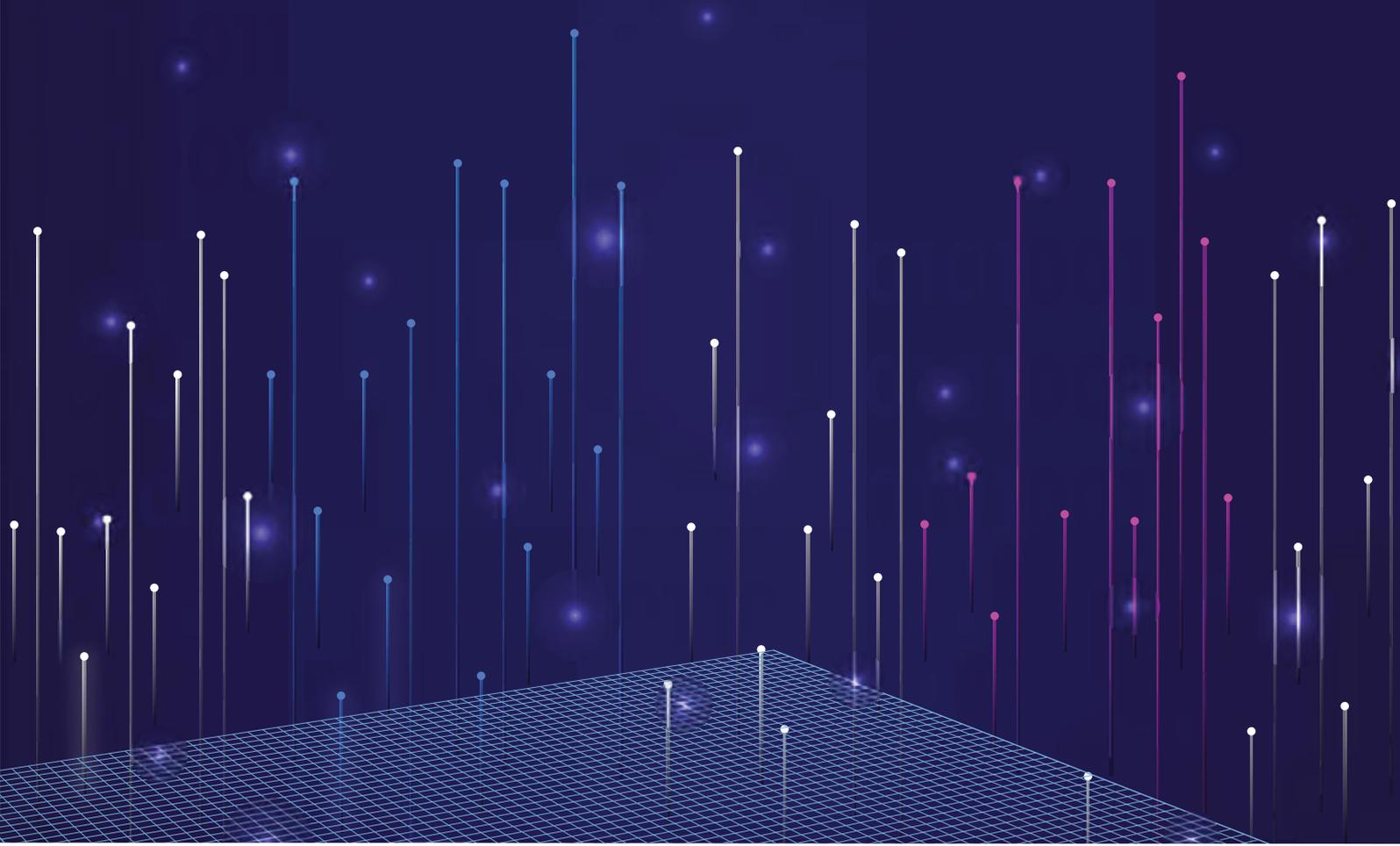


Inspired with You



Korcomptenz at Inspire 

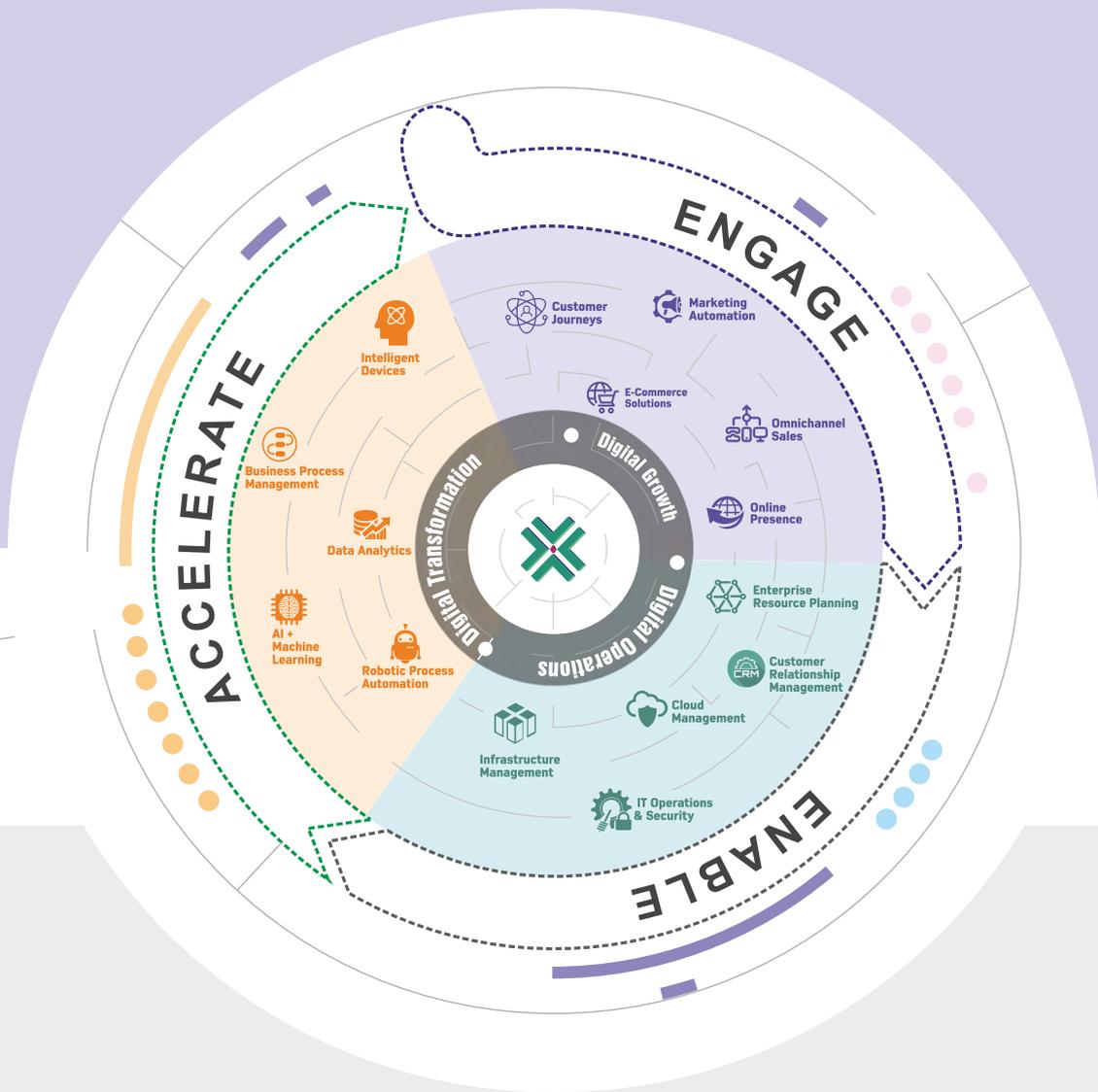
3 Dynamic Ways
We can be Your Partner



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Korcomptenz

First off, thank you for downloading this whitepaper. We understand that it wasn't easy getting your attention with 40,000 people attending Inspire. Whether you are already with a Microsoft Partner or work with Microsoft directly, we want to introduce you to our firm and our core service areas, along with emphasizing statistics that are driving the products and services within the Microsoft family.



Digital Transformation Roadmap: Touch Your Core Markets

We continue to thrive in an era of rapid change with continual advances in technology disrupting industries and shaking up the very foundations of how we live and work. In this process, there are two key factors in constant tension: an understanding of how things work today and an understanding of how they will work tomorrow. At the heart of that tension are the daily operations of industry, both non-profit and for-profit.

How can Korcomptenz help?



We are good listeners with decades of domain experience that can understand your needs and identify successful strategies



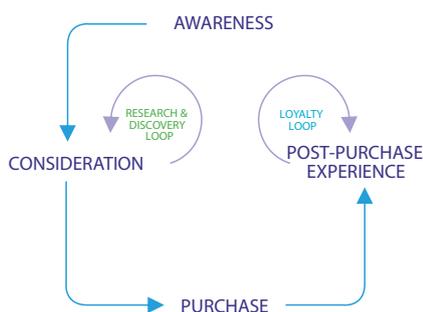
We enjoy getting engaged with both strategic and tactical projects, helping you both plan and deploy your strategy



We specialize in deploying talented and experienced resources with teams that can either augment staff or projects, or handle projects end-to-end

Over **50%**

of a B2B buyer's journey is complete prior to a buyer reaching out to sales



A modern sales team, armed with technology and data, operates almost entirely differently than merely a decade ago. Dynamics 365 is at the forefront of this evolution, maintaining a diverse, integrated feature set and leveraging partners like Korcomptenz to ensure users can realize the benefits internally and externally. Korcomptenz is in a unique position to help:

- 1) We provide technology skills to support the implementation of standard business process for organizations within MRD, Non-Profit, Healthcare, Financial Services, and other verticals.
- 2) We also have the strategic insight and innovative thinking necessary to achieving Digital Growth Strategies, Digital Operations Optimization, and Digital Business Transformation.

For Microsoft and Microsoft partners, we want to team up with you to help you realize these benefits.

67%
of the buyer's journey is now completed digitally

Today's Enterprise Digital Roadmap includes having an online presence and adopting strategies around sales and marketing enablement through automation. In the first wave of digital marketing, companies established a web presence with specialized branding and a limited ability to promote and sell services and products. In the second wave, organizations began to

expand their capabilities by leveraging specialized tools and basic data capture and analytics, including SEO strategies focused on increasing conversions. The third wave is now marked by omni-channel activity with integrated branding, advanced analytics, and the introduction of automation and artificial intelligence.

Touchpoint 1 : How to Engage your customers?

Adopt a Digital Growth Strategy

There are thousands of platforms on the market which assist with marketing automation and web development.

Dynamics 365 for Marketing is a very recent addition to the Dynamics 365 for Customer Engagement suite. That brings both opportunities and challenges. Korcomptenz can help mitigate these challenges after having completed many engagements using tools that have been in common use by SMBs. This gives us unique

insights into the core requirements for Digital Growth in 2019.

Our approach to an engagement follows Microsoft best practices. First, we assess the opportunity and identify areas where we can be of assistance. In the Digital Growth arena, we assign an experienced consultant with both functional and technical knowledge to discuss how we can engage with your team. Sometimes, there are opportunities which are simply too large for one team to manage. At other times, you

may be encountering a specific gap that we can assist.

Maybe you need to outsource the configuration and operation of a campaign? Maybe you need support in advising specific clients in D365 technologies? We are constantly experimenting with marketing automation and are ready to merge both the technical and the design aspects of the process with you.

What about AI and BI?



Marketing automation now includes AI and BI as a core part of the lead-scoring process. However, this doesn't necessarily make setting up a robust customer journey simpler. You need to start by knowing what to track and how to incorporate that tracking in your automated campaigns. This is further complicated by Microsoft including many different options to track and maintain your marketing lists: Dynamics

365 for Sales and Dynamics 365 for Marketing both include the ability to maintain marketing lists, and so do D365 F&O and D365 BC. Setting up and automating a workflow within an organization could depend upon who is entering the data, who needs to track it, who reports on it, and who nurtures the contacts. The technical underpinnings are also evolving and we are ready to help.

By next year, **80 %** of the buying process will not involve any direct interaction between people.

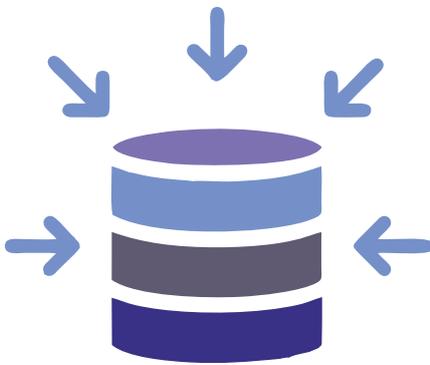
Online marketing strategies and marketing automation are a focus area for us. We've helped many companies get started with innovative, cost effective campaigns that boosted return on investment. Please feel free to visit our site for more information.

Contact us

to set up a discussion of where we can help you

Touchpoint 2 : How to Enable?

Digital Operations Optimization: Expanding the E in ERP



ERP systems have been around for decades. Throughout that time, they have moved from mainframes in isolated departments to cloud-based, expansive operations used throughout organization. We started our firm working with more traditional systems and have kept up with all of the many advances over 15 years of helping our customers solve business challenges and provide competitive advantage.

Digital Operations Optimization refers to optimizing and enhancing ERP implementations. In 2019, there are two technology platforms on the market that can run almost any business: Dynamics 365 Finance & Operations and SAP. Fortunately, Dynamics 365 integrates with SAP very well and in fact, as you probably know, SAP runs a very large number of applications on Azure.

Additive Manufacturing promises to increase data loads on ERP systems

Our experience with SAP and other ERP systems such as NAV and AX is extensive. We currently support several clients running older versions of AX, in some cases at EOL and in need of an upgrade. Perhaps you need some quick advice on an upgrade from heavily customized versions of AX 2009 or AX 2012 to Dynamics 365? Or maybe you need support for a tricky issue with a process manufacturing client?

This is another focus area for Korcomptenz. We understand how challenging it can be for enterprises to move from a legacy ERP to D365 F&O. In fact, over the past 12 months, many organizations have come to the conclusion that they need to modernize only to determine that they are hampered by an existing, complicated environment filled with one-off add-ons for areas like MRP, EWS, and the like. In the past, it simply was not possible to use AX or NAV to achieve some of these objectives. The same is true for organizations that started out even more

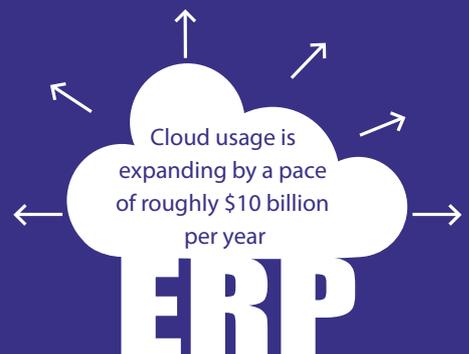
basic, perhaps with legacy platforms, QuickBooks, effitrac, Brightpearl, etc.

The proliferation of the Power Platform has added a new dimension to ERP implementations. Business Analytics, Artificial Intelligence, and Advanced Reporting are emerging trends that are now expected to be addressed within the ERP environment. We made an early investment in understanding the interplay between Azure and these technologies, and whether you need experienced support or thought leadership, we are ready to assist.

BI and AI are now considered required components of an ERP system

Our goal is get to the heart of our clients' and prospects' operations, starting with the main functions. We are also asked to step in and provide post-implementation support on a regular basis. Perhaps the opportunity is not as profitable for other partners, but our unique 24x7 support model provides customers the assurance that their business is protected in case of any eventuality.

Our offerings for Microsoft and Microsoft Partners is to help you strategically and tactically across our core service areas, helping solve business challenges and gain competitive advantage. We can co-sell Microsoft solutions, perform implementations, or take over a supporting role.



Touchpoint 3: How to Accelerate your business ?

Digital Business Transformation: Innovation and Adaptation All at Once

Once upon a time less than 10 years ago, IoT was a nice-to-have. Now it is an essential component for enterprises in many industries. Organizations with field agents face the challenge of training and supporting their agents and contractors in real-time across multiple channels. IoT has advanced to allow communication in mixed-reality across multiple channels. The applications are growing so rapidly that we are finding a very tight labor market for assistance with implementation and support of these technologies.

The migration of existing infrastructure to Azure is not always a simple process. If you need tactical assistance with taking a client through the process, we are here to help. This may include assessing the current

Edge Computing is expected to grow over 100% in 2020

services landscape and recommending a path both for adoption and adaptation.

After you have a base in place, there is the opportunity to leverage more advanced technologies. IoT, AI, and Data Science are all pieces of the puzzle. In addition, with the contemporaneous release of "C3" solutions, we now have Microsoft Office 365, Dynamics 365, and Azure. Azure provides a set of advanced solutions to serve all of these areas. We have migrated numerous clients from legacy environments to Azure-enabled services.



IoT is undergoing rapid expansion and evolution. We are aware of all the recent advances in Field Service and the automation related to HoloLens 2 and Remote Assist. The practical applications are endless. We thoroughly enjoy working with partners to bring the skills they need to the process.

VR and MR have gone mainstream

Virtual Reality products have been available for a few years, but have not yet reached the same levels of adoption in consumer markets as the smart phone. Mixed Reality, though, has slowly increased in usage for the modern enterprise. Mobile devices offer simulated three-dimensional experiences for users and there are a number of hardware devices available for the retail and manufacturing industries that are starting to drive wider adoption.

Predictive Analytics is no longer science-fiction Machine Learning

Even if you acquire the hardware, you still have to understand how to implement the software and extend the solution out to the enterprise. We have been an early adopter of new technologies and follow all the latest trends. We are passionate about innovation and adoption and their place in the modern enterprise.



Chatbots are now a standard component of an omni-channel strategy

An intelligent examination of data or content to unlock deeper insights, make predictions, and generate recommendations using sophisticated techniques such as machine learning and artificial intelligence.

Machine learning and artificial intelligence enable the examination of data and content to unlock deeper insights, make predictions, and generate recommendations.

Azure ML is powering digital transformation with intelligent features to make product recommendations to increase cart size, predictive maintenance to minimize downtime, predictive forecasting to maximize revenue, and all this with Azure ML.



What technologies can we expect to go mainstream in 2020?

Blockchain technologies have been around for years, but their pragmatic uses have not been as noticed as their investment properties. Azure has built-in support for blockchain and allows you to experience and experiment with this emerging technology. We are excited about any opportunity to advise you on setting up an innovation lab leveraging Azure and its wide array of advanced services.

Robotics is also an emerging area for the coming year. Robotics is more than simply

physical automation. It is a complement of robotic process automation (RPA) and any other upstream technology focused on freeing up organizations to perform tasks that are not repetitive or commoditized. This is another area where D365 is going to be a major force. We are ready to present, implement, and support this type of innovative opportunity.

From self-driving cars to emotion detection, AI and machine learning enable human ingenuity, augment human experiences, and

enrich human competencies. Azure Machine Learning provides the enterprise-leading platform, tools, and services to build the next AI application that will change the world. We will witness pre-built AI services and conversational AI platforms rampantly in the 2020s. We will also see more Intelligent Devices, voice-enabled in solutions with Advanced Analytics capabilities powered by Microsoft Azure.

It's also important to understand that our end clients and our prospects need to be empowered to develop their business model. They know how and why their core business works. What they are unsure about is how these emerging technologies can enable them to grow and develop these core competencies in a rapidly evolving

technology environment. We help them develop actionable solutions among the myriad options available.

One reason we like to focus on Digital Business Transformation is due to the ability to review emerging technologies and assess their viability for positioning within marketing campaigns. Once we understand

the technology, then we can understand how to help you position that technology to the industries we serve. As a Gold Certified partner, we are available for strategic and tactical support where you really need that extra specialization to help a focused engagement become successful.

What Challenges can we Solve Together?



Improve your resource crunch

Certified Microsoft Resources that are qualified to get the job done are increasingly scarce. Korcomptenz's global teams and professional staffing division can provide essential resources to augment your staff or assist on a per project basis.



System and Data Integration

Korcomptenz's end-to-end business process and technology experience can tackle difficult system and data integrations, ensuring the accurate and stable flow of information.



Specialized Skills and Vertical Experience

Korcomptenz's deep industry expertise in manufacturing, healthcare, financial services, non-profits, and more can supplement your existing expertise.



Full Stack Technology Support

Korcomptenz's knowledge of leading systems like Salesforce, web and mobile technologies, and the broader technology stack can enable you to work more deeply with your customers.

Why Korcomptenz?



- Deep Domain Expertise
- Global Delivery Model
- Most Trusted Partner to SMB
- All-in-One Technology Solution Provider

	 <p>Full stack Technology Expertise</p>	 <p>Cloud, infrastructure, and Security Experience</p>
 <p>Collaborative Approach and Flexible Engagement Models</p>	 <p>Customer Journey and Marketing Automation innovators</p>	 <p>Web and Mobile Experts</p>

Conclusion

These three core services areas are all complementary. An entry point on one leads to another, from your normal business operations that require ERP or other similar foundational services to deploying the most advanced, transformation technologies, we view each input and output as leading to improved efficiency, scale, and performance.

Once again, we want to thank you for visiting us and downloading this whitepaper. We hope you have learned something about Korcomptenz and are as excited as we are about the potential of working together in one of our core areas of concentration. We also hope you have enjoyed Inspire and/or Ready and that you have gained as much out of the experience as we have. Let's meet again next year, if not sooner!

[Contact us today](#)

to let us know how we can work with you on a Digital Business Transformation engagement



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