of inventory levels
- 4 Bi-directional synchronization of customers
- 5 Import of orders from Shopify
- 6 Send fulfillment information to Shopify
- 7 18 usability improvements and onboarding experience in the 2022 release wave 2 release

Key Takeaways

- PowerAutomate becomes native citizen of Business Central
- Business Central Integration with Teams
 - Embed Business Central in Teams tab
 - All users with Teams license get Business Central read license
- UI Improvements
 - Company and environment navigation
 - Split Actions
- Bidirectional sync with Dynamics 365 Customer Engagement
- Business Central focus to address security threats
- Commitment to store EU data in EU datacenters

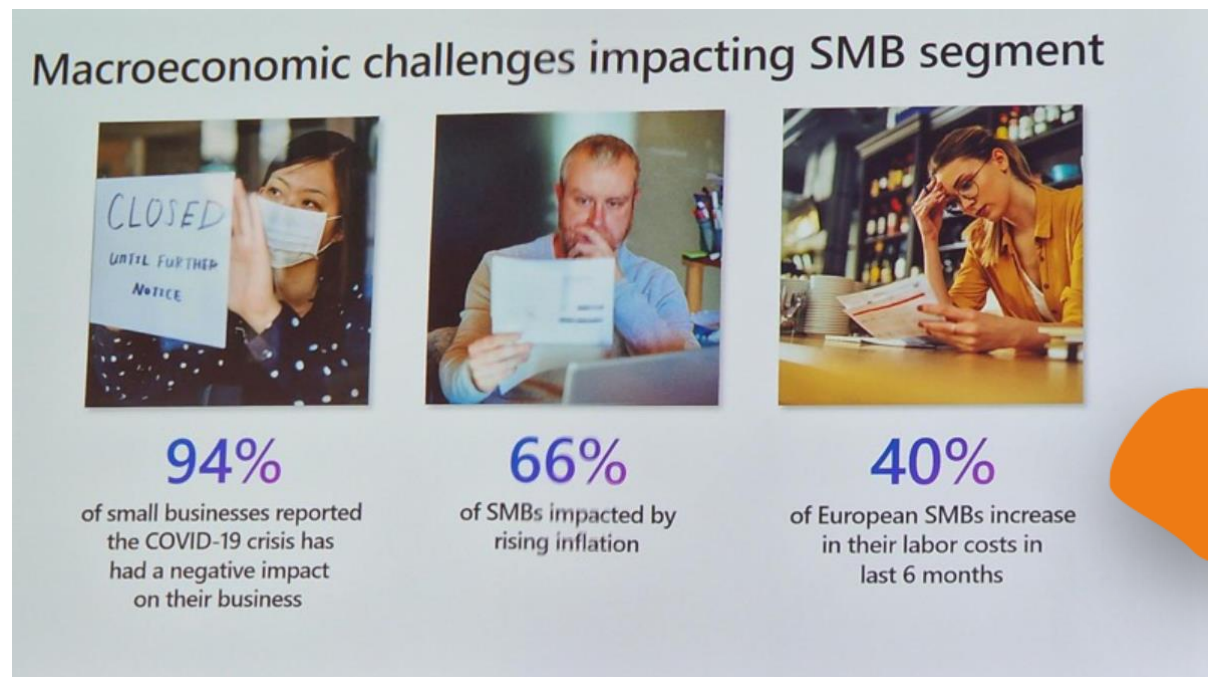
Related links

<https://aka.ms/BCreleaseplan>
<https://aka.ms/BCAll>

Takeaways from Keynote 2

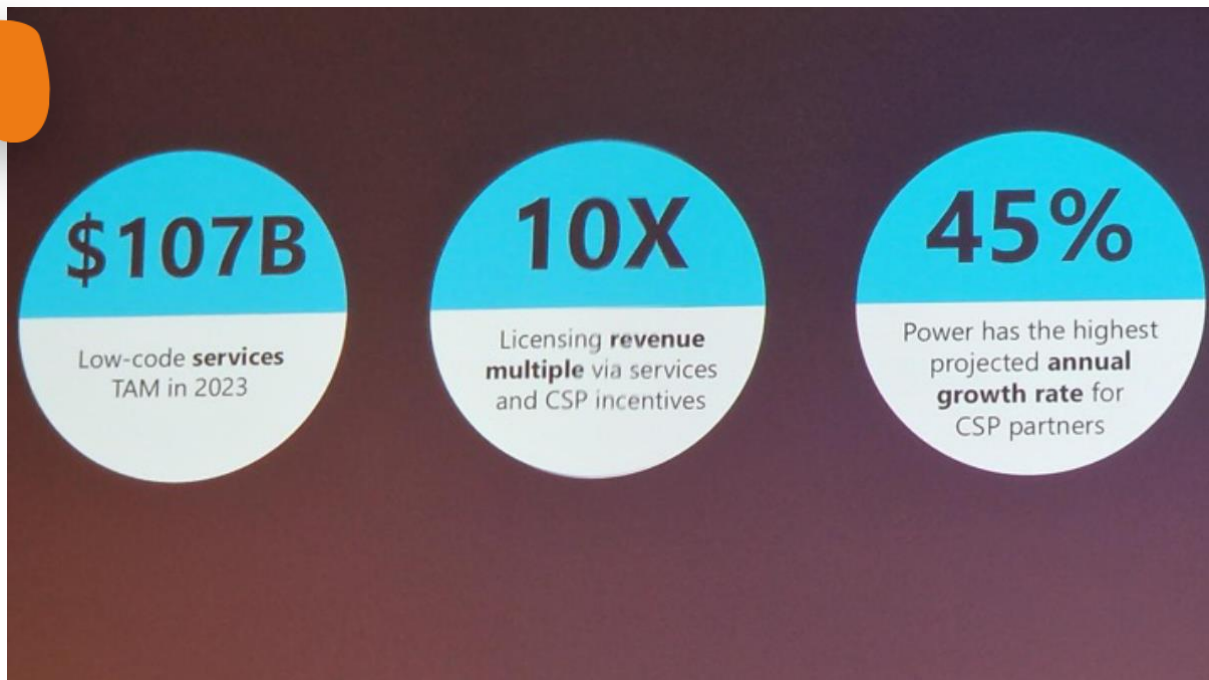
In this keynote, Microsoft shared its story of overcoming the scaling challenge, indicating that the product had finally arrived at its destination. Full NAV on SaaS promise delivered ten major releases online.

The macroeconomic challenges were also addressed in this keynote. The starting point of the presentation from Microsoft highlighted how the SMB segment is impacted by the current geopolitical situation.



Nevertheless, SMB is the fastest growing segment of Microsoft's business applications portfolio, and Dynamics 365 Business Central is the fastest growing product in the group, with "triple digit" growth year on year.

Toby Bowers spoke about how Dynamics 365 Business Central's customer base has grown by 60% in the last year.



In terms of processing power, the SaaS platform has reached the targeted performance levels, despite the fact that the customer base has grown. Dmitry Chadayev mentioned that the work of the BC Service team has resulted in the growth rate of customer support calls being significantly lower than the growth rate of monthly active users.

Bowers thanked Business Central Partners for their extensive use of Microsoft AppSource for publishing solutions. The product has expanded its international reach and is now available in over 100 countries. Mike Morton indicated that Microsoft will work closely with Partners to push for further localisation and add more regions. Morton described the continued expansion as forward-looking.

Bowers further stressed that Microsoft is aware that Partners face obstacles ranging from rising labour costs to inflation to COVID. His call is to "do more with less".

"Doing more with less is not about working harder or faster, but about using technology to amplify impact and achieve business results faster," Bowers said.



Doing more with less

Service capabilities and tools

Be data driven	Deliver efficiency with automation	Embrace continuous delivery and collaboration
<ul style="list-style-type: none"> + Power BI usage analytics apps + Performance toolkit + VSIX app + AL Profiler in VS code + In-client performance profiler + AL debugger + AL snapshot debugger + Page inspector + Database statistics, locking, and indices pages + Table information page + Effective permissions page 	<ul style="list-style-type: none"> + Onboarding framework + Cloud Migration tool + Admin Center + Admin Center APIs + Azure Logic Apps templates 	<ul style="list-style-type: none"> + AL Go for GitHub + AL extensions on GitHub + Edit in Excel for Delegated Admins + Analyzing report datasets in Excel + Event recorder + Rapid application development (RAD) in VS code

New in 2022 release waves 1 & 2

Improved in 2022 release waves 1 & 2

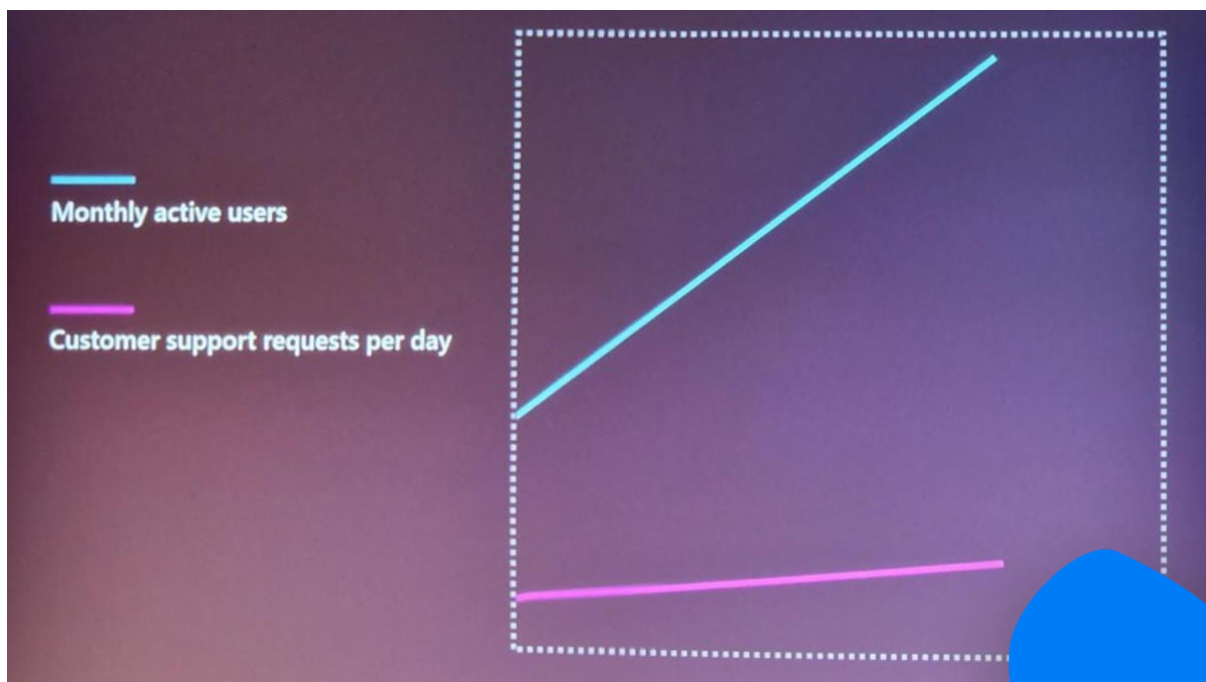
Existing feature

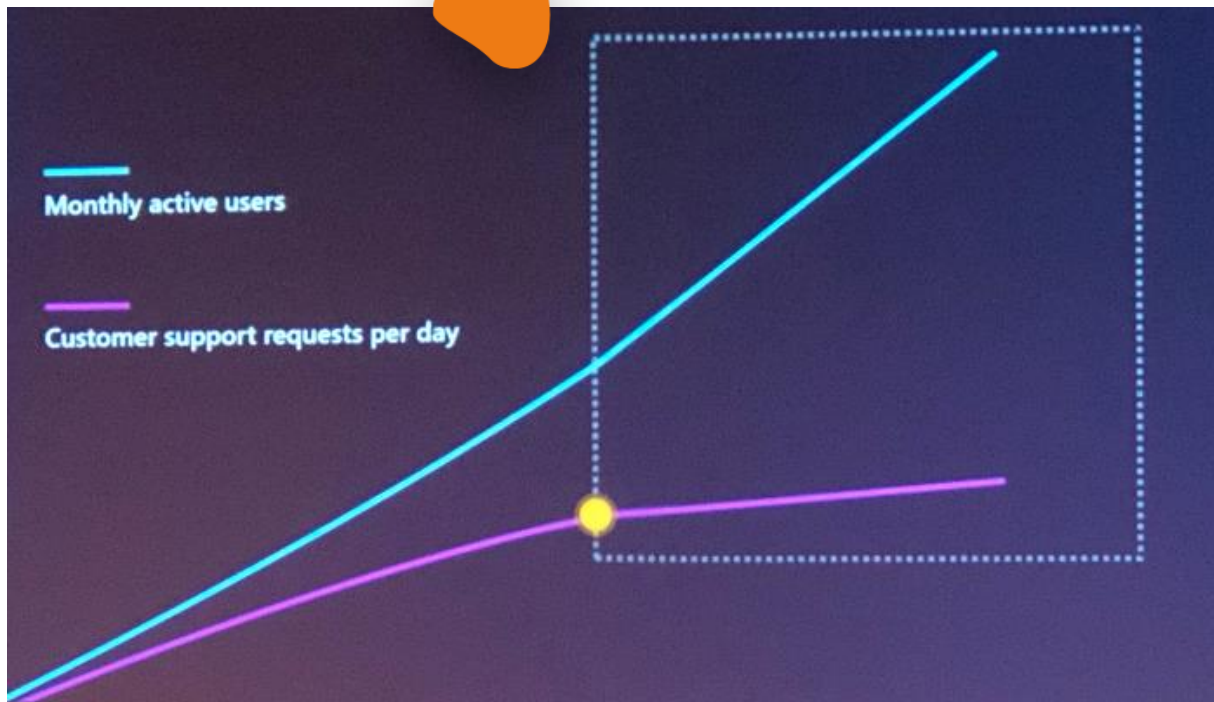
Microsoft is fully aware of the current situation and wants to help customers to lower their burden and their expenses. Therefore, they've introduced a 40% reduction in the price of Business Central add-on environments, from \$500 per tenant per month to \$300, and a CSP promotion for adding new Business Central users will cut prices by 20%.

Microsoft's goal is to help you reduce customer burden and expenses

Announcing	Announcing	Announcing
Price reduced for Business Central Add-on environments	CSP promotion for new customers	'Bridge to the Cloud 2' migration promotion
Available December 1 st	Available now aka.ms/CSPpromoNCE	Available on Feb 1 st aka.ms/BizzAppsMigrationProgram and aka.ms/ProspectingToolKit

Effect of being data-driven, automation and continuous delivery to scale vs support cases.





Key Takeaways

- Performance: Business Central runs 99.9% time on target capacity
- Business Central handles 15 k API calls on average
- Doing more with less is the Microsoft Business Central story
 - Be data-driven
 - Deliver efficiency with automation
 - Embrace continuous delivery and collaboration
- 70% of applications will be developed with Low Code by 2025

What Were the Other Sessions About?

The purpose of this Directions EMEA 2022 report is to highlight the most important takeaways and messages from the event. With this in mind, we have collated the sessions we attended into the following section.

Microsoft Presents: Partner Strategy for Business Applications in SMB

In this session Microsoft shared with attendees its ambitions for business applications in FY23, which include 50% cloud growth, \$10bn cloud revenue and 16% market share.

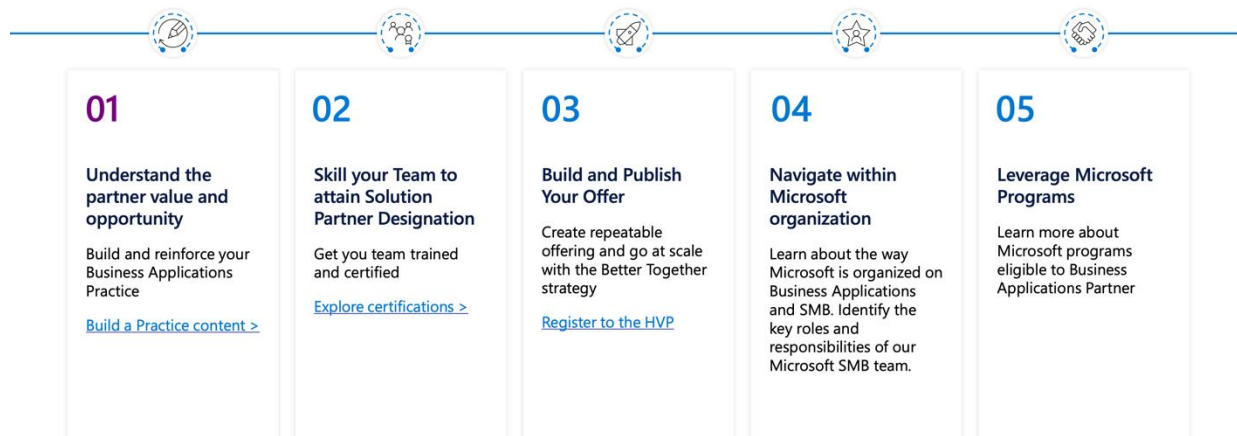
Following are the FY23 SMB customer priorities in Business Applications: maximising sales success with Dynamics 365 Sales, optimising business processes with Business Central, and transforming business processes with Power Apps.

The promise of 'do more with less' offers new opportunities to increase sales, with a 25% discount on Power Apps and Power Automate and a new customer promotion for NCE with a monthly commitment.

Get onboarded in the Partner Journey

Build capability, increase capacity and accelerate go-to-market.

BUILD | EXPAND | ACCELERATE



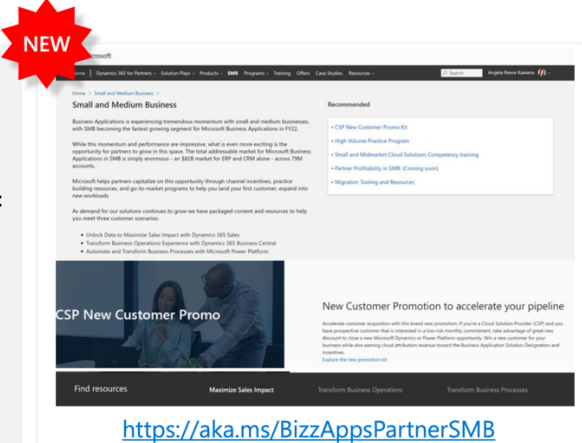
FY23 SMB Customer Priorities | Business Applications

Leading scenarios:

- [Maximize Sales Impact with D365 Sales](#)
- [Transform Business Operations Experience with Business Central](#)
- [Transform Business Processes with Power Apps](#)

NEW opportunities to accelerate revenue:

- Do More with Less
 - [25% Power Apps and Power Automation discount](#)
 - [New customer promotion on NCE](#) for monthly commitment
- Add-on environment price reduced



<https://aka.ms/BizzAppsPartnerSMB>

Migration

Bridge to the Cloud II

WHO?	Supports most Dynamics on-prem (e.g NAV/BC/AX) products to Dynamics 365 online equivalent. The cloud SKU must be "commercial" "on NCE" "with 3-year term". See SKU list in terms.
WHEN?	February 1, 2023 – December 31, 2024
WHAT?	Enables existing customers that are active on their Enhancement Plan (EP) to renew through the Cloud Solution Provider (CSP) program and receive Dynamics 365 Business Central online licenses at 40% discount

Note: The Bridge to the Cloud promotion is a new option for customers to renew their EP. Customers continue to have the option to annually renew their EP via Dynamics Price List (DPL) for their on-premises solution

<https://aka.ms/bttc2>

Benefits:

- 1 Price point typically equal to Enhancement Plan renewal quote
- 2 Dual access rights to their current on-premises Dynamics Price List (DPL) product during the promotional period (D365 Business Central, on-premises, Dynamics NAV, Dynamics GP, and Dynamics SL)
- 3 Monthly billing option (subject to CSP partner approval)
- 4 Enhancement Plan benefits for the duration of the promo term
- 5 Dynamics 365 Business Central (cloud) licenses for migration to the cloud

Key Takeaways:

Microsoft's ambition for Business Applications in FY23:

- 50% Cloud growth
- \$10B Cloud revenue
- 16% Market share

FY23 SMB Customer Priorities | Business Applications:

- Maximize sales impact with Dynamics 365 Sales
- Transform Business Operations Experience with Business Central
- Transform business processes with Power Apps

New opportunities to accelerate revenue (do more with less):

- 25% Power Apps and Power Automate discount
- New customer promotion on NCE for monthly commitment

Related links

<https://aka.ms/BizzAppsPartnerSMB>

Microsoft Presents: Transact Capabilities for Business Central Apps

In April 2023, Partners could start selling Business Central apps through AppSource, and customers could purchase Business Central Apps using their credit cards (Microsoft charges 3% flat transaction fee to Partners, much less than industry standard of 20%).

For transactable Business Central app offerings on the AppSource, the Partner would set-up plans (pricing variation of the 'per user' offer: levels, waterfall, countries).

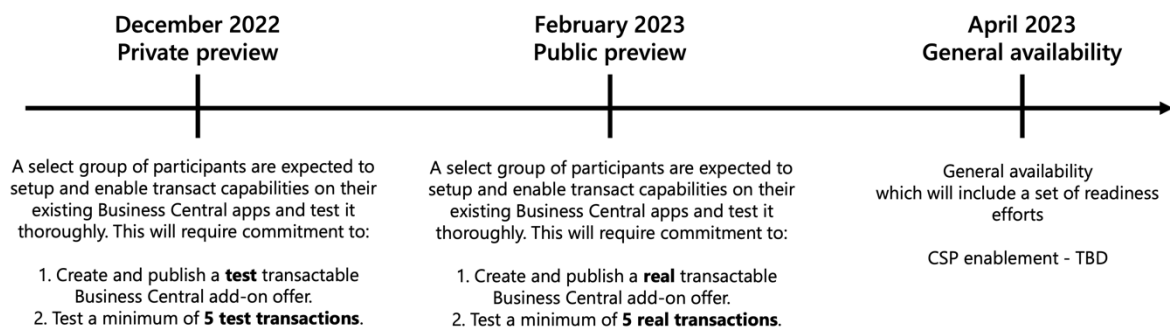
A few months later, Business Central app transactability via CSP should follow.

The new options for purchasing in AppSource do not change the install process. Apps are installed from AppSource (as today) and the Microsoft 365 Admin Center.

Related links

<http://aka.ms/BCAppTransact>

How to get started



<http://aka.ms/BCAppTransact>

Bam Boom Cloud's Approach to Building Customer Lifetime Value

Bam Boom Cloud is a High Volume Partner, offering fixed price and scope Business Central implementation packages. Packages are repeatable and can improve delivery efficiency, making them easy to market.

A qualification process will be conducted before the demo (as a 1:1 demo might be too pricy) with 20+ questions (such as industry, source system, feelings about the phased approach). Then the demo sets prioritization on functionality. The method to deliver repeatedly, even without seeing the customer in person (it is performed via teams), shows what's in scope and what's not in scope to set expectations.

What to expect from the method? It's all about product configuration, not traditional projects, as 20% of customers need something in addition. After the configuration, the Partner can offer that at phase 2 (e.g. integration at a later phase). After the customer starts using Business Central, they may not need these extras.

After the implementation, the customer transitions to the existing customer team and is properly set up on portal and communication channels. Perceived value of customer's support contract decreases with time, as customers raise fewer issues, but if there are any issues they tend to be niche and more complex.

Ways to increase value perception:

- Celebrate success through case studies
- Hold training sessions (30 min learning labs weekly; Power Hours)
- Best practice reviews – opportunity to discuss small problems and big ideas (1.5 hr call) Including audit and sell new packages, identify lacks of knowledge and plan targeted training sessions to help improve business processes, change requests, process improvement, integration with 3rd party solutions, and minor changes.

Key Takeaways:

- Fixed price and scope for Business Central implementation
- Repeatable packages for efficiency improvement
- Easy-to-market solution

Related links:

<https://bamboomcloud.com/business-central-pricing-example/>

Secrets of Successful Company Mergers and Acquisitions

This session was about advising for the small business seller on company mergers and acquisition. Here are the core areas that need to be thought through:

- Know why you want to sell and what you want to achieve after the sale is completed. Answers may vary from budget concerns to continuation with the current team on the current business within the different set-up (if that's the case, what would be your role in the future company?).

- Look for culture code and strategic goals fit with your buyer.
- Do not overpromise. It's better to view on current business situation not future potential. All will be validated during the due diligence stage and deal negotiation before closing.
- Due diligence stage takes usually 3 - 6 weeks, you'll be asked for tremendous amount of data (on the buyer's side there will be a team of six and each of those team members will ask you for numbers and documents). In the case of full non-disclosure, you can't involve others (like a secretary) to help with documentation, so expect a significant load on yourself (on top of your daily operations and business that is expected to continue as initially promised). This stage confirms investor's hypothesis.
- The negotiation stage is the point to agree on all what will happen in one year, two years, or three years and beyond. Get a good lawyer at this point.

Key Takeaways:

- Ask yourself what you want to achieve with the sale
- Look for the company culture and the right fit
- Do not overpromise
- Plan for the future set-up

Best Practices Working with Large Customers and their Partners

A couple of years ago large customers had around 100GB, today Microsoft manages 5000+ users with 1TB database. They support these large customers with the Concierge Program. How can this program be successful for Partners?

FY23 Business Central Concierge Program

The Business Central Concierge Program is for partners and their customers staffed with Microsoft Dynamics 365 Business Central engineers to assist partners and their customers to onboard customers successfully.

The program is free of charge for eligible customers and their partners (see requirements below). The Concierge program supports the following phases:

- **Presale:** The customer is about to acquire the Business Central licenses
- **Initiate:** The customer has acquired the licenses and started to define the project and the requirements
- **Implement:** The partner works on the design and implementation
- **Prepare:** The partner deploys and tests the solution
- **Operate:** The customer is actively using the solution

Partner requirement

- Must have a Microsoft Partner ID (MPN ID)
- Enrolled in the Cloud Solution Provider (CSP) program
- Must have a customer specific implementation project in mind
- Clear definition of what the partner needs help with
- The implementation project is in the initial phase
- The customer and the partner must have an agreed project plan (go live is planned before end of Q4FY22)

Customer requirement:

- Customer is about to acquire the licenses
- Yearly license revenue per customer >100K (~ 100 full users)

Summary of the program:

The Business Central Concierge program is a program staffed with Microsoft Dynamics 365 Business Central engineering resources to assist Partners to onboard customers successfully.*

**Certain criteria apply in order to obligate*

Microsoft will work with a Partner and/or with the Partner's end customer.

The goal is to support the Partner how they want to be supported. For example, the data model, the extension, the ISV IP that's part of the implication, or the go-live phase.

A year ago, Microsoft had the Lighthouse program. This program is inspired by the Fastrack program with a 700 page document.

Microsoft prefers to check in with monthly touchpoints. The Partner decides if the customer is also involved in the process.

Everything is online via Teams with regular check-ins. The Partner is the expert, and Microsoft expects questions regarding the platform, for example, the route to SaaS etc.

At this moment Microsoft has 20 active engagements between 60-600+ users (37 in total last FY).

Microsoft is always discussing the environment and the database size - 80GB is standard. The questions are changing. A couple years ago Microsoft was discussing databases with 80GB. Now they are talking about 1TB. The biggest discussion now is regarding the number of connections.

Microsoft doesn't know where the limitation is for Business Central SaaS. They have some great tools to help Partners, and want to do this together with the Partner. It's possible that Microsoft will come to a situation in which they will be challenged. In that case, Microsoft would discuss the challenge in the Concierge team where they can be open and transparent with the Partner. The goal is to create a successful implementation.

This program is only available for the cloud (SaaS) migration.

Part of the dialog with the Partner is also to help them decide to go for Finance and Supply Chain Management and Business Central. This program will only focus on Business Central. They will also advise on a re-implementation of a migration.

Criteria for a Partner:

- Must have a MPN ID
- Enrolled in CSP program
- Must have a customer specific implementation project in mind
- Clear definition of what the Partner needs help with
- Only for migration for Business Central on-premises to Business Central Online (SaaS)

Customer requirements:

- Customer has acquired licenses (or are close to doing so)
- Yearly license revenue per customer <\$100K

Currently Microsoft is working on a case with 800 users and 500 production environments. Microsoft isn't concerned about these numbers, but more about the process around this. How do you manage

500 production environments? How do you manage the databases in a certain timeframe? How do you maintain the support on this?

Key Takeaways

- It's a sales enabler & accelerator for Partner
- Each touchpoint is short as you have only specific questions & concern
- The Partner could have similar questions and concerns
- Multi-year engagement, as large projects take time
- >1000 user is for longer period. Microsoft commits for longer period

Related links

- <https://Aka.ms/bctelemetryreport>
- <https://customers.Microsoft.com> --> the concierge team can help you finding the right reference.
- Contact information --> d365bc_concierge@Microsoft.com or fhietala@Microsoft.com
- Business Central nomination --> [Microsoft Forms](#) (answer in 5 business days)

What's New in VS Code

Probably all AL developers have had the experience of page parts not showing up because ApplicationArea property was not set for the element. Ensuring all page controls had the application area property was tedious. Starting with Business Central 21, it is possible to set the default application area for all page controls and override the default value by setting the different ApplicationArea values on the control.

ApplicationArea fallback

Controls/actions without ApplicationArea inherits value from parent object
Can still override explicitly

```

Page 50001 50MyTablePage
{
    PageType = Card;
    ApplicationArea = All;
    UsageCategory = Administration;
    SourceTable = "Price List Line";

    layout
    {
        0 references
        area(Content)
        {
            0 references
            group(GroupName)
            {
                0 references
                field("Asset Type"; Rec."Asset Type")
                {
                    ApplicationArea = All;
                }
            }
        }
    }
}

```

Before


```

Page 50001 50MyTablePage
{
    PageType = Card;
    ApplicationArea = All;
    UsageCategory = Administration;
    SourceTable = "Price List Line";

    layout
    {
        0 references
        area(Content)
        {
            0 references
            group(GroupName)
            {
                0 references
                field("Asset Type"; Rec."Asset Type")
                {
                    ApplicationArea = All;
                }
            }
        }
    }
}

```

Now



ApplicationArea fallback rules

Rules AS0062 and PTE0008 updated

Requirement in SaaS to set the ApplicationArea on all fields/parts/actions

However, now allows not specifying explicit ApplicationArea if set on the parent object level

ApplicationArea can be used without UsageCategory

Previously mandatory

Provides fallback for controls, without forcing search visibility

No change wrt to search

UsageCategory and ApplicationArea still both required

No change for page/report extensions

ApplicationArea must still be set explicitly

Base object could change ApplicationArea

Now indicator PK# is located next to all primary key fields indicating order for field in primary key.

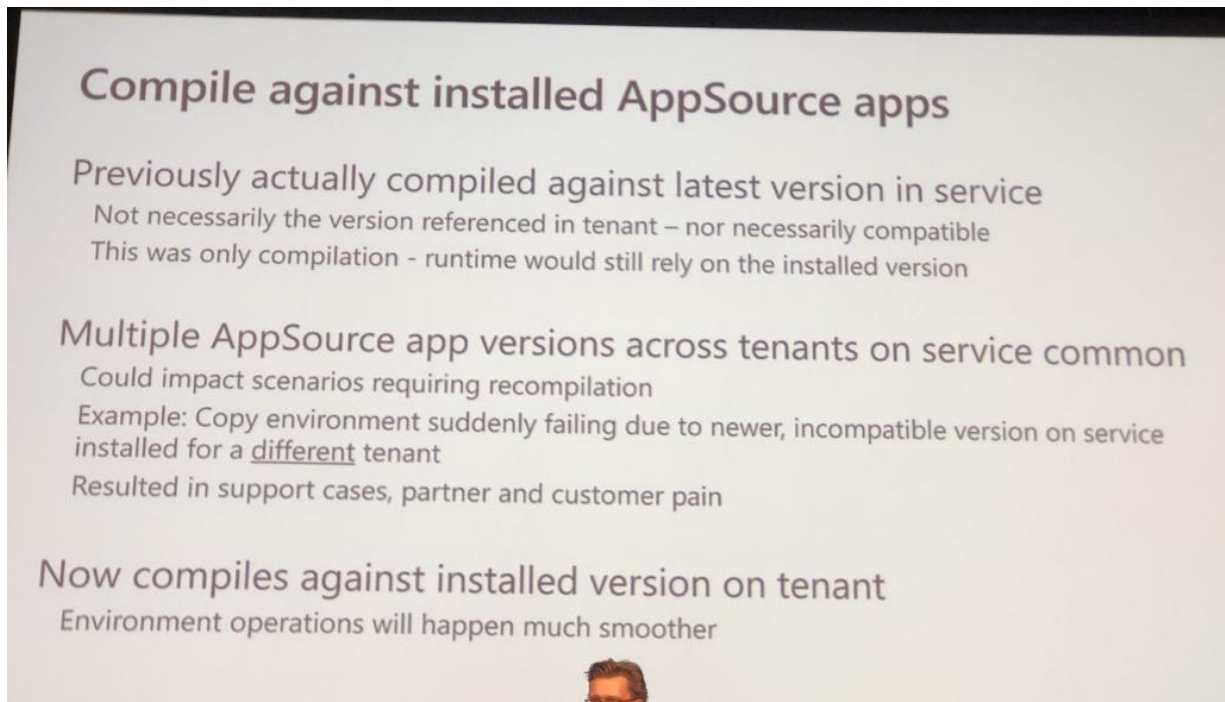
Primary key indicator on record tooltips

Previously primary key fields only indicated with *

Now indicator PK#, where # is primary key order for field

```
(local) myRecord: Record MyTable
MyField                Integer (PK1)
MyField2               Code[30] (PK2)
SystemCreatedAt        DateTime
SystemCreatedBy        Guid
SystemId               Guid
SystemModifiedAt       DateTime
SystemModifiedBy       Guid
SystemRowVersion       BigInteger
if myRecord.FindFirst() then begin
```

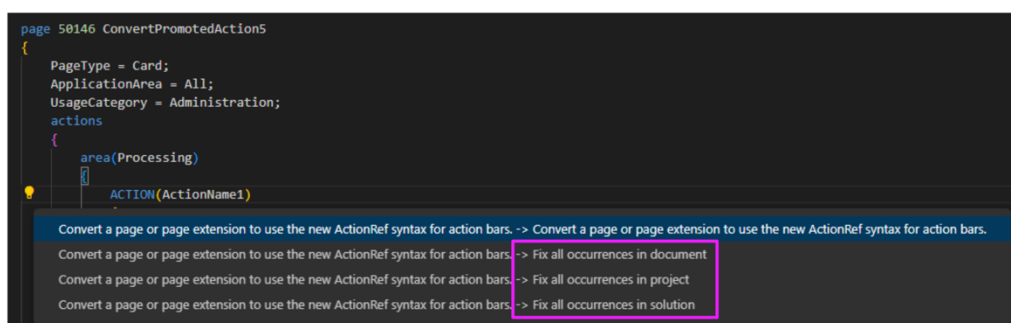

Now it's possible to compile against AppSource apps to control the needed compatibility level. Previously it was only possible to compile against the latest app. Select the version to check for obsolete pending objects in appsourcecop.json.



Code actions scope extended to per project and per solution.

New code action to convert to ActionRef

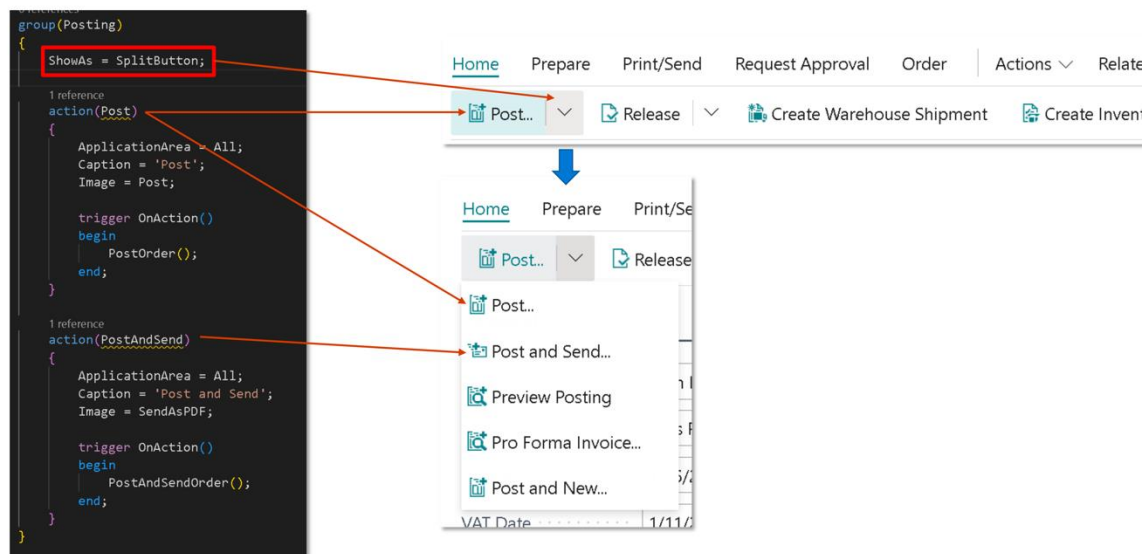
Includes new support for running select code actions in larger scopes
 Specific instance, document, project, solution (workspace)



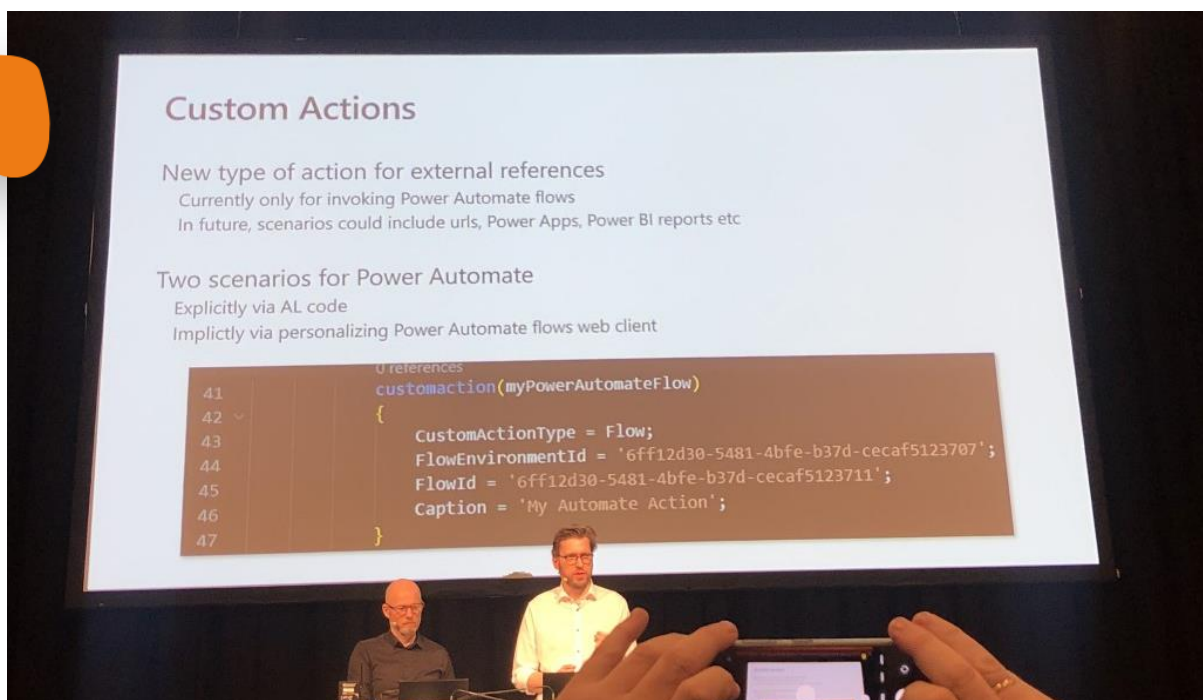
User productivity is one of the main themes of Business Central 21. Developers will be able to create Split Buttons that have the most common scenario as the default action, and other options available to the side of the button.

This will allow developers to significantly reduce the number of clicks for system users.

Split button



Moreover, Custom Actions can be utilized to call Power Automate flows with the context of Business Central data. This means Power Automate becomes a first-class citizen in Business Central.

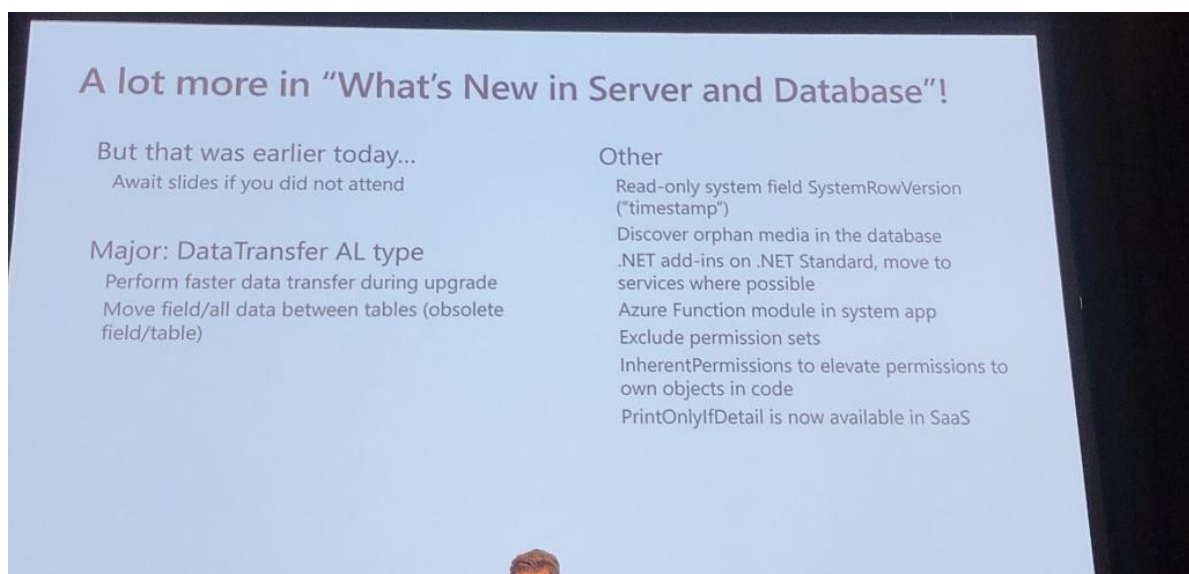


Small improvements were introduced to debugger as well. Now in launch.json, developers can set debugger to break on errors in try functions. The executed code path is visualized in snapshot viewer. It is also possible to view relevant database queries and locks directly in the debugger.

Managing table extension data in tables with huge amounts of records can now be addressed with the native DataTransfer AL type. This type is for mass operations on the table field and will improve the performance of data upgrade code units. It will not be available only for upgrade code.

Permission sets as code have been already introduced in earlier versions of Business Central. However, this version of Business Central came with additional improvements. The possibility to create custom permission sets inheriting permissions from standard Business Central permissions will make it easier to maintain custom permission sets during upgrades of Business Central. Also, it is possible to exclude specific permissions from Business Central as well. For developer productivity, the “Generate Permission Set” command was added to VS code.

PrintOnlyIfDetail is supported in SaaS and Azure function module is available in system app to easier utilize Azure Functions for more complex scenarios.



Key Takeaways

- A lot of small developer productivity improvements instead of a few big ones, show that development tools have matured and stabilized, making it a safe bet for Developers to create IP for Business Central in AL.
- Most of the improvements come from top-voted BC improvement ideas at <https://aka.ms/BCIdeas>. Make sure to vote for the ideas that important for you, and register your own.

Related links

<https://learn.microsoft.com/en-us/microsoft-edge/visual-studio-code/microsoft-edge-devtools-extension/launch-json>

Appsource Marketing – Best Practices Presented by ISV Development Centers

Microsoft AppSource is developed for line-of-business decision makers. You will hardly find this target group within the SMB segment. End-customers within the SMB segment buy from resellers, so ISVs must focus on the buying personas and buying journeys in this target group.

	Azure Marketplace	Microsoft AppSource
Target audience	IT professionals, developers (specialist roles include DBAs, SecOps, DevOps, etc.)	Line of business decision makers (specialist roles include procurement, manufacturing, accounting, etc.)

Popular app categories

Apps results

Showing 2282 results in apps. View 343 related results in consulting services or 11 related results in industry clouds.

Dynamics 365 Business Central

Connect your financials, sales, service, and operations with an all-in-one business management solution. Easily tailor and extend the application to meet your business or industry-specific needs.

Get Dynamics 365 Business Central >

Dynamics 365 Sales

Go beyond sales force automation with Dynamics 365 for Sales, enabling you to better understand customer needs, engage more effectively, and win more deals.

Power Apps

8. Conversion Free Trial/Test Drive

Start selling online now!

The Shopify connector it gets even better, because your webshop is linked directly to your back-end system. All the business process flows are managed directly from Microsoft Dynamics 365 for Financials. Shopify handles everything from payment to secure checkout. So don't miss out, and start selling online now!

Scopito

Ready to download & try? It's free!

.001% Conversion

CONTACT ME

Categories
IT & Management Tools

5% Conversion

FREE TRIAL

Categories
Identity
Security

9% Conversion

GET IT NOW

Pricing information
Starting at \$0.18/hour
+ Azure infrastructure costs

Key Takeaways

- Define your buyer persona and their buying journey
- Lead with benefits, not with features
- Speak to industry-specific problems
- Create a landing page optimized for conversions

Related links

<https://aka.ms/marketplacebestpractisesguide>

Connectivity Apps – What Are They and How Do You Get Your App Listed?

The connectivity apps initiative has been running since this summer. What was striking, however, is that Continia asks the end customer who their Partner is during app initialization, and then also lets the invoicing go through the Partner.

What's next?

Payroll Apps is being shaped for Wave I, 2023!

The same connectivity app requirements will apply

Specific payroll app requirements being considered today:

- Payroll processing is initiated from Business Central online.
- Local tax and government compliance reporting is fully handled by the payroll app.
- Financial processing of payroll costs is processed in Business Central online.
- Connect apps (API consuming) are welcomed but AL presence is required: Feature telemetry added (Discover, Setup, Usage).

mail to bc-connectivity-apps@microsoft.com if you want your payroll or banking apps to be listed.

Key Takeaways

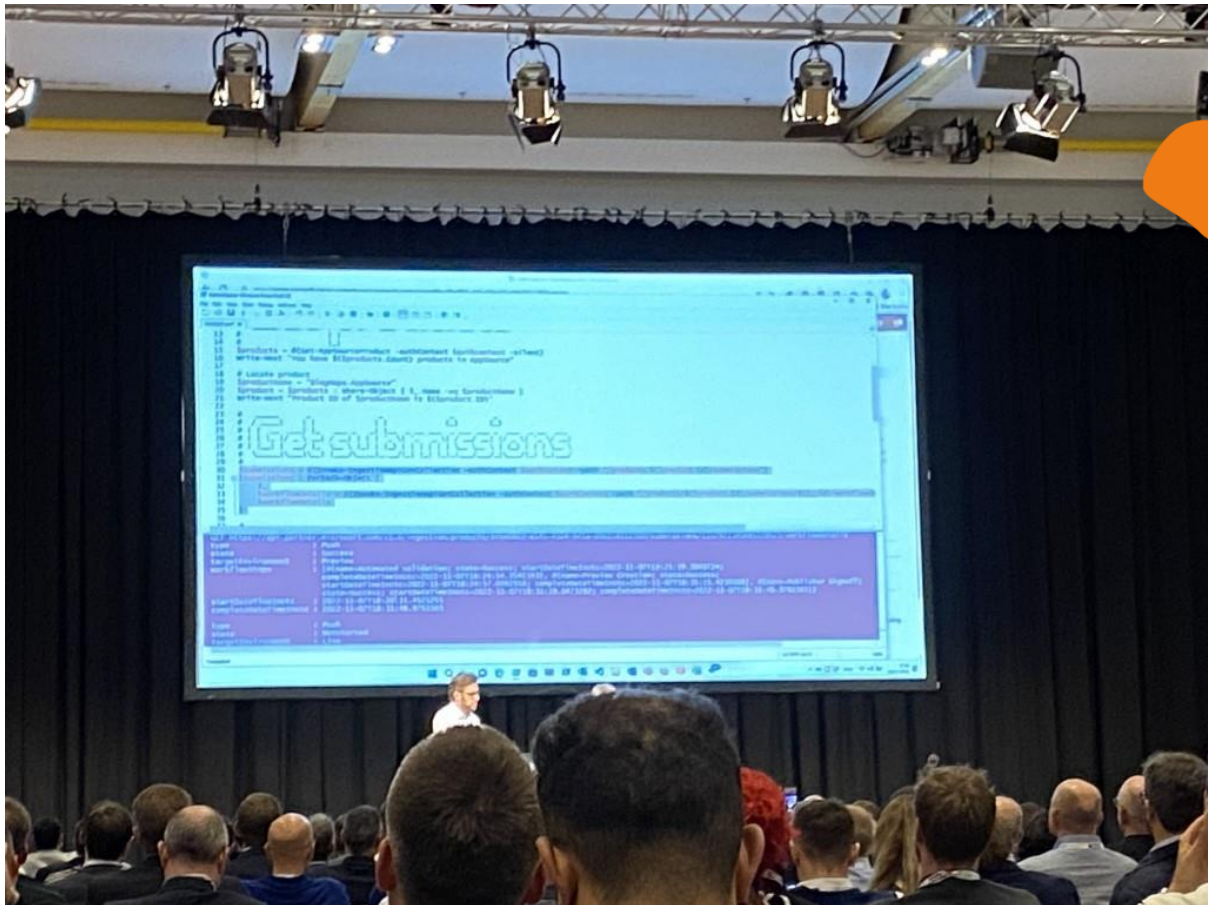
- Connectivity apps are the first apps that can be purchased directly via AppSource.
- Microsoft has additional requirements to participate.
- Payroll apps can sign up for the spring release.

Related Links

[Requirements for connectivity apps - Business Central | Microsoft Learn](#)

What's New and Best Practices for Business Central Apps in AppSource

This session was a technical session, where no marketing best practices were shared. Microsoft has reduced the entire validation process from days to minutes. This allows it to be included in the continuous delivery process.



Key Takeaways

- Automated Business Central submission to AppSource via API
- AppSource transactability available in spring 2023
- Submit process Business Central can be done in minutes instead of days

Related links

<http://aka.ms/BCapptransact>

<http://aka.ms/checkbeforeyousubmit>

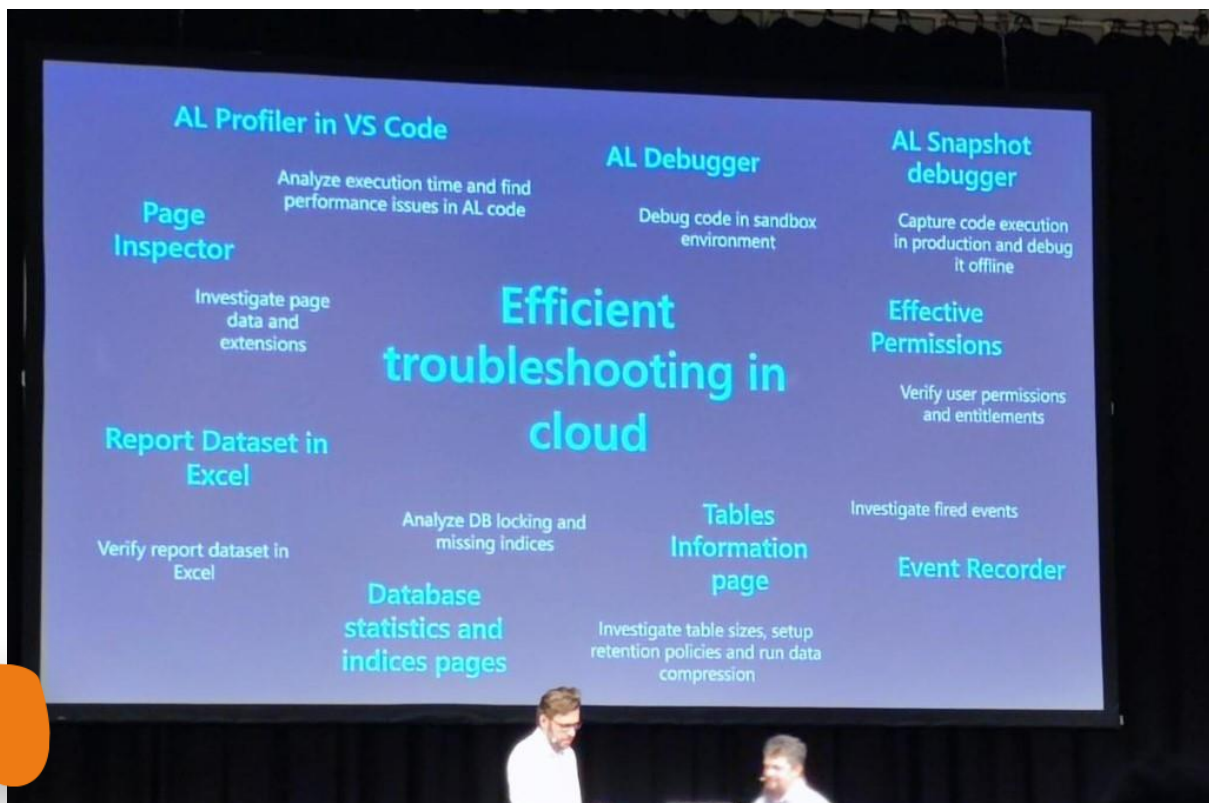
<http://aka.ms/technicalvalidationFAQ>

What's next

- Check out the telemetry app : <http://aka.ms/bctelemetry-isv-app>
- You can include Business Central submission in continues delivery process.

Troubleshooting and Debugging Business Central Online

This session offered a quick rundown of different troubleshooting and debugging tools available for Business Central administrators and developers.



Key Takeaways

- Microsoft developed multiple tools to enable efficient troubleshooting of Business Central SaaS solutions

Permissions Revisited

This session was mostly dedicated to solution architects, Business Central administrators, and developers. New capabilities in the permissions system were presented with hands-on examples. It was a good reminder of the best practices when it comes to using old and new features of the permission system.

Simplify permission sets

Reduce size of permission sets

Remove 'odd' permissions for

Initialization
Helper methods



Well defined, understandable building blocks

End users work with permission sets
– not permissions

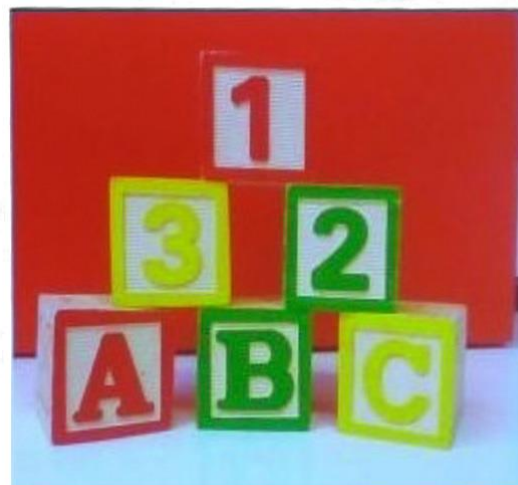
Permission set explains what it does

It contains permissions needed to execute a task or
perform a duty

The administrator grants access to

The duties that users in a role perform

Not to the program elements that users must use



Key Takeaways

- Microsoft worked on simplifying the permission set-up process, making it more clear what is being set up and reducing the permission maintenance burden
- Composed permission sets: permission sets that include other permissions sets and separate permissions.
- Inherent permissions: grant permissions to a method or event while code executes. As soon as the code execution is completed, permissions are revoked.

Related Links

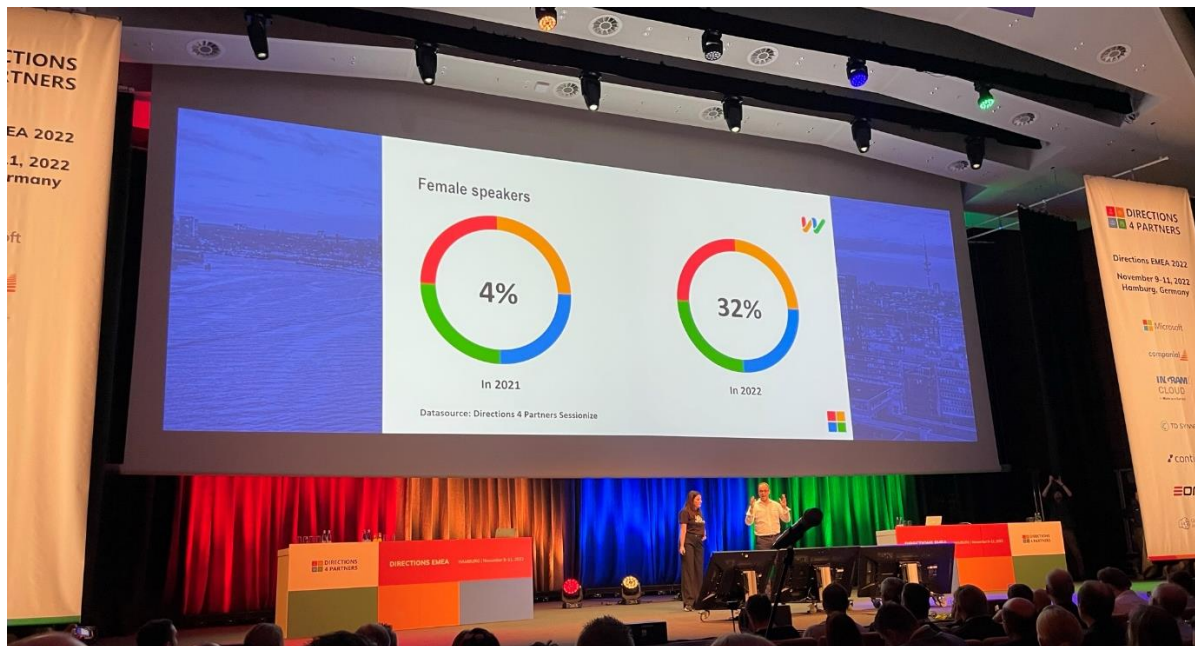
<https://learn.Microsoft.com/en-us/dynamics365/business-central/dev-itpro/developer/devenv-entitlements-and-permissionsets-overview>

Women in Dynamics

The Women in Dynamics chairperson, Vicky Critchley, highlighted some important stats and talked about the elephant in the room during the keynote on day one. For this year's Directions EMEA, women were invited to speak at the event, and women responded. It's a small step, but it leads to a significant result. There are excellent women in the channel, but only a few of them are on the C level – the need for more inspiring examples was emphasized.

Support the Women in Dynamics initiative by signing the pledge.





The Women In Dynamics mentoring program kicked off. In the session were 80+ mentors signed up to support this first in-person Women In Dynamics mentor-mentee matching event.

Women in Dynamics Award Ceremony

The first Women In Dynamics Awards were handed out at Directions EMEA 2022 in Hamburg. This initiative aims to create more awareness and drive change within the international Microsoft Dynamics community. The following awards were presented:

Leadership Award

Proudly sponsored by Companial, The Women In Dynamics Leadership Award recognizes a manager, director, executive director, or unit lead who exemplifies significant leadership skills such as the ability to lead, guide and develop staff and successfully manage an efficient and effective unit at the highest level. They have promoted teamwork and collaboration across the Dynamics community and have worked consistently to improve their unit as a whole.

Winner: Sarah Broux, Drink-IT by NORRIQ

Rising Star Award

The Women In Dynamics Rising Star Award is to celebrate new, exceptional talent in the Microsoft Dynamics industry. This Award is open to entries from individuals under the age of 30, who are active in the Microsoft Dynamics community. Rising stars stand out from the crowd and make a real impact on their projects/employer/team, or on the wider industry as a whole.

Diversity and Inclusion Award

The Women In Dynamics Diversity & Inclusion Award is for an individual, team, group, or network who demonstrate excellence in Diversity and Inclusion, either internally - by implementing actions to remove barriers and improve working experience and engagement within their companies. Or for customers - by implementing inclusionary service delivery practices.

Winner: Valerie Coutu, JOVACO Solutions

Licensing and Operational News

With the Microsoft Directions EMEA 2022 event behind us, we would like to give you an update on the most important news items regarding licensing and operational topics presented during the event. Please find them below.

Business Central Access with Microsoft 365 Licenses

Microsoft has unlocked a great option to see Business Central data within an organization, without the need for a Business Central license for each user.

When running Business Central online, version 21.1 and onwards, users with selected Microsoft 365 licenses can read Business Central records via a simplified UI in the Business Central app for Teams. This access extends the footprint of the product within an organization, as it empowers more employees and departments to read the real time Business Central data to use in their line of work. It increases collaboration and efficiency, as people can work together on critical initiatives and projects directly where they connect.

The eligible licenses are Microsoft 365 for Business (Basic, Standard, Premium), Microsoft 365 for Enterprise (E3, E5, F1, F3) and Office 365 for Enterprise (E1, E3, E5, F3).

Admins will need to set permissions and access rules to restrict access to business records. More information on this topic and how this works can be found [here](#).

Business Central Additional Environments

From December 1st, 2022, Microsoft will reduce the pricing of the additional environments for Business Central.

This additional capacity adds one production environment, three sandbox environments and 4 GB database capacity to the tenant.

The pricing will become \$300 per tenant per month, the updated pricing in other currencies will be available on our December pricelist.

Bridge to the Cloud 2 Promotion

Last October, we informed you about the new promotion Microsoft would launch starting January 1st, 2023. This Bridge to the Cloud promotion version 2 will be the successor of the current Bridge to the Cloud promotion, with some differences. Microsoft announced that the start date of this new promotion will be changed to **February 1st, 2023**.

We are currently preparing guidance for you as our partner and will inform you on how to leverage the full potential of this promotion before it becomes effective.

For a summary of this new promotion, please see our previous post [here](#).

Dynamics 365, Power Platform and Microsoft 365 promotion for new CSP customers

Microsoft announced a promotion for new commercial customers purchasing monthly term subscriptions of Dynamics 365, Power Platform or selected Microsoft 365 products. These will receive a 16.67% discount until June 30th, 2023. When the promotion ends, the regular pricing will be calculated again.

The promotion is now available for new commercial customers who have not licensed the product before, or for customers moving from legacy subscription to NCE.

Customers on a Microsoft 365 product and upgrading to a more premium product (in the list below) will also receive the promotion pricing.

There is no separate promotion SKU, meaning that you can order the regular SKU in the Companial CSP Portal and you will receive the discounted price on your invoice.

At the moment, the discounted pricing is unfortunately not yet visible in our CSP Portal, only on your invoice.

Selected products, eligible for promotion:

- All Dynamics 365
- All Power Platform
- Microsoft 365 Business Basic
- Microsoft 365 Business Standard
- Microsoft 365 Business Premium
- Microsoft 365 Apps for Business
- Microsoft Teams Essentials AAD Identity
- Microsoft Defender for Business

This promotion is not applicable to charity or non-profit customers and also not for annual subscriptions.

Please see the links below for the official notification from Microsoft:

Dynamics 365 and Power Platform promotion <https://learn.microsoft.com/en-us/partner-center/announcements/2022-october#8>

Microsoft 365 promotion <https://learn.microsoft.com/en-us/partner-center/announcements/2022-september#5>

Useful links

We hope that this report has provided you with a useful overview of the Directions EMEA event and the changes that are to come. However, should you want to find out more about the topics covered throughout the event, we have put together a list of useful links for you to explore. We recommend bookmarking the following links and sharing them with the rest of your team.

Business Central Webpages

Homepage

If you are looking to learn more about Business Central, the best place to start is the Homepage. Whilst it is more customer focused, it does include some useful information for Partners, including an interesting demonstration video.

If you require a different language when accessing the webpage, simply replace the 'en-us' section of the URL. For example, 'de-de' will give you the German language version of the webpage.

<https://dynamics.microsoft.com/en-us/business-central/overview/>

Product updates

Keep up to date with the latest product developments. This page is regularly updated so that you can find out exactly what to expect in the next release wave. From supply chain management and customer service to human resources and marketing, you can view what updates are coming to each area of Microsoft Dynamics 365.

<https://aka.ms/Updates/BusinessCentral>

Partner resources

As the landing page to the Partner portal, this is where you will find useful resources for excelling as a Partner. With links to additional solutions areas, this page can be useful for Partners looking to develop their skills and grow their offering.

<https://dynamicspartners.transform.microsoft.com/>

Business Central Ideas

This provides you with the opportunity to tell Microsoft about features that you believe should be implemented to improve Microsoft Dynamics 365 Business Central. If you have an idea about a feature that would improve the product for users, simply submit your idea on this page.

You can also review ideas that have been submitted by other users and vote on their suggestions. This gives Microsoft a good indication about what features they need to add to improve the user experience.

<https://aka.ms/BCIdeas>

Licensing Guide

Improve your understanding of how to license Microsoft Dynamics 365. This link will take you to a Licensing Guide PDF file, which is regularly updated with the latest information. This covers the licensing of all Dynamics products. By saving the URL, you can revisit it whenever licensing changes happen.

<https://aka.ms/Licensing/BusinessCentral>

Blogs and Interaction Pages

Use the pages in this section to give feedback and interact with Microsoft.

Dynamics 365 Blogs

Blogs are a great resource if you want to find out more about Dynamics 365 products. Below, we've put together a list of blogs which are regularly updated with relevant content and topical discussions.

Microsoft Business Central Blog:

<https://community.dynamics.com/business/b/financials>

Microsoft Business Central Support Blog:

<https://community.dynamics.com/business/b/d365businesscentral>

Microsoft Business Central Video Blog:

<https://community.dynamics.com/business/b/dynamics-365-business-central-video-blog>

Microsoft Business Central Life Hacks Blog:

<https://community.dynamics.com/business/b/lifehacks365-business-central>

Microsoft Blogs for Business Decision Makers and IT Professionals:

<https://cloudblogs.microsoft.com/dynamics365/it/>

Microsoft User Community

Engage with Microsoft Dynamics 365 experts and peers in forums, blogs, webinars, videos and events.

<https://aka.ms/Community/BusinessCentral>

Business Applications Partner Community

On the Microsoft Partner Community page, there is a section where you can discuss Business Applications with other users. Here, you will find a number of forum topics to join, where you can discuss announcements and share recommendations.

<https://www.microsoftpartnercommunity.com/t5/Business-Applications/ct-p/BizApps>

Business Central Twitter

Follow the official Business Central Twitter account for the latest updates from Microsoft.

<https://twitter.com/MSDYN365BC>

Business Central YouTube

Take a look at the Business Central YouTube page. Here, you will find videos about events, talks, presentations, customer stories, feature overviews and product descriptions. You will also find a playlist with a specific Business Central focus.

https://www.youtube.com/channel/UCJGCg4rB3Qs8y_1FquelBQ

Microsoft Blog Directions Recap, Angela Reese Kawano, Senior Product Marketing Manager, CSP

<https://dynamicspartners.transform.microsoft.com/blogs/powerplatform/directionsemea2023recap>

Resources for Partners and Customers

The following section is reserved for Partners and you will need to login to access these resources.

Partner Centre Resources

Whilst this page has many useful resources for Partners, we want to focus on the link to 'Microsoft Collaborate'. Here, you can register to participate in preview, pre-release, collaboration and co-engineering projects for external Partners and customers.

<http://aka.ms/collaborate>

Product Trials

Get started with Dynamics 365. On this page you can request a live demo from Microsoft on Business Central. This link could be used by new Partners and customers who are interested in learning more about using Business Central.

<https://aka.ms/Trials/BusinessCentral>

MPN Business Central Resources

Whilst this page is not Business Central specific, it has some useful resources relating to small and mid-size businesses. Find out more about licensing, pricing and support in the SMB market.

<https://partner.Microsoft.com/en-us/solutions/business-applications/smb>

Dynamics 365 Release Plan

Keep up to date with the latest releases from Microsoft. This page is regularly updated to include details of upcoming release waves and what will be included. Remember that there are two major releases every year, one in April and one in October.

<https://docs.Microsoft.com/en-us/dynamics365/release-plans/>

Dynamics 365 Release Calendar

Know when important features are going to be released and find out how to get access to pre-release versions.

<https://aka.ms/Updates/Calendar/BusinessCentral>

Useful resources from Companial

Here we have compiled a few useful links to Companial Services that might be of interest for you.

Are you interested in starting or expanding a business in Microsoft business applications like Dynamics 365? Join the world's largest Dynamics Community

Business Central Ready to start <https://companial.com/business-central-ready-to-start/>

Why choose Companial for CSP? Join the only distributor that is exclusively focused on Microsoft Cloud and Microsoft Business applications

CSP Licensing <https://companial.com/csp-licensing/>

How can you ensure that your employees develop their sales, consulting, or technical competencies as well as the soft skills you need to succeed? See our Companial Academy offer

Companial Academy <https://companial.com/academy/>

Are you considering performing your own BC upgrades and want reduce project duration and costs? Find out more about Companial's Upgrade Service for NAV/BC

Business Central Upgrade Analyzer <https://companial.com/business-central-upgrade/>

Do you want to ensure that Microsoft's Business Central updates are compatible with your customer solutions and grow your profit at the same time? Check-out our BC Extension Maintenance service

Business Central Extension Maintenance Service <https://companial.com/bc-extension-maintenance/>

How can the Business Central Development Services from Companial support you to deliver software projects in time and budget? Get extra capacity here

Business Central Development Service <https://companial.com/business-central-development/>

How can Hosting on Azure with the Self-Provisioning Platform help you offer your customers an alternative to a cloud solution for Dynamics NAV/Business Central? Request a free trial

Self-Provisioning Platform for hosting on Azure <https://companial.com/hosting-on-azure/>

Who can you ask for product questions that are less frequent or perhaps require a special technical solution? Challenge our product experts.

Business Central Technical Consultancy <https://companial.com/technical-consultancy-bc/>

For full overview about Companial offers visit <https://companial.com/>

If you have any questions please contact us at marketing@companial.com