

Empower your business to analyze, build and automate

The Microsoft Power Platform provides powerful tools to empower power users, analysts, and pro developers

COVID-19 has transformed the business landscape

Technology is front and center. Business disruption is creating bottom-line pressure and a need for rapid response to fast-moving changes. Supply chain disruption, remote work needs, and dynamic demand levels are the new normal. Resiliency, efficiency, and visibility are more important than ever. Organizations need solutions that can be implemented quickly—with clear ROI.

Now is the time to **introduce tools that address new challenges brought by COVID-19** and that simplify outdated processes.



Introducing the Microsoft Power Platform

Microsoft Power Platform is a suite of tools that allow you to accelerate innovation and reduce costs as you analyze data, automate processes, and build apps, websites, and virtual agents.

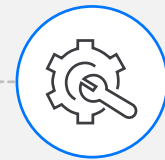
With the platform's intuitive low-code capabilities, easy to use automation, and powerful visualization tools, your team can easily and quickly create apps and streamline efficiencies, all while saving costs.



Power Apps is a low code application development platform that empowers small and medium businesses to build professional web and mobile apps to solve their business challenges.



With **Power BI**, unify data from many sources to create interactive, immersive dashboards and reports that provide actionable insights and drive business results.

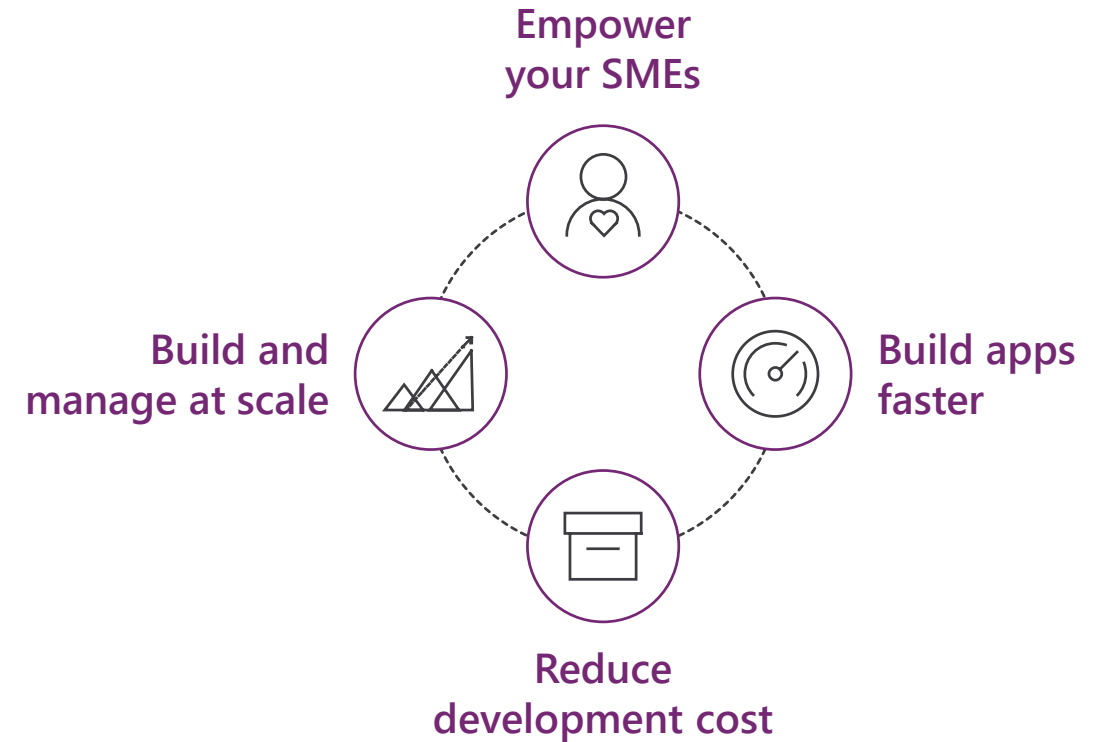


Power Automate enables you to include powerful workflow automation directly in your apps with a no-code approach that connects to hundreds of popular apps and services.

Create custom, agile apps with ease, from the SMB...

Businesses need custom software that is simple and easy to use, including web and mobile applications. But custom app development can require professionals, cost time and money, and not enable you to be agile.

Power Apps gives you the means to intuitively create custom business apps and quickly solve business problems.



...To enterprise scale and beyond

Empower your dev teams to build custom apps in hours—not months—that connect to your existing data and systems to solve problems faster and drive efficiency.

Increased development agility

Automate and simplify repetitive and time-consuming processes to launch faster and reduce errors across your organization.

Speed and savings

Reduce time & cost building web and mobile applications, enabling you to get through your development backlog.

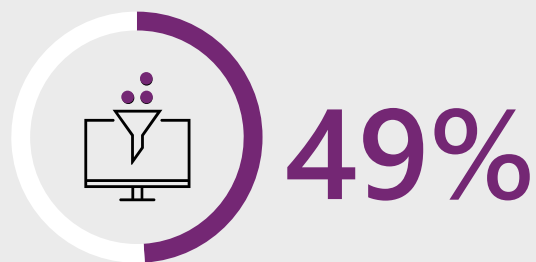
Do less but achieve more

Fully managed, with preset data models and common entities, out of the box business logic and rules, that is fully customizable to your business needs.

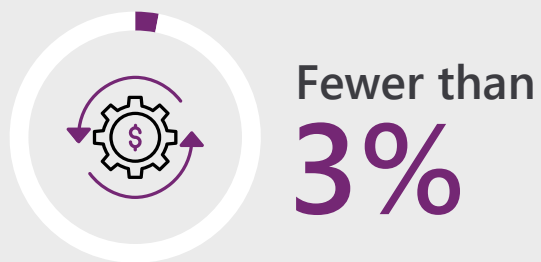


Gartner estimates that **65% of all app dev** will be low-code by 2024

Challenges in Sales and Marketing



49% of sales reps ignore more than half of marketing's leads.¹



Fewer than 3% of marketing-qualified leads get converted into revenue.²

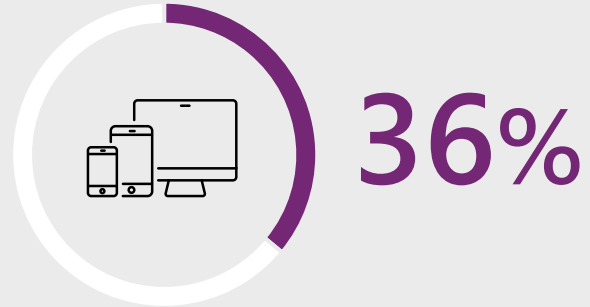


Only 8% of B2B companies say they have tight alignment between sales and marketing teams.¹

¹ "How to get sales teams to use your leads" Gartner.

² "Why technology isn't solving the two biggest problems facing B2B marketers" Gartner.

In financial services, digital transformation can empower employees and spur innovation



Only 36% of first-line workers have the technology tools they need.¹



56% of financial institutions are putting disruption at the heart of their strategy.²

¹ Forbes Insights, ["Empowering the Firstline Workforce: Technology, Autonomy and Information Sharing Deliver Growth to Forward-Thinking Organizations,"](#) 2017

² PwC, ["Global FinTech Report 2017 – Redrawing the lines: FinTech's growing influence on Financial Services,"](#) 2017

Manufacturers must maximize efficiency and empower their people



+20%

20% increase in productivity can be achieved by adopting smart factory approaches through data and automation.¹



64%

64% of first-line workers lack the technology tools they need—many of them rely on slow and error-prone manual processes.

¹ Forbes Insights, "[Empowering the Firstline Workforce: Technology, Autonomy and Information Sharing Deliver Growth to Forward-Thinking Organizations](#)," 2017

Operations and management challenges are complex



63% of business leaders say change management mastery is a critical part of the COO's role.¹



Organizations struggle to have the right resources in the right place as they race to meet the demand for change.

¹ ["Aiming for the top"](#) EY.

² ["The Total Economic Impact™ Of PowerApps And Microsoft Flow"](#) Forrester.

Let's take a closer look at how the Power Platform can help

Choose your path



[Explore Sales and Marketing](#)



[Learn more about Financial services](#)



[Discover how to empower Manufacturing](#)



[Take a closer look at improving Operations](#)

Goals in Sales and Marketing



Create comprehensive customer views

With customer data captured across a wide range of sources and activities—and then stored and manipulated by many different groups in multiple silos—it can be hard to create a consistent, 360-degree view of your customers.



Better leverage marketing resources

Marketing resources can often be poorly organized and scattered across an organization. Sales teams don't always fully benefit from the hard work of marketing to generate leads and support sales motions.



Find new ways to work together

Sales and marketing professionals are some of the people closest to business problems in their organizations. They often have innovative solutions, but it can be hard to experiment with new ways to realize those ideas.

The Power Platform can help meet Sales and Marketing goals



Create comprehensive customer views

Sales and marketing organizations are using Power Apps to gather more 360-degree data, making the most of every customer touchpoint—and providing greater access to that data later.



Better leverage marketing resources

Power Apps is helping with the “last mile” of getting salespeople the support and assets they need to create and close opportunities.



Find new ways to work together

Power Apps provides a secure, IT-friendly “sandbox” for sales and marketing teams to try out new ideas and processes.

The Power Platform empowers Sales and Marketing professionals



Unify customer data

Digitize paper-based processes

A leading manufacturer of building materials uses Power Apps to streamline and automate traditional paper-based processes, lowering costs and increasing productivity.



Close sales faster

Automate manual systems

A large multinational advertising firm uses Power Apps to streamline the way that it creates, analyzes, and approves new business cases.



Connect workers to resources

Improve access to data

An electric motor and transmission manufacturer uses Power Apps to help salespeople access resources and deliver pitches to customers more easily, even in the field.

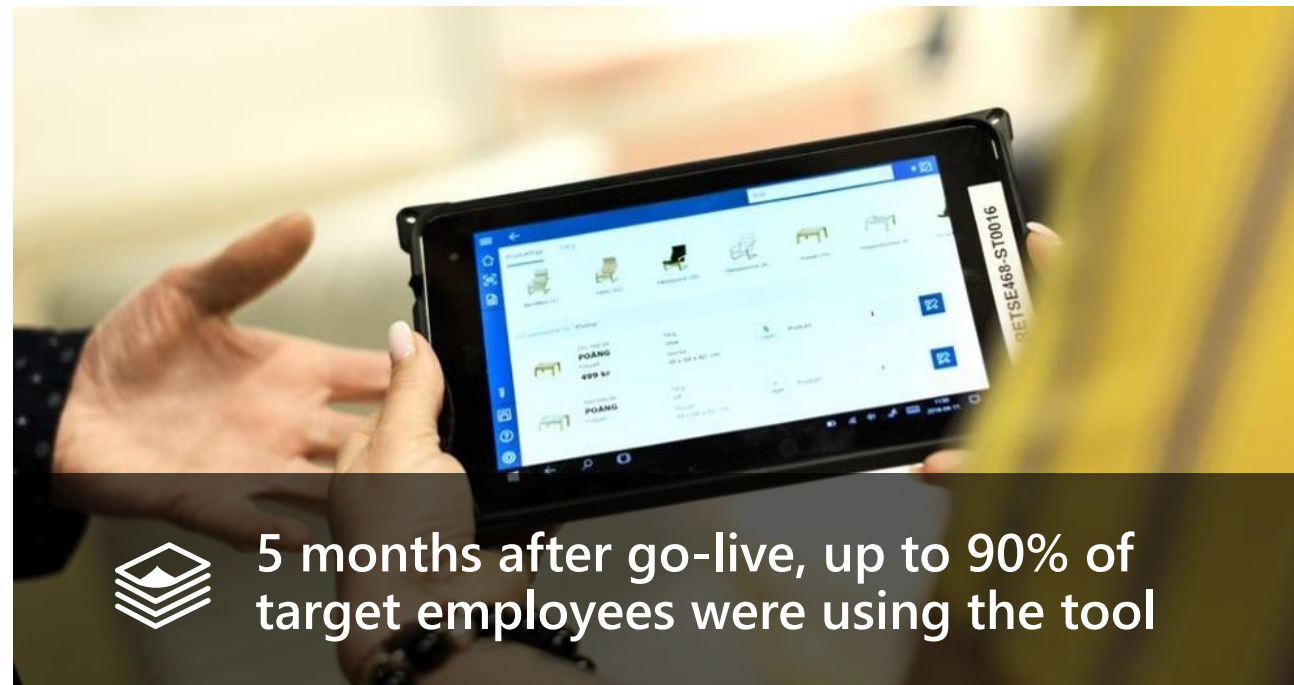
IKEA used Power Apps to build a sales tool that improves team collaboration and customer connections

// Kitchen buying is a complex and long process where lots of things are decided—materials, appliances, lights, colors, etc. The digital part helps connect human to human and provide the information to make the customer journey personal.”

Michel (Miki) Tabakovic
Country Sales Manager, IKEA Sweden



IKEA designs and sells functional and affordable, high-quality home furnishing products made with care for people and the environment.



5 months after go-live, up to 90% of target employees were using the tool

Why choose the Power Platform for my business?



Goals in Financial Services



Improve service across channels

Providing the same level of service whether a customer is online, on a mobile device, on the phone, or in person is critical to success.



Gain competitive advantage

With increasing competition from FinTechs and challenger banks, financial institutions need to look for new products, revenue streams, and ways to improve processes.



Boost customer engagement and loyalty

63% of consumers say sharing data should deliver personalized product and services advice.¹

¹ Accenture, ["2017 Global Distribution and Marketing Consumer Study – Financial Providers: Transforming Distribution Models for the Evolving Consumer,"](#) 2017

The Power Platform can help meet goals in Financial Services



Improve service across channels

Digitize processes to increase efficiency and free up employees from the limits of specialized tools and legacy or paper-based systems.



Gain competitive advantage

Encourage experimentation by arming teams with innovation tools that can help your organization leapfrog the competition and become an industry disrupter.



Boost customer engagement and loyalty

Leverage AI to provide differentiated customer experiences.

The Power Platform in Financial Services empowers employees and customers



Empower employees

Streamline processes

Standard Bank used Power Apps to digitize a paper-based process that changed the way they maintained ATMs, increasing staff efficiency, improving customer experience, and lowering costs.



Deliver differentiated experiences

Rethink customer flows

Power Apps enabled Metro Bank in the UK to provide a high-quality, contactless welcome experience for customers.



Increase innovation

Find new revenue streams

HSBC built a Cross-Border Tool using Power Apps, ensuring compliance while empowering bankers to sell more products in more regions.

Standard Bank reduces costs and improves customer experience with time-saving apps

// People are knocking on our door who we've never met, simply because of the speed to value that Power Apps provides."

Ian Doyle, Head of Enterprise
Digitalization and Productivity Solutions
Standard Bank



Operating in more than 20 African countries, Standard Bank is the continent's largest financial institution by assets.



Up to 6,000 previously paper-based ATM inspection reports digitized monthly

Why choose the Power Platform for my business?



Goals in Manufacturing



Factory of the future

Empowering workers with the tools and data they need helps create efficiencies and enable agility. It's also critical to maximize worker safety and reduce risk.



Intelligent supply chain

Increasing visibility and collaboration across the supply chain can enable greater efficiency and responsiveness.



Connected product innovation

Customers expect new levels of engagement and interactivity—requiring manufacturers to improve innovation through collaboration and manage new data streams coming from connected products.

The Power Platform can help meet goals in Manufacturing



Factory of the future

Empower first-line workers with apps that digitize manual processes, help them upskill efficiently, and provide critical safety and risk management information at the point of need.



Intelligent supply chain

Provide in-context access to supply chain data and insights for greater visibility, serve emerging customer needs, and co-create new services and products.



Connected product innovation

Enhance collaboration with purpose-built solutions for research, design, engineering, and production teams—and interact with connected product data in new and valuable ways.

The Power Platform in Manufacturing empowers businesses to do more



Increase agility

Maximize visibility across the value chain

Increase visibility into the value chain to identify emerging needs and eliminate bottlenecks. Work effectively with partners and suppliers to minimize time and cost while maximizing value to the customer.



Customize efficiency

Digitalize manual processes

Eliminate paper, minimize human error and make data immediately available in real time by transforming workflows, inspections, and approvals with digital applications.



Innovate faster

Collaborate anywhere

Empower employees to do their best work with tailored digital solutions that feature modern interfaces, real-time insights, and new collaborative capabilities.

Toyota improves efficiency and speeds innovation with Microsoft Power Apps

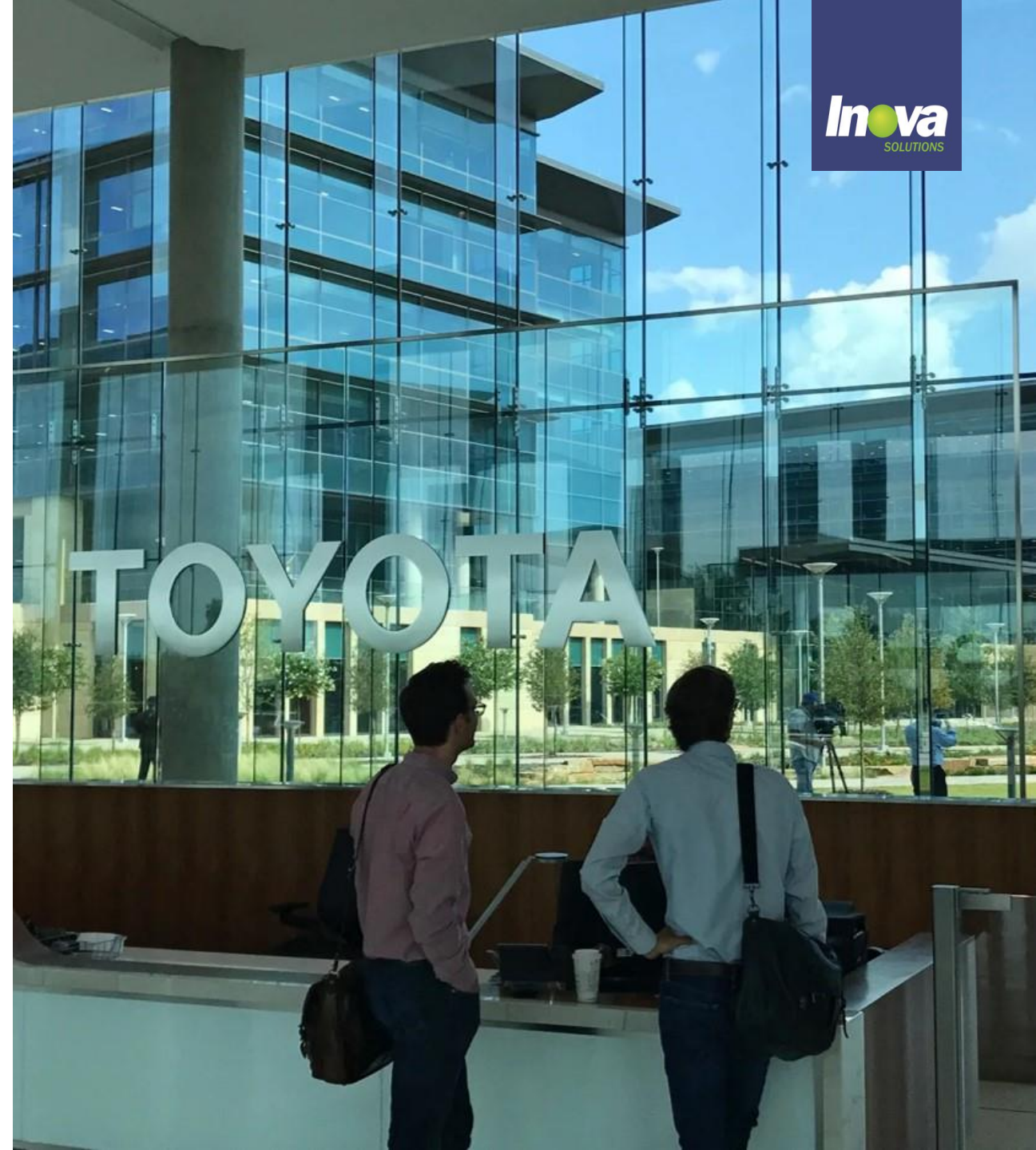
// Power Apps gives us new capabilities and ways to adapt quickly and efficiently. The apps are easy to create, easy to deploy, and they give us an incredibly fast way to innovate.”

Chris Ingalls
Business and Solution Architect
Toyota

200,000+ sheets of paper saved

100s of hours of data entry time eliminated through automation

400+ targeted business apps created for production use



Why choose the Power Platform for my business?



Goals in Operations



Transform “quote-to-cash” operations

Create unified experiences for employees and customers that accelerate time to sale and build long-lasting relationships.



Achieve process excellence in everything you do

Simplify workflows and approvals and give people the tools they need wherever they are working.



Lead transformational change

Unify data and mine it for insights to drive effective decision making across the value chain.

The Power Platform can help operations departments meet goals



Transform “quote-to-cash” operations

Streamline the number of steps from engagement to deal to delivery and use repeatable digital processes to reduce errors and omissions.



Achieve process excellence in everything you do

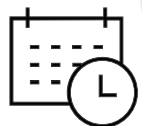
Consolidate systems to reduce platform sprawl and complexity and re-envision existing processes to enable radical new levels of efficiency.



Lead transformational change

Free up employees to focus on strategic value, measure and report on outcomes more easily, and solve business problems in close collaboration with IT.

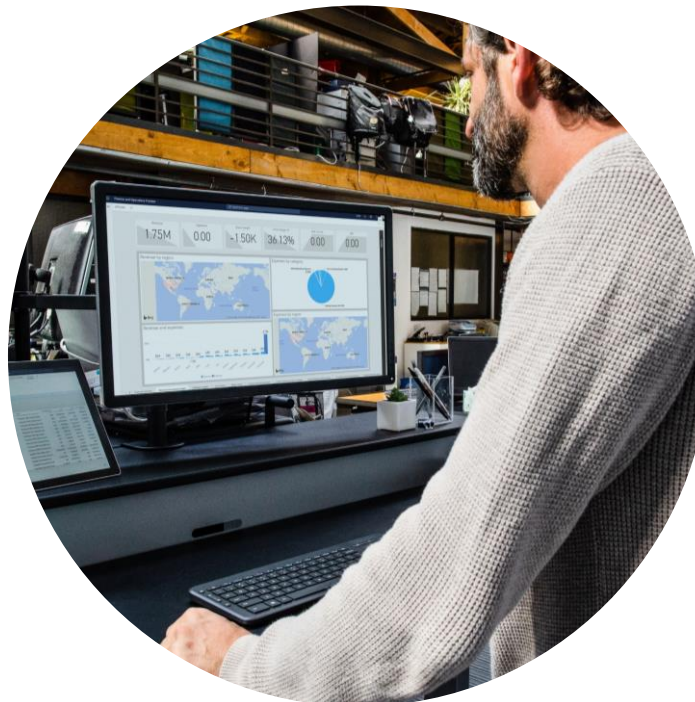
The Power Platform empowers staff and IT to solve challenges together



Manage assets

Maximize utilization

Maximize scheduling efficiency and connect people to the tools and resources they need to get work done.



Simplify quote-to-cash

Automate workflows

Break through backlogs, build tailored solutions that win sales, and minimize inbox overload.



Engage employees

Onboard faster

Reduce paperwork, deliver just-in-time training, and enable workers to collaborate and share best practices.

G&J Pepsi used Power Apps to transform in-store merchandising and auditing to achieve targeted business goals

// I'm proud of the way this team was able to unlock new insights and deliver these new mobile services to more than 900 field personnel, all without a professional developer on staff. The expectation was to deliver good apps quickly at a low cost. Power Apps gave me the confidence that we could accomplish this in-house."

Eric McKinney
Cloud Services Manager
G&J Pepsi



Why choose the Power Platform for my business?



Microsoft Power Platform: Unlocking innovation

Less code. More Power. Faster Innovation.

Build highly customized task and role-based applications



Clear the development backlog and start automating manual processes and data collection to solve your most pressing administrative problems.

Develop low-code apps and forms that enhance innovation



Power Apps enables a visual approach to building apps, empowering everyone to quickly turn their bright ideas into brilliant apps.



Intuitive to use & easy to learn for citizen developers

Build apps fast with the market's most intuitive point-and-click approach to app design. Choose from a large selection of templates or start from a blank canvas.



A platform for all your data from a single source of truth

Ensure your data is accurate and up-to-date by leveraging the Common Data Service (CDS) to integrate data from 350+ sources.

A complete platform



A connected platform

An innovation-driven platform

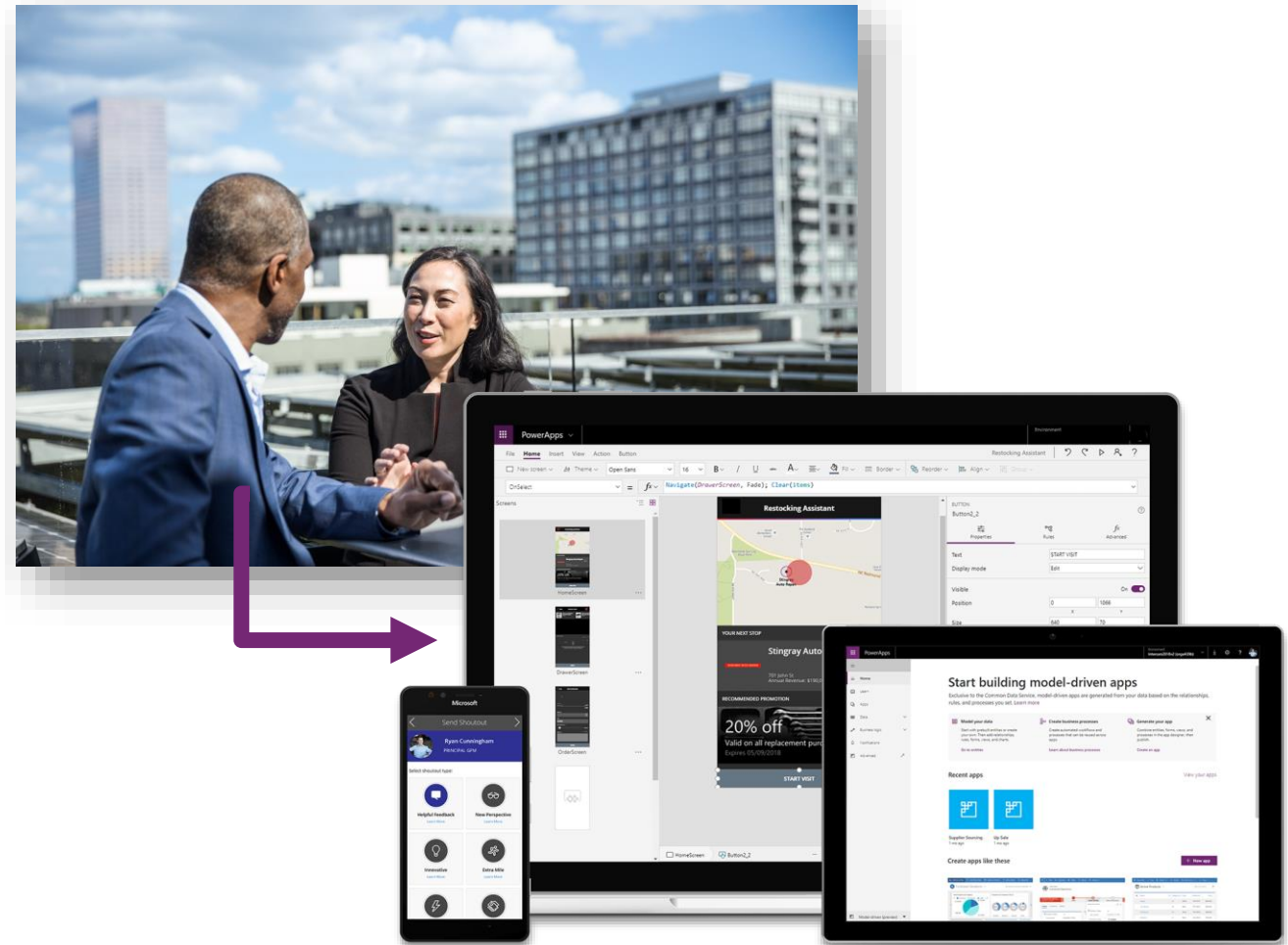
Easily build apps at scale for your teams

Create digital solutions to your business challenges

Power Apps greatly reduces the amount of effort and investment required to create custom apps to solve your unique business challenges.

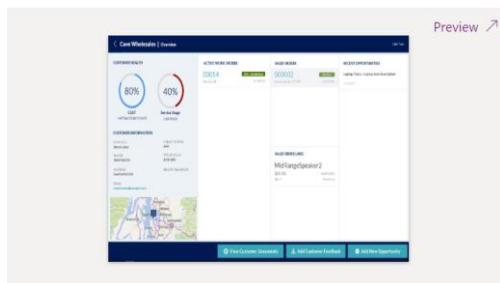
Secure, manageable solutions at scale

Whether you're working with a technology partner, developing in-house, or empowering employees to become citizen developers, Power Apps delivers highly secure, scalable, and manageable solutions.



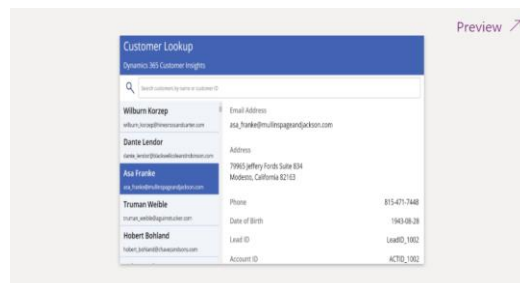
Get started quickly with pre-built templates for your industry

Customize templates to start innovating.



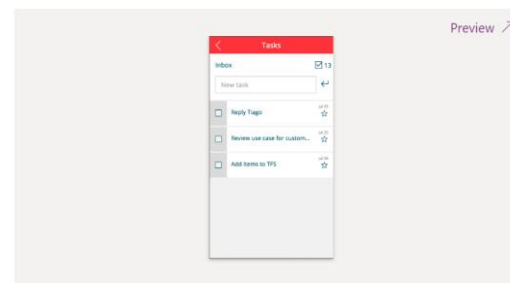
Customer Success

This app provides visibility about their customer details in order to be able to answer any question that may arise during an interaction. View customer list and drill-down to view more—customer health, active work orders, sales order summary, and more.



Customer Lookup

This Power Apps template allows organizations to take data from disparate sources and unify it to get richer insights into their customers.



To Do List

Stay organized and on top of things with easy-to-create task lists, check lists, and more. Save time and keep focused with a simple, handy list in your hand.



Product Showcase

Create an engaging, concise marketing presence for your products, company, or events. Easily add videos, images, descriptions and more—and then quickly share it all with your customers.

Microsoft Teams + Power Platform for greater collaboration

Capture, categorize, and disseminate customer feedback

Use apps tabbed to Teams channels to capture detailed customer feedback, store that feedback for anyone to query, and automatically share it in Teams to the relevant product groups to improve product capabilities and features.

Keep your teams informed about product updates

Use a custom app in Teams to manage the product development lifecycle, including providing guidance to sales teams when new features are available automatically and directly in a Teams channel, so they can easily access that information.

Manage and accelerate marketing campaigns

Host discussions about the planning, execution, and effectiveness of marketing campaigns, while developing content and organizing different approaches with an embedded app.



A complete platform



A connected platform

An innovation-driven platform

Enable pro developers to create solutions faster and more affordably



Connect IT with subject matter experts in a single end-to-end low-code development platform.



Liberate skilled developer talent from repetitive tasks.



Maintain control of data.



Connect seamlessly to business-critical applications and data using a highly secure and scalable interface.



Use built-in AI to automate repetitive tasks and gain predictive insights.



Accessible to both IT and administrative users to reduce analytics bottlenecks and democratize app creation.

Power Apps portals enable those inside and outside the organization



Enable data interaction

Create low-code, responsive websites that interact with data stored in the Common Data Service (CDS).



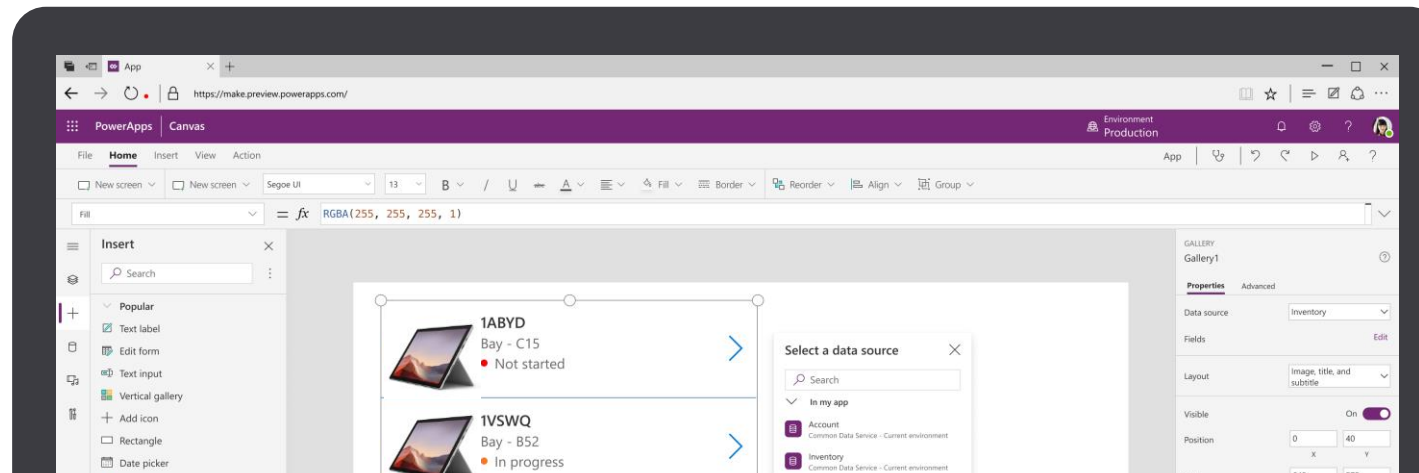
Promote engagement

Sales and marketing professionals and customers can securely engage through your app at scale.



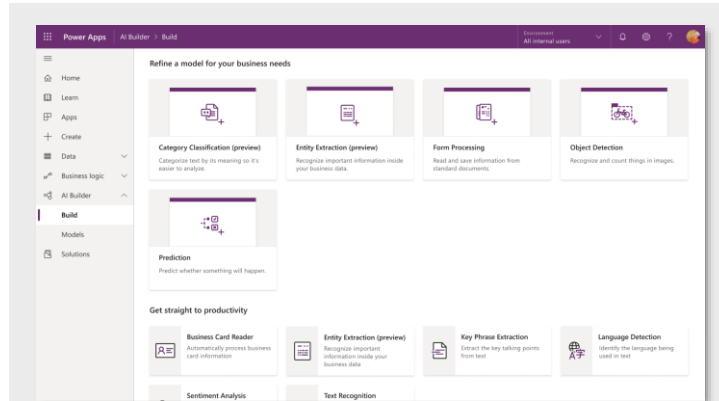
Ensure security

Secure login via authentications like Facebook, Google, and LinkedIn.



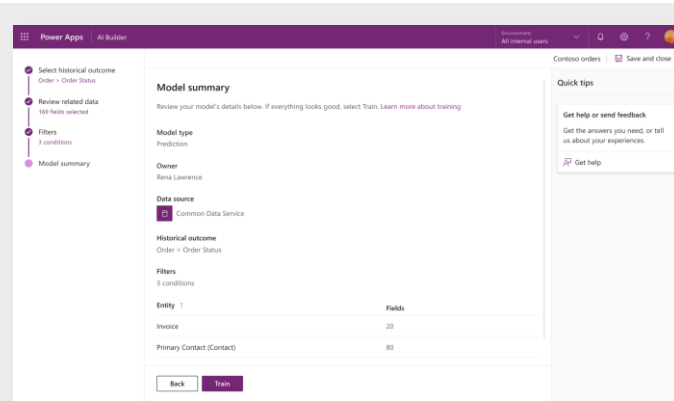
Bring AI to your apps with AI Builder

Enhance your apps and business processes with AI that's easy to build and configure within Power Apps.



Empower

AI Builder enables everyone in the organization—regardless of technical experience—to add AI capabilities to the apps they create and use.



Intuitive

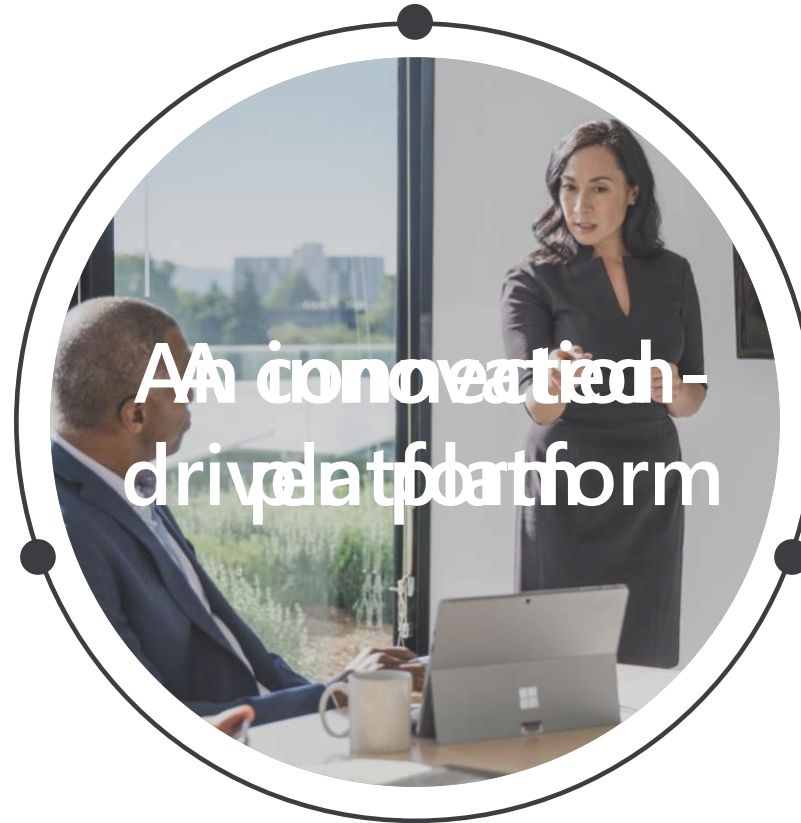
Easily build, train and publish AI models without writing a single line of code. Retrain the models quickly until the models meet your business needs.



Extensible

Use the familiar tools you already know and love, supported by the industry-leading security, privacy, and compliance of Microsoft.

A complete platform

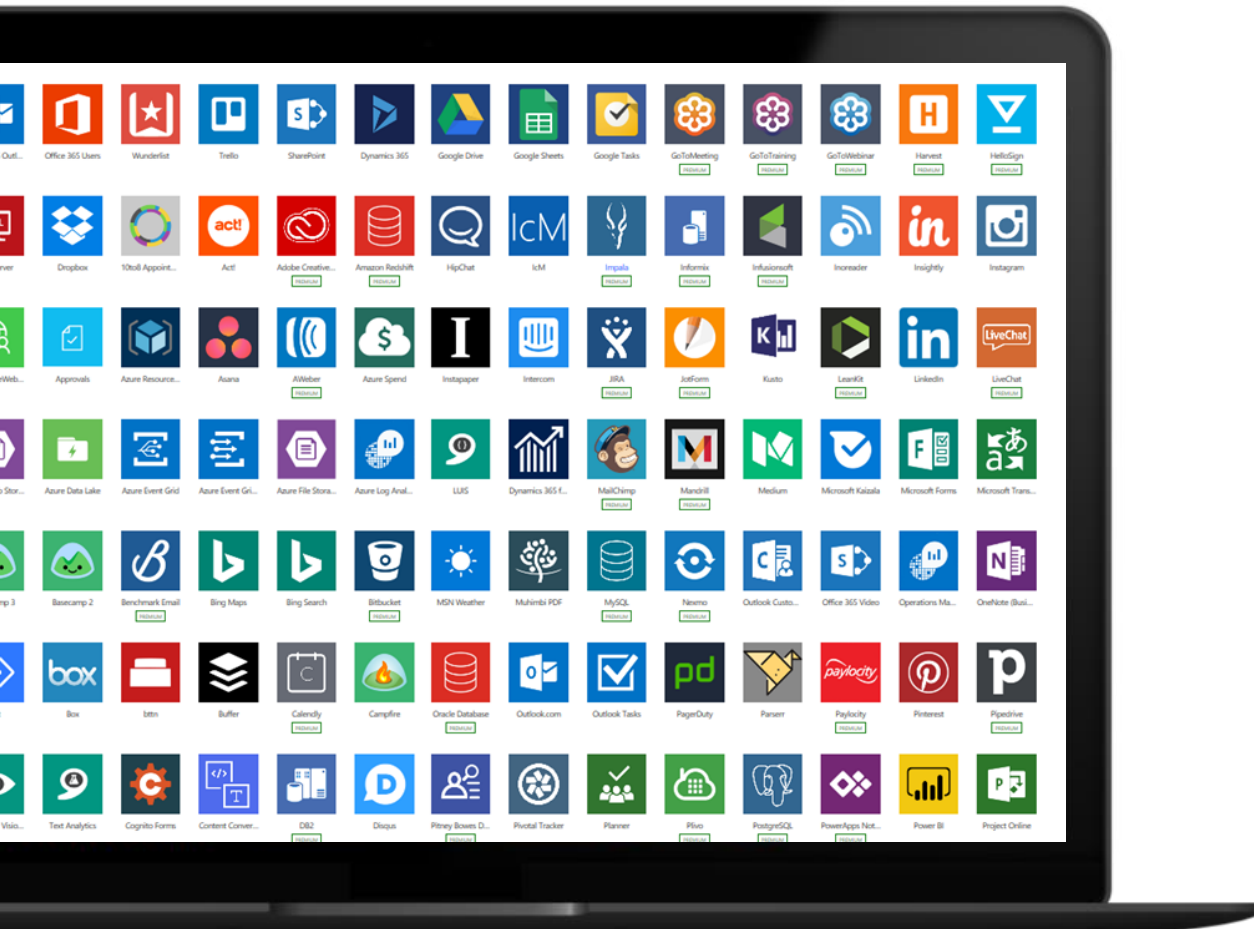


A connected platform

An innovation-driven platform

Trusted integrations

Connect with Microsoft and third-party solutions and build customer connectors easily.



Built-in connectors to common sales and marketing 3rd party apps



Chatter – Enterprise social network for your company that allows employees to connect and collaborate in real time.



MailChimp – Manage and automate email marketing activities.



Salesforce – Connector provides an API to work with Salesforce objects.



Marketo – Marketing automation platform that enables marketers to manage personalized multi-channel programs and campaigns to prospects and customers.

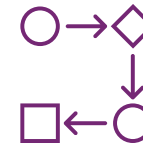
Build faster with a fully managed data platform

Make it easier to bring your data together and quickly create powerful apps.



Secure

Jumpstart apps using an extensible data model with business logic, security, and integration built in.



Transform

Use 300+ transformations to clean and reshape data.



Support

Support all your data: relational data, file and blob storage, logs and search indexing.



Reuse

Reuse data models across end-user experiences for Power Apps and other frontends.



Built-in governance, security, and privacy



Identity management and multi-factor authentication for enhanced identity protection and secure guest access.



Built-in information protection and usage analytics with full audit logs, data loss prevention policies and more.



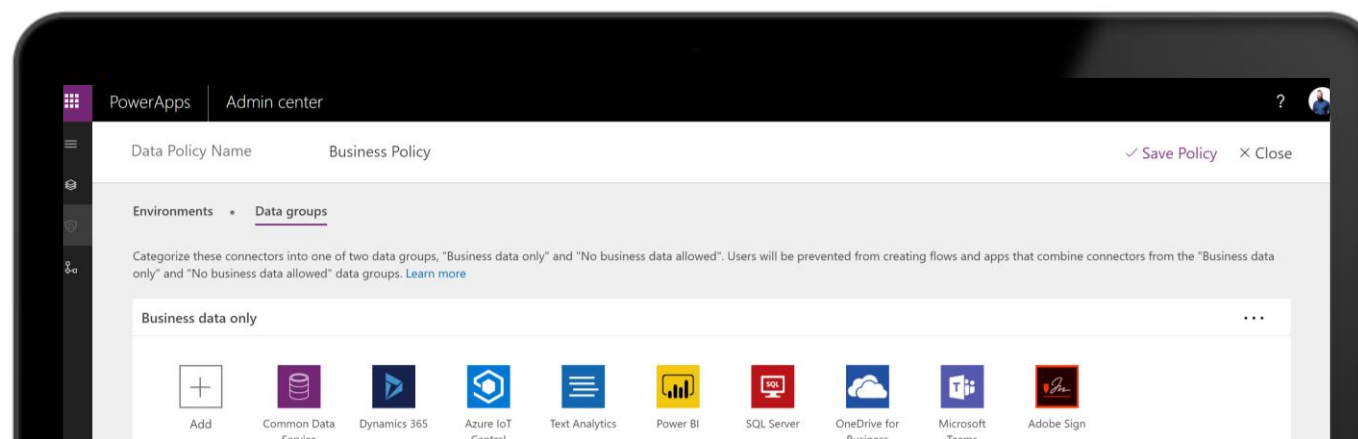
Secure and control data on mobile devices with in-tune mobile application management.



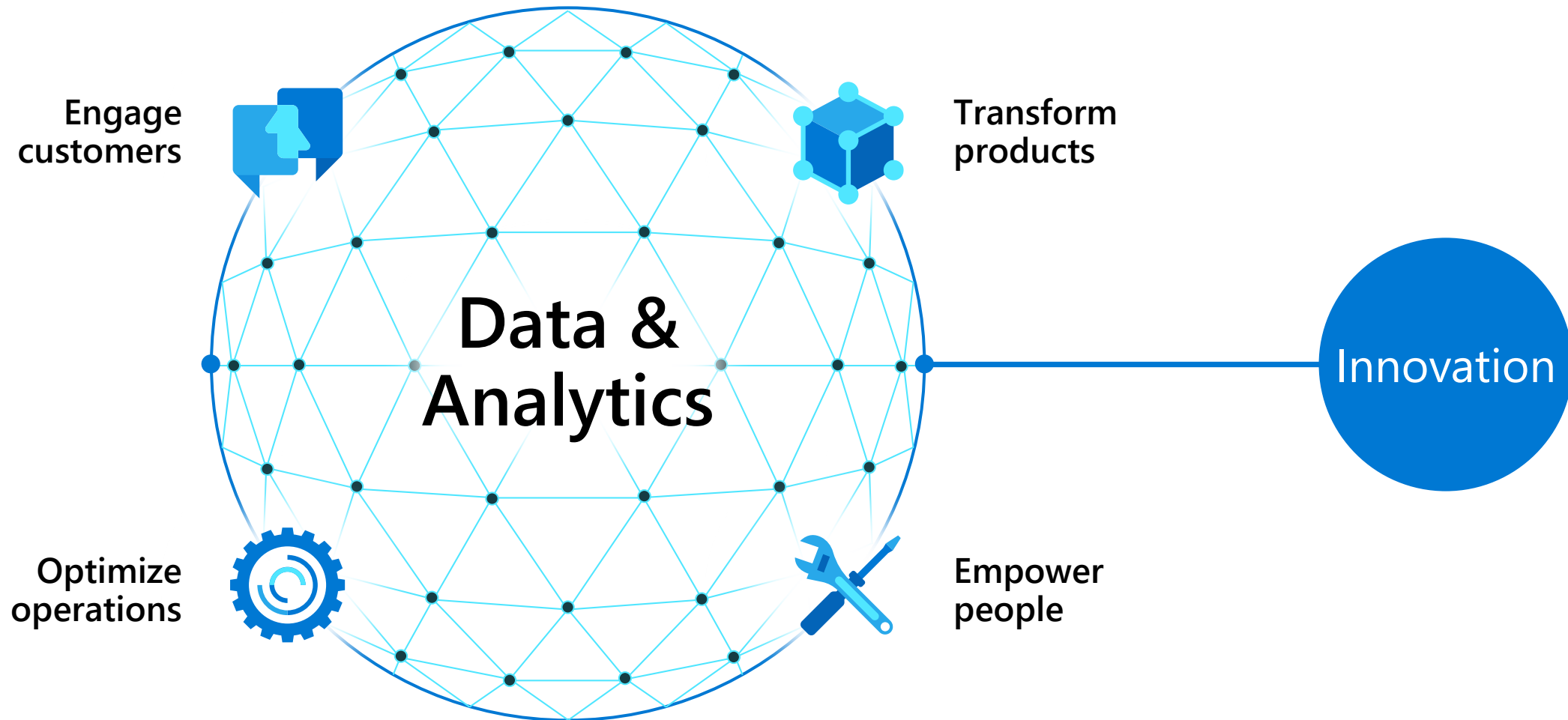
Compliance leadership with 13+ standards including FedRAMP high, HIPAA, EU model clauses, SOC and GDPR.



Manage all aspects—users, apps, usage, and settings—in a single admin experience.



Data and Analytics are at the center of transformative change



Data-driven transformations yield significant benefits

54%

increase in
revenue performance

44%

faster time
to market

62%

improvement in
customer satisfaction

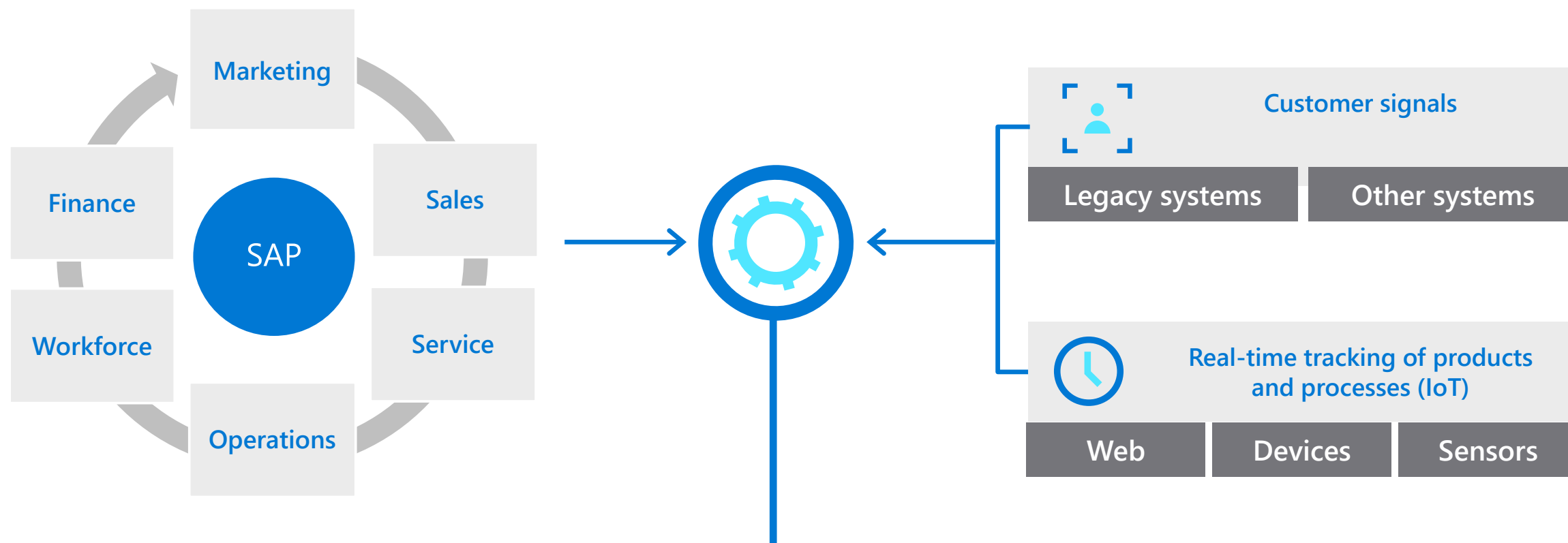
54%

increased
profit results

4X

“Companies who embrace a data-driven culture experience a 4X improvement in revenue performance and better customer satisfaction.”

Combine data sources to increase impact



Reduce supply chain
leakage

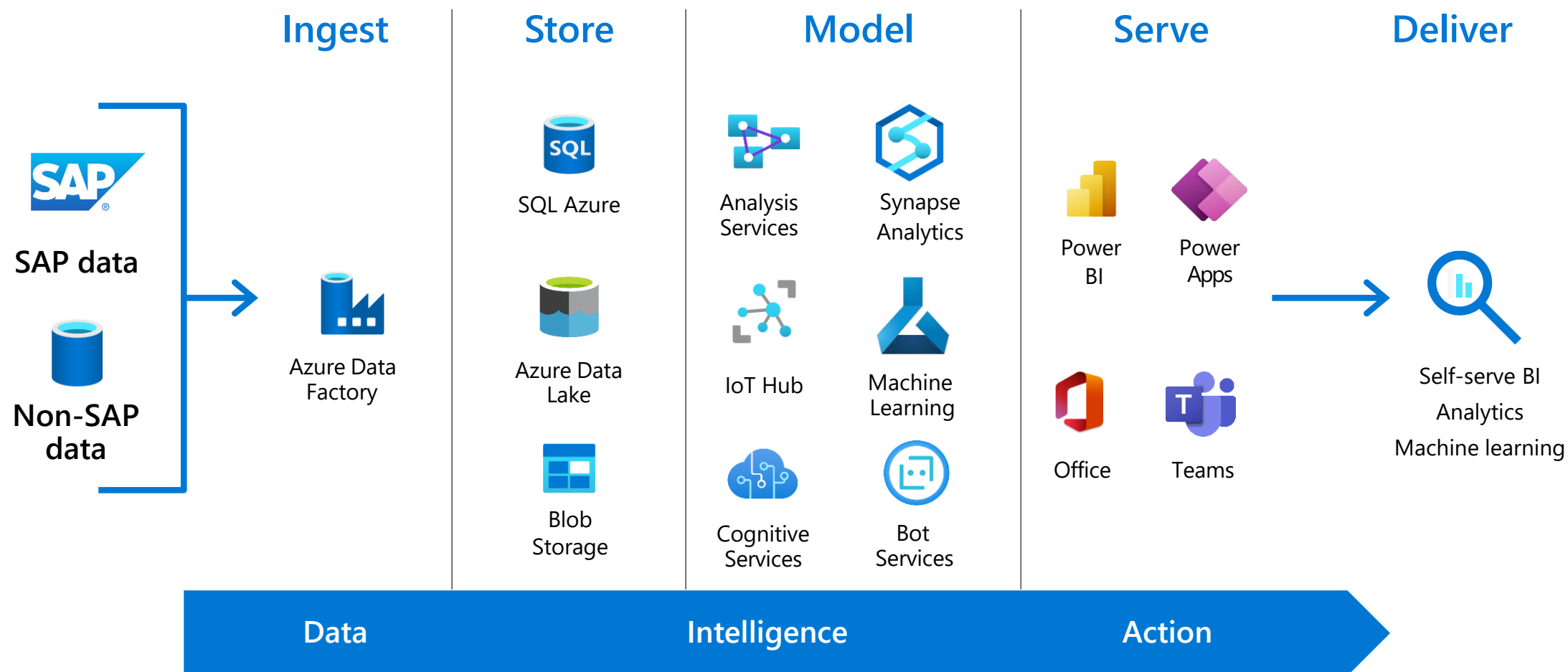
Improve customer
experience

Optimize order-to-
cash processes

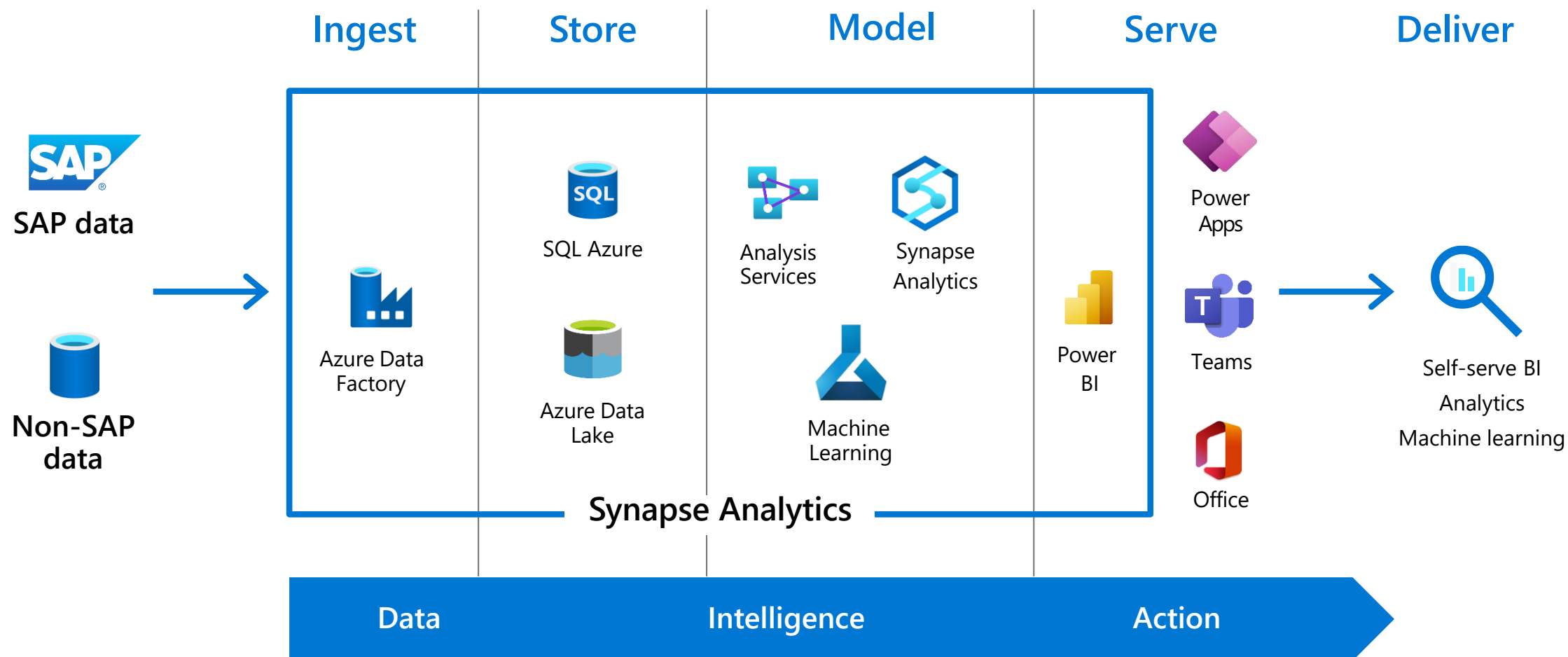
Save costs

Create new revenue
streams

Choose from integrated Azure data and AI options



Choose converged platform to streamline analytics lifecycle



Enable self-service insights and powerful dashboards

Deliver easy-to-consume insight in Synapse Studio,
Power BI Online and in Power BI Desktop

Code-free
experience for
creation of rich
visualizations

One-click
publishing for
secure consumption
across the enterprise

Embed
in Teams,
SharePoint,
Web Sites and
many others

Viewable
on multiple
platforms



Automate SAP processes with machine learning and AI

Challenge

Microsoft Operations found that new tickets in its SAP incident management system took too long to resolve and required manual triaging and routing

Transformation

Team automated the incident triage process using Azure Machine Learning and AI. The AI model achieved a 93% accuracy rate versus 60% for an earlier knowledge-based model.

Microsoft

Microsoft team reduced a 30-minute routing process to seconds with improved accuracy. The process now handles over 5,000 incidents per month.

Let's talk about Sara

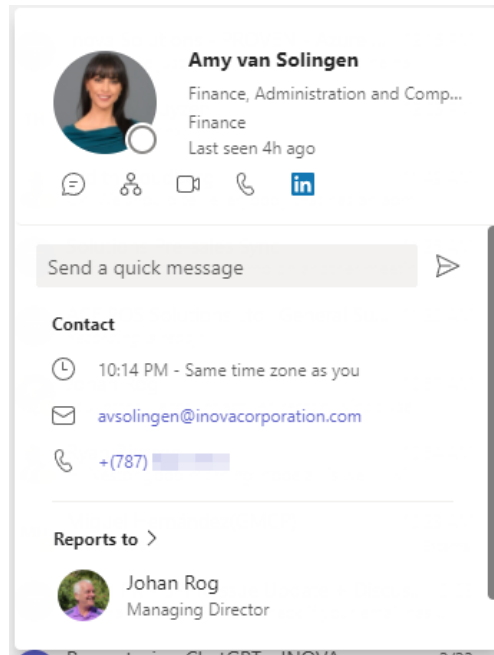
Sara and her team are the HR department for XYZ, Inc.

- During COVID, they realized the many processes that relied on in-office work
- Approvals, performance reviews, staff directories, and more all depended on paper forms

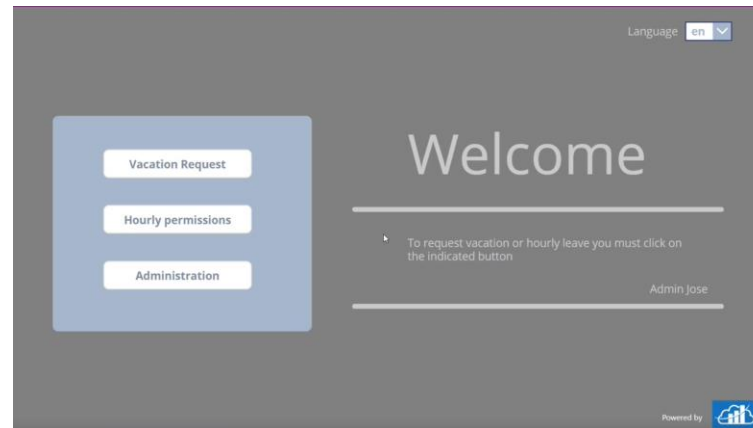
How could Sara's team leverage the Power Platform to digitalize processes?



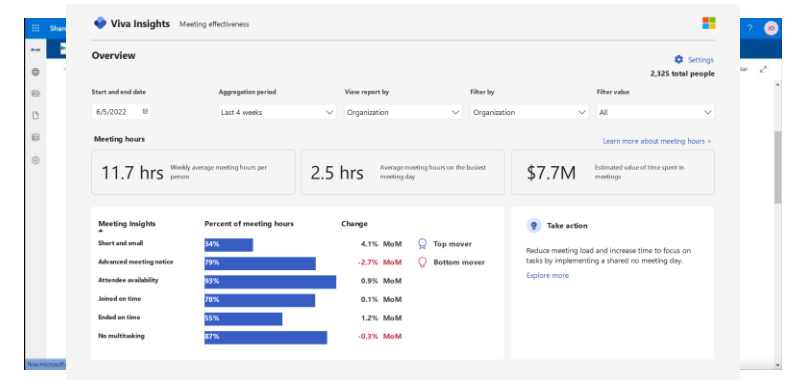
Sara's on the path to digital with the Power Platform



Employee directory and org map with Teams



A suite of HR Power Apps and automation flows



Insights and analysis with Viva and Power BI

So, what's next?



Accessible online learning for citizen developers, IT admins and professional developers.

Start learning >



Begin developing solutions for your sales and marketing problems for free with Power Apps.

Get started free >



Explore communities and user groups to network, grow your skills, discover opportunities, and have fun.

Find a community >



Need to discover the right solution for your data? See what our partners are doing with Power Apps.

Learn how Inova Solutions can help >



Thank you