

Pitch Wise: Mastering the Business Central Pitch for On-prem Customers

Loïc NOEL

Partner Solutions Sales – AI Business Solutions



Agenda

- Introduction
- Why SMBs are migrating to the cloud
- Business Central Online
- Update on programs and promotions



Your on-premises ERP system is holding you back



Requires manual, inefficient processes that are error-prone



Slow responsiveness and delayed decision making



Greater vulnerability to security threats and challenges in meeting compliance



Requires ongoing maintenance and manual updates that drain IT resources and delay innovation

Why SMBs are migrating to the cloud



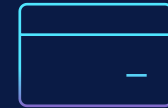
Modernized systems and security

- Use the latest technology and security that's kept up-to-date without costly upgrades.
- Share data seamlessly across the full set of integrated cloud services.
- Better protect your data and maintain compliance.
- Replace outdated customizations that slow innovation and growth.



Improved productivity

- Support growth with automation, guided workflows, and AI-powered productivity with Copilot in Business Central.
- Improve decision making with built-in, AI-enhanced reporting and business analytics.
- Simplify common tasks through seamless connection with Microsoft Outlook, Excel, and Teams.
- Empower a remote workforce with secure access on any device.



Reduced costs and simplified IT

- Standardize your platform to simplify IT management.
- Eliminate annual enhancement plan and upgrade costs.
- Eliminate maintenance tasks and downtime applying backups and patches.
- Avoid disruption to your business with a 99.9% SLA and data backups on Azure.

Moving your business to **the cloud** could mean...



Return on investment (ROI)

265%_{1,2}



Net present value

\$529K_{1,2}

“Before moving to [Dynamics 365] **Business Central in the cloud**, our customer data was scattered across multiple on prem environments. With centralized customer data, we’re now able to quickly access information to create and test new features that better serve our customers and unlock business growth.”₁

- *Global CIO, Financial services*

1. [The Total Economic Impact™ Of A Migration To Microsoft Dynamics 365 Business Central, Forrester, 2024](#)

2. . Based on the Forrester TEI study model



Customer:
EVA Group

Industry:
Consumer Goods

Size:
Medium (50- 999 employees)

Country:
Spain

Products and services:
Dynamics 365 Business Central

[Read the full story here](#)

"The switch to Dynamics 365 Business Central has meant a substantial improvement in our operational efficiency, facilitating integrations with other systems and with our customers and suppliers. All this under a much more secure, flexible, accessible, and sustainable environment."

Jorge Arroniz, IT Director, EVA Group

Situation:

EVA Group has long used Microsoft solutions to help them with the challenging tasks surrounding beverage manufacturing processes; food tracking and security issues. However, their Microsoft Dynamics NAV 2016 solution couldn't keep up with their logistical, production, and sales operations.

Solution:

The transition to Dynamics 365 Business Central provided seamless integration with other tools in daily use in the organization - such as Dynamics 365 Sales, Power BI, SharePoint, Teams, OneDrive, and Outlook. The fluid and friendly user experience fits with the new work reality.

Impact:

Moving to the cloud with Dynamics 365 Business Central provides EVA Group with a comprehensive business management solution, with powerful capabilities to face AI-assisted data analytics strategies. It provides seamless, highly segmented, and customized communication with the company's customers, suppliers, employees, and business partners.

Dynamics 365 Business Central

Central outcompetes with the only fully integrated stack, on the world's most trusted and comprehensive cloud

- Works seamlessly with the Microsoft applications you already use and know – **Outlook, Teams, Excel and Power Platform**
- Copilot and AI infused throughout the solution brings you continuous insights to speed decision making
- A single system that works across international locations
- Extensible to grow and adapt with your growing business



Identity, security, management, and compliance

7,000+ apps designed for Business Central on AppSource

The screenshot displays the Microsoft AppSource interface. At the top, there's a search bar and navigation links. The main content area features a banner for 'Dynamics 365 Business Central' with a description: '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.' Below this, there's a section for 'Apps results' showing 7052 results. A filter sidebar on the left lists various categories, with 'Business Central' selected. The main results area shows four app cards: 'Document Customizer', 'Master Data Information', 'Data Access - API data integration', and 'Jet Reports for Business Central'. Each card includes the app icon, a 'Free trial' badge, the app name, developer name, a brief description, and a star rating.

Microsoft | AppSource

Search AppSource

All Apps Categories Industries Consulting Services Partners

Filters Clear all

Search filters

Products (1)

Dynamics 365 (1)

Business Central

Commerce

Customer Service

Customer Voice

Field Service

Finance

Human Resources

Marketing

Mixed Reality

Project Operations

Project Service Automation

Sales

Supply Chain Management

Microsoft 365

Power Platform

SaaS

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 >](#)

Apps results

Showing 7052 results in apps. [View 763 related results in consulting services](#) or [29 related results in industry clouds](#).

Business Central x Dynamics 365 x

All results

Document Customizer Free trial

Abakion

Business Central

Customize, layout and translate 26 documents in only minutes. Report designer + Template report pack

★ 4.9 (51 ratings)

Master Data Information Free trial

Abakion

Business Central

The simple way to create custom fields and do master data management and PIM without customization

★ 4.9 (63 ratings)

Data Access - API data integration Free trial

Abakion

Business Central

Managed API integration for Business Central - to connect Power BI or any third-party solution

★ 4.9 (14 ratings)

Jet Reports for Business Central

insightsoftware

Business Central

Advanced Operational and Financial Reporting Inside of Excel for Business Central

★ 4.7 (16 ratings)

Free

Extend the solution to meet you unique vertical or business-specific requirements

- No need for custom development or manual deployment processes
- Apps are updated automatically to stay compatible with the latest Business Central releases – no need for manual testing after upgrade
- Apps don't require deep technical maintenance or in-house development resources
- Easily add or remove functionality as your needs evolve—without touching your core system

Chat with Copilot

Use natural language to interact with Copilot

Finds records or pages, or explains how to do things

Copilot acts as a virtual assistant, helping you find business data for your company in Business Central.

Gives explanations or step-by-step guidance on various tasks.

Helps you understand the purpose and typical use of individual fields.

Explains and guides your workers through using functionality of installed add-on apps.

The screenshot displays the Dynamics 365 Business Central interface. The main window shows the 'Accounting Periods' table with columns for Starting Date, Name, New Fiscal Year, Closed, Date Locked, and Inventory Period Closed. The table lists months from July 2022 to December 2023. The Copilot chat interface is open on the right, showing a greeting to 'Alex Wilber' and options to 'Find', 'Explain', and 'Guide'. A text input field at the bottom of the chat contains the prompt 'Show me the latest invoice'.

Starting Date	Name	New Fiscal Year	Closed	Date Locked	Inventory Period Closed
7/1/2022	July	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8/1/2022	August	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9/1/2022	September	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10/1/2022	October	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11/1/2022	November	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12/1/2022	December	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/1/2023	January	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2/1/2023	February	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/1/2023	March	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4/1/2023	April	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5/1/2023	May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6/1/2023	June	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7/1/2023	July	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8/1/2023	August	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9/1/2023	September	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10/1/2023	October	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11/1/2023	November	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12/1/2023	December	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Express yourself in your own words

Take automation further with agents

Built for Business Central, extendable across business processes



Sales Order Agent

In preview

Communicates with customers

Interprets customer request

Sends quotes



Payables Agent

In preview

Receives vendor invoices

Captures invoice information

Registers invoices according to company policy, preference, and history

No code



Agent builder



Copilot Studio



Azure AI

Pro code

Bridge to Cloud 3 Promo

- Slide reflects summary of terms - review <https://aka.ms/BTC3> (partner login required) for terms and conditions. Microsoft may modify or discontinue this promotion at any time.

Offer Details

- 30% promo discount for 3-year fixed term (non-renewable, non-cancellable)
- Signup Period: January 1, 2026 – December 31, 2027
- Licensing Program: NCE Partner-Led (CSP)
- Products: Most Dynamics 365 online products

Customer eligibility

- Existing Dynamics on-premises system (as of 1-Sep-2024) with a current/active Enhancement Plan (or lapsed <30 days)
- Migrating to functionally similar Dynamics 365 online product via three-year commercial offer (for a product that is new to customer)
- Customer's annualized CSP cost (at promotional pricing) must exceed EP cost, with both values calculated before subtracting partner margin

Benefits

- Reduces customer's cost in moving to modern Dynamics 365 online offering, when migrating from Dynamics on-prem
- Provides Dynamics 365 online licenses, while maintaining EP for legacy on-prem system during migration

Business Central Migration Voucher

Leverage this MS-field led program to accelerate Dynamics on-premise migration opportunities by positioning a limited time offer that helps solve customer cashflow and implementation services cost challenges

Effective Period:

July 17, 2025 to June 30, 2026
(or until all vouchers have been claimed)

Designed to:

- Customers migrating from Dynamics On-Premise (AX, NAV, GP, BC On-prem, SL) to Dynamics 365 Business Central
- New customers to Business Central only
- Voucher value up to 100% of Year 1 Billed Revenue (net to Microsoft) based on single invoice event (maximum payout of \$150K)
- Minimum opportunity value of \$50K (USD, Year 1 Billed Revenue net to Microsoft)
- All Segments except Public Sector for CSP Deals
- CSP Customers with annual commit and annual payment or 3-year commit and annual payments. This excludes Public Sector customers and must follow ECIF CSP policy and be categorized as a New Commerce CSP transaction.

Eligibility

ECIF eligible Partners, Dynamics on-premise to BC migration
(excl. Public Sector for CSP)

See full overview at:
[aka.ms/BCMigrationsVoucher PartnerDeck](https://aka.ms/BCMigrationsVoucherPartnerDeck)

Comparison of Key Business Central Offers for FY26

Offers & Promotions	Who's eligible	Value	When to apply in a migration scenario
<p>Bridge to the Cloud 2 (BTTC2)*</p> <p>Bridge to Cloud 3 (BTC3)*</p>	<p>All active EP/SA On Prem customers</p> <p>Available for all D365 Cloud Workloads</p>	<p>40% discount on a BC 3-year SKU</p> <p>30% discount on a BC 3-year SKU</p>	<p>When reducing the price of software is the main blocker to migrate</p>
<p>AI Business Process Deployment Vouchers ('DV') <i>Updated</i></p>	<p>Any D365 and/or Low Code Deal (new or migration)</p> <p>\$50K+ ACV (1st year billed revenue to MSFT)</p>	<p>20% ACV</p> <p>Max of \$100K Value</p>	<p>When customer opts in for BTTC2 and qualifies for DV. Voucher would help accelerate the deal</p>
<p>BC Migration Voucher <i>Updated</i></p>	<p>On Prem Migrations</p> <p>\$50K+ ACV (1st year billed revenue to MSFT)</p> <p>Customer opts out from BTTC2</p>	<p>Up to 100% Year 1 Billed Revenue</p> <p>Max of \$150K Value</p>	<p>When implementation / migration cost and cashflow is the main blocker to migration</p>
<p>Strategic ECIF</p>	<p>Any NEW Cloud deal + \$150K ACV (1st year billed revenue to MSFT)</p> <p>Requires 20% of total deal value to be Microsoft Copilot Studio (MCS) licenses</p>	<p>Up to 100% of ACV (1st year billed revenue to MSFT) for BC Deals</p> <p>100% of MCS licenses</p>	<p>Mega deals – Must Win</p>

Notes: (*) BTTC2 expires in Dec 2025; BTC3 will launch on Jan 1, 2026

Materials on Partner Hub

Scale Business Operations with AI Pitch Deck

Microsoft Dynamics 365

Grow your business and supercharge operations with the power of AI

Microsoft Dynamics 365 Business Central



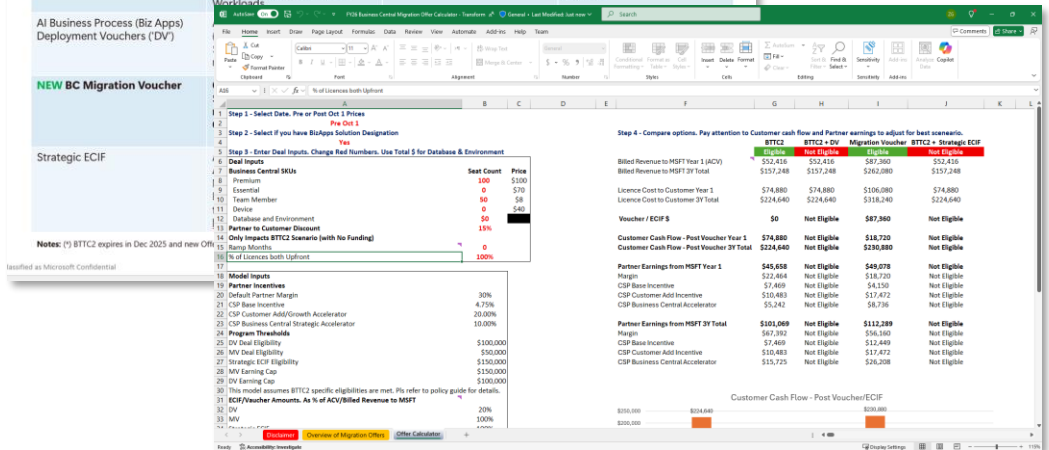
aka.ms/ScaleBizOpsPitchDeck

aka.ms/BCPitchDecks

Business Central Migration Offers Calculator

Comparison of Business Central Offers FY26 H1 (*)

Offers	Who's eligible	Value	When to apply in a migration scenario
Bridge to the Cloud 2 (BTTC2)	All active EP/SA On Prem customers Available for all D365 Cloud Workloads	40% discount on a BC 3-year SKU	When reducing the price of software is the main blocker to migrate
AI Business Process (Biz Apps) Deployment Vouchers (DV)			
NEW BC Migration Voucher			
Strategic ECIF			



The screenshot shows a detailed spreadsheet with the following sections:

- Step 1 - Select Date, Pre or Post Oct 1 Prices**
- Step 2 - Select if you have Bitlocks Solution Designation**
- Step 3 - Enter Deal Inputs, Change Row Numbers, Use Total \$ for Database & Environment**
- Deal Inputs**: Business Central SKUs (Premium, Essential, Team Member, Device), Database and Environment, Partner to Customer Discount.
- Model Inputs**: Partner Incentives (Default Partner Margin, CSP Best Incentive, CSP Customer Add/Growth Accelerator, CSP Business Central Strategic Accelerator), Program Thresholds (DV Deal Eligibility, MV Deal Eligibility, Strategic ECIF Eligibility, MV Earning Cap, DV Earning Cap), and MV.
- Step 4 - Compare options. Pay attention to Customer cash flow and Partner earnings to adjust for best scenario.**
- Summary Table**:

	BTTC2	BTTC2 + DV	Migration Voucher	BTTC2 + Strategic ECIF
Billed Revenue to MSFT Year 1 (ACV)	\$52,416	\$52,416	\$47,360	\$52,416
Billed Revenue to MSFT 3Y Total	\$157,248	\$157,248	\$142,080	\$157,248
License Cost to Customer Year 1	\$74,880	\$74,880	\$106,080	\$74,880
License Cost to Customer 3Y Total	\$224,640	\$224,640	\$318,240	\$224,640
Voucher / ECIF \$	\$0	Not Eligible	\$87,360	Not Eligible
Customer Cash Flow - Post Voucher Year 1	\$74,880	Not Eligible	\$18,720	Not Eligible
Customer Cash Flow - Post Voucher 3Y Total	\$224,640	Not Eligible	\$290,880	Not Eligible
Partner Earnings from MSFT Year 1	\$45,658	Not Eligible	\$49,078	Not Eligible
Margin	\$22,948	Not Eligible	\$18,720	Not Eligible
CSP Best Incentive	\$7,469	Not Eligible	\$4,150	Not Eligible
CSP Customer Add Incentive	\$10,483	Not Eligible	\$7,072	Not Eligible
CSP Business Central Accelerator	\$5,242	Not Eligible	\$8,736	Not Eligible
Partner Earnings from MSFT 3Y Total	\$101,069	Not Eligible	\$112,289	Not Eligible
Margin	\$87,392	Not Eligible	\$56,560	Not Eligible
CSP Best Incentive	\$7,469	Not Eligible	\$4,149	Not Eligible
CSP Customer Add Incentive	\$10,483	Not Eligible	\$7,072	Not Eligible
CSP Business Central Accelerator	\$10,725	Not Eligible	\$26,208	Not Eligible

aka.ms/FY26BCMigrationsOffersCalculator

Partner resources

- Migration resources on [Transform hub](#)
- Confident Cloud migration customer [E-book](#)
- Forrester Business Central Migration ROI Calculator & [TEI Study](#)
- BC Migration Voucher program overview [PartnerDeck](#)



AI Business Process SMB GTM Learning path

Join us to explore the various Microsoft investments, programs and resources to help you build differentiated practices and deliver impactful customer outcomes.

Register Now!

[AI Business Process SMB GTM Learning Path](#)

AI Business Process GTM Investments, Programs and Incentives for SMB

As AI transforms how organisations operate, Microsoft is investing deeply in partner success, offering exclusive resources, investments and incentives, to help partners build differentiated practices and deliver impactful customer outcomes. Join us for a dynamic training series designed to equip Microsoft partners with the latest information on Microsoft resources, investments, and incentives to accelerate your AI business. Key focus will be on Scale Business Operations with AI (Business Central) as mainstream play in SMB.

Biz Apps GTM Programs and Investments Overview - October 7th 2025
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Campaigns-in-a-Box: Supercharge Your Marketing with ready-to-use, customisable marketing assets - October 7th 2025
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
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- Recommendations
-  Your Introduction to Copilot Studio
 -  Microsoft 365 Copilot - Ready to use and Custom Agents
 -  Secure Your Code and AI from the Start
 -  FY26 Partner Skilling Kickoff for SMB
 -  Unified SecOps Platform: Modernize, Streamline, and Secure Your Operations

Thank you

