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DYNAMICS CON LIVE

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Exploring B2B Applications for D365 Commerce





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B2B Boardroom Priorities

SELF-SERVICE

Ideal for professional services and government

PATH TO AI

Exploring your roadmap to AI

OPERATIONAL

Reduce friction in daily operations

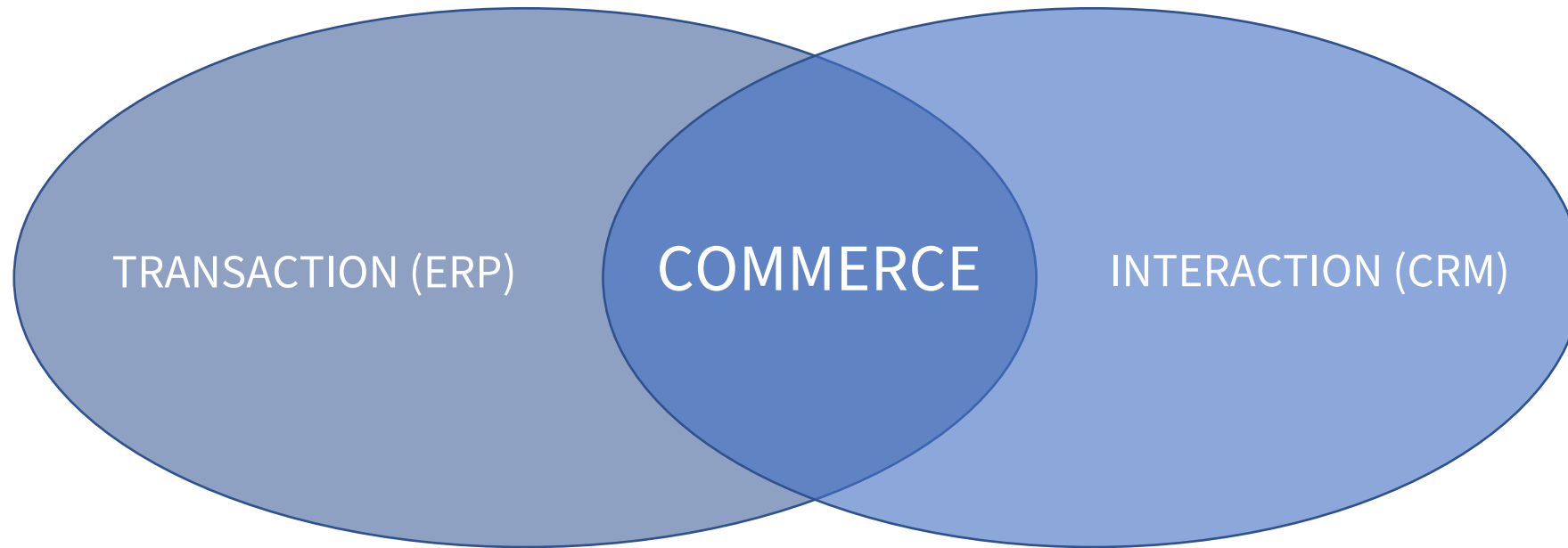
NEW REVENUE

Drive new business through commerce



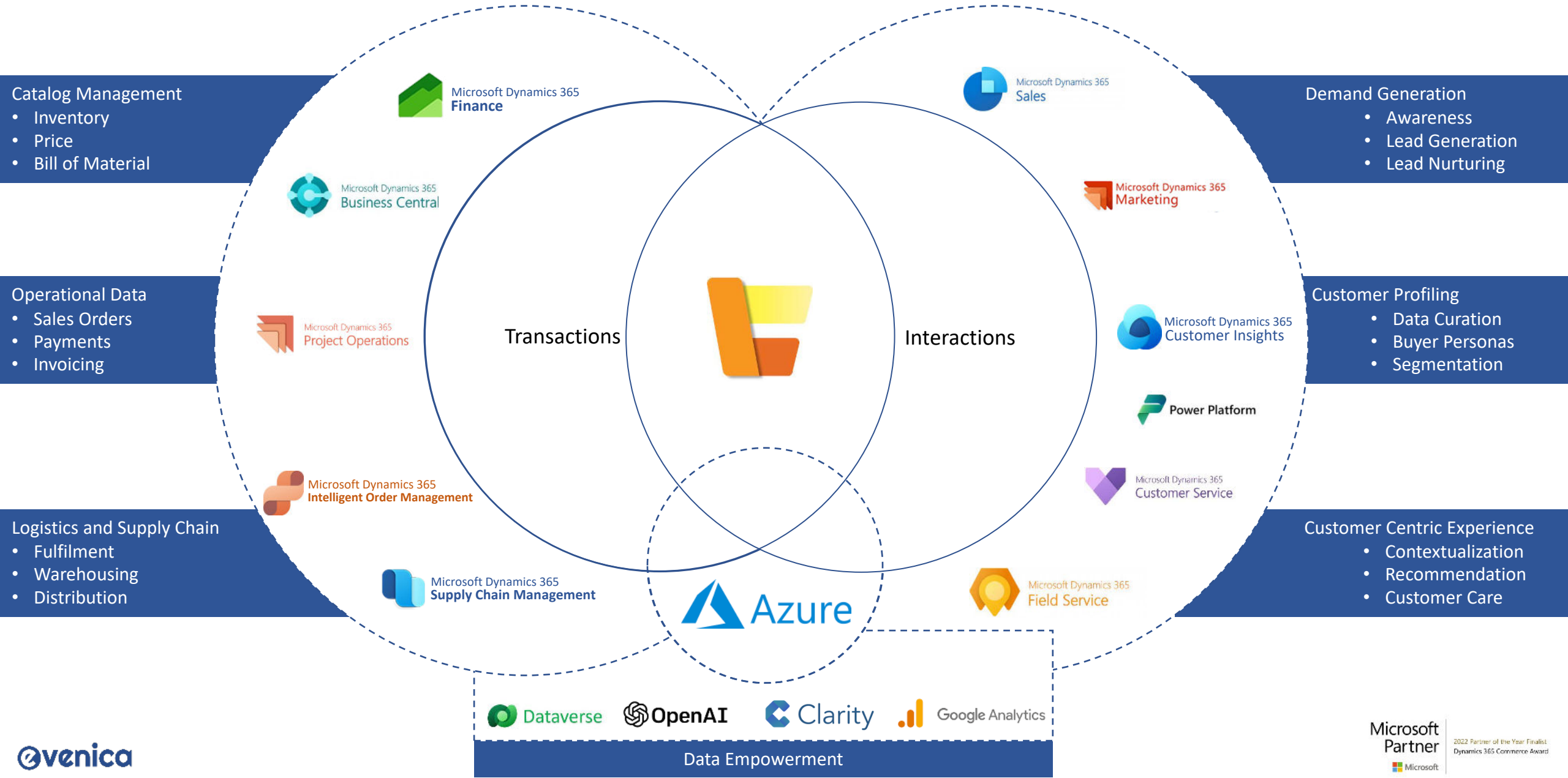
Commerce Defined

Commerce exists where transaction meets interaction.



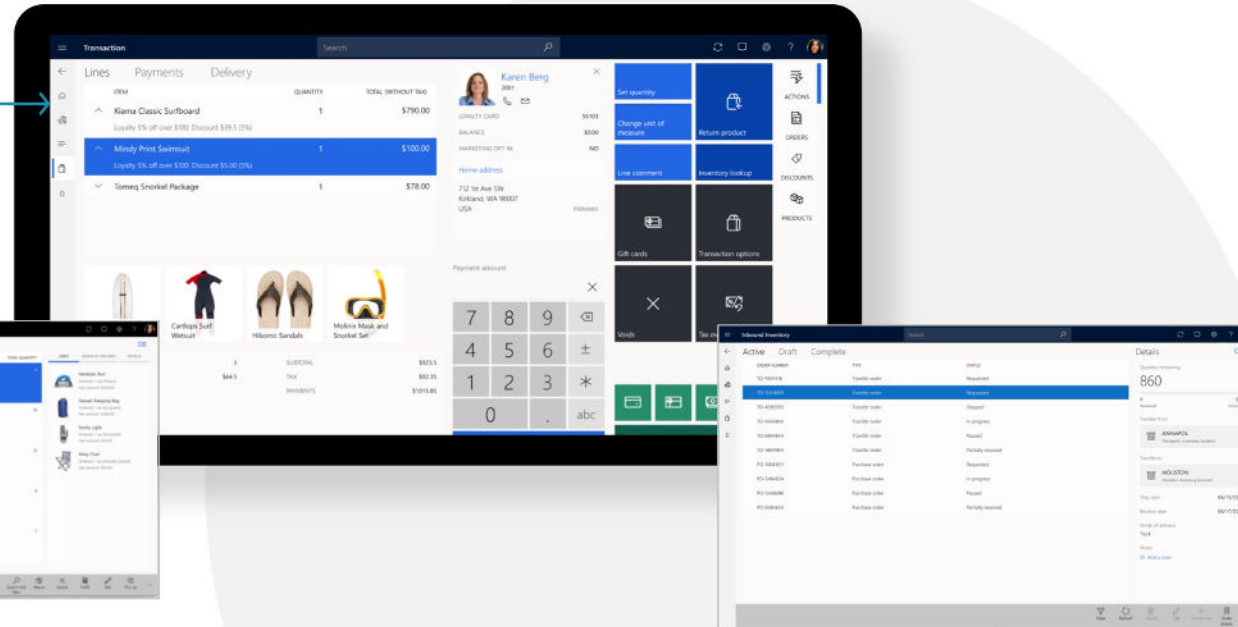


Commerce Sweet Spot – Where Interaction Meets Transaction



Store Commerce App

Modern POS and
intelligent clienteling

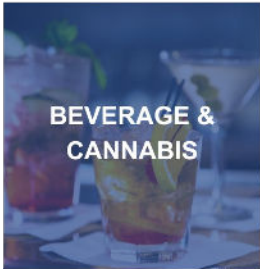


Enhanced order
management

Inventory Management



Industry Clouds

Operational Visibility	Centralized Services	Patient Engagement	Self-service portals
 <p>MANUFACTURING</p>	 <p>GOVERNMENT</p>	 <p>HEALTHCARE</p>	 <p>FINANCIAL SERVICES</p>
 <p>AUTOMOTIVE</p>	 <p>BEVERAGE & CANNABIS</p>	 <p>MEDIA & ENTERTAINMENT</p>	 <p>RETAIL</p>
Product Fitment	Regulation & Enforcement	Integrated Shopping	Customer Experience



Store Commerce App

Use Case for Manufacturing



Store Commerce App

On your showroom floor...

- Self-serve kiosks
- Create profiles
- Custom pricing & promotions
- Wholesale ordering
- Quoting
- Inventory management
- Suggested products



Self-Service Portal

Use Case for B2B Retail



Self-Service Portal

Empower your customers...

- View past orders
- Custom pricing & promotions
- Upload custom artwork
- Made-to-order/ configuration
- Special requests
- Seasonal orders



Field Sales

Use Case for B2B Beverage



Field Sales

Empower your field team...

- Customer profile
- Custom pricing & promotions
- Eligibility
- On-site order creation
- On-site add-ons
- Capturing payments



E-commerce

Use Case for B2B Retail



E-commerce

Across multiple business units...

- “Commerce First” approach
- One source of truth
- Leverage Commerce investment
- Unique applications of Commerce



B2B Commerce Priorities

CLIENT ENGAGEMENT

Interact with clients in a meaningful way through digital channels

TRANSACT WITH EASE

Offer B2B customers access to accounts, information and fitment

NEW REVENUE

Empower field sales with digital catalogues, clienteling and pricing & promotions



Copilot for Commerce

Quintin Hunkin – Technical Specialist at Microsoft



Product enrichment with Copilot in Dynamics 365 Commerce



Dynamics 365 Commerce

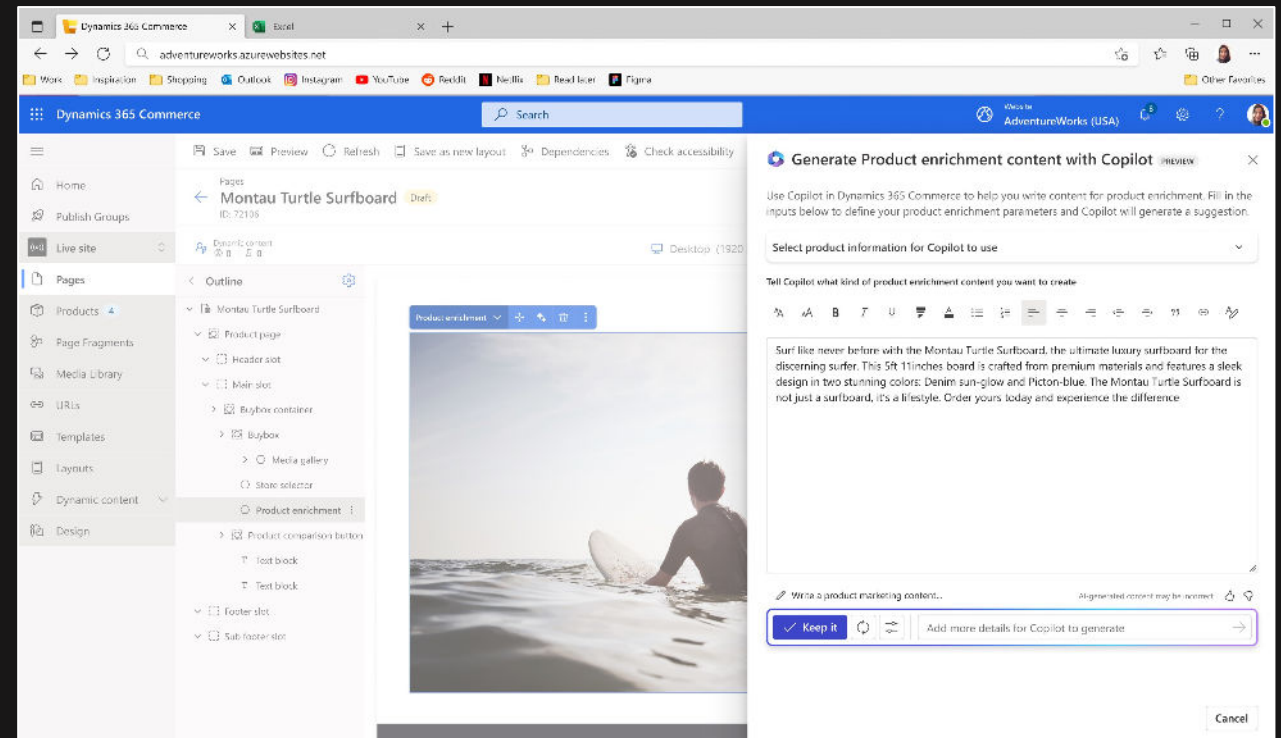


Copilot

Generate product enrichment content for e-commerce sites with **Copilot**

Merchandizers with large product catalogs will have **a faster and more efficient way to enrich products**, while ensuring AI generated market content is aligned to their target audience and brand tone, enabling them to achieve higher conversion rates with less effort.

- **Simplify** the creation of enriched product marketing content
- **Optimize for SEO impact** on product pages
- Select the **tone** that best aligns with your brand and **audience**
- Get copilot assistance using **NL prompts**
- **Always be in control**, with the ability to review and modify all content generated by AI





Q&A