



BUILT SIMPLE, LOW CODE APPS



Get ready to launch to the cloud! Partner Sales Enablement Drive



Power Apps, Power Automate and Power Virtual Agents allow any business quickly and easily build custom apps, automate workflows and integrate AI capabilities.

TARGETING GUIDANCE

- Small businesses without or limited in-house development teams.
- Net-new & existing Azure customers – 3rd party legacy ERP customers: Surround.
- Net-new customers – custom made or legacy apps for replacement: Replace.
- Existing O365 customers – Move trial Power Apps & Automate to Paid: Upsell.
- Existing Dynamics 365 customers: Expand.
- Existing customers across Dynamics, Azure, MW – competing low code application platform: Replace.

CUSTOMER CHALLENGES

Lack of efficiency

- Backlog of business app support requests; Inability to respond to volume of internal app needs .
- High volume of manual, repetitive, or email based processes.
- Lack of modern, efficient tooling for first-line workers.
- Time and resource constraints with impending economic concerns; Under pressure to streamline and cut costs.
- Time-consuming from-scratch development.
- Time-consuming iterations, updates and fixes.

Lack of technical ability

- Pro-dev talent is scarce and expensive.
- IT challenges with legacy tasks and apps.
- Dependency on constrained IT / expert resources for technology and development needs.
- Worrying about data security.

BUILD SIMPLE, LOW CODE APPS – SOLUTION OVERVIEW

Modernize Business Applications

Reduce technical debt and IT backlog by enabling low code to scale developer productivity.

Increase development agility through automation of repetitive and time-consuming parts of the dev-ops cycle, all while reducing errors.

Securely link data and tools into one view.

Inspire everyone to build apps without risk while reducing time and cost of building solutions. Leverage AI capabilities to discover actionable insights.

Automate Business Processes

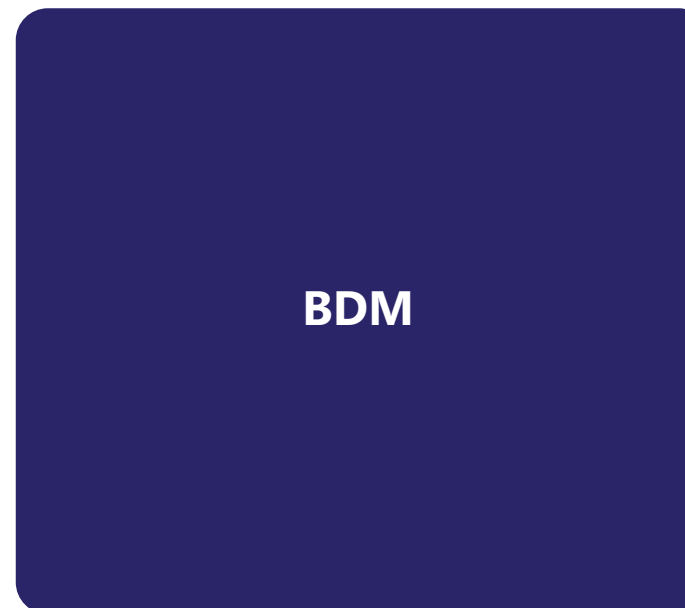
Increase team collaboration remotely: Enable people to meet and collaborate at home, and keep them engaged with collaborate apps and tools that work on any device.

Streamline & automate repetitive tasks: Reduce time and cost spent on rote tasks and automate routine business processes.

Move from manual, repetitive and/or paper-based processes and environments with digital and cloud-based workflows and applications.

Enhanced security & governance: Leverage a low code interface and admin center to allow for easy IT governance and security.

CONVERSATION STARTERS



- Do you have a lot of paper and/or manual processes?
- Are you looking for opportunities to automate these processes?
- Can your teams quickly and securely collaborate remotely?
- Do you have teams that could be streamlined with automation?
- Are you able to securely connect your customers with the data that matters to them?
- Is there a backlog of app requests for IT?
- Do you have complex business processes across people, systems and business units?
- Do you have many older apps that would benefit from a mobile option?
- Do you want the ability to build and evolve apps faster?
- Can you keep up with the demand from the business for app requests?
- Do you use automation to speed up your productivity and efficiency?
- Are you concerned about compliance of your business apps, e.g. GDPR?
- Are you looking to migrate some apps to the cloud?
- Do you apps built on Lotus Notes, Access, InfoPath or Excel?
- Do you want better security, visibility and governance of your apps?
- Would you like to get the business more involved in app design, prototyping to free up IT/Dev time?

RESOURCES

SMB Customer Stories

CAPS | Kelly Roofing | North Star Grocery

PowerApps Marketing Kit

PowerApps Business Decision Maker Deck

Let customers test drive your canvas app on AppSource

PowerApp Pitch Deck