# 30.01 Concept to Market Scenario Board Discovery Workshop

The Concept to Market scenario board discovery workshop is designed to help establish a comprehensive understanding of the end-to-end process to develop and deliver non-tangible products. This workshop also takes into account the use of the full suite of Dynamics 365 products—including Customer Insights—alongside Microsoft tools such as Microsoft 365, Copilot, Designer, Clipchamp, Project, Teams, Blend, Clarity, Advertising, and the Power Platform.

## Assumptions

* The Concept to Market process is in scope for the Dynamics 365 implementation.
* The scenario board includes both marketing and product/service development perspectives.
* The following stakeholders are available and actively contribute to the workshop:
  + Marketing strategy leads – define marketing goals, segmentation, and positioning.
  + Product managers – oversee offering development and lifecycle.
  + Campaign managers – plan and execute marketing campaigns.
  + Customer insights analysts – manage segmentation, scoring, and analytics.
  + Sales and commerce leads – align marketing with sales and retail channels.
  + IT and Dynamics 365 administrators – configure and integrate Customer Insights and Journeys.
  + Power Platform and Microsoft 365 specialists – support collaboration, automation, and content creation.
  + Executive sponsors – ensure strategic alignment and decision-making.

## Objectives

* Understand the customer’s marketing and offering development process.
* Identify key scenarios and requirements across the Concept to Market lifecycle.
* Document agreed business scope and supporting system needs.

## High-Level Agenda

* Introduction and objectives
* Overview of Concept to Market process
* Discussion of each L2 process area
* Interactive Q&A session
* Wrap-up and next steps

## Key Questions

* Develop marketing strategy (30.05)
  + How are marketing goals and KPIs defined?
  + What tools are used for segmentation and targeting?
  + How is customer data managed and enriched?
* Research and develop offerings (30.15)
  + How are new offerings identified and prioritized?
  + What collaboration tools are used for R&D?
  + How are customer insights used to inform development?
* Manage service offerings (30.25)
  + How are offerings cataloged and maintained?
  + How are pricing and availability managed?
  + Are offerings integrated with Commerce or Supply Chain?
* Prepare marketing campaigns (30.35)
  + How are campaign goals and audiences defined?
  + What tools are used for content creation (e.g., Designer, Clipchamp)?
  + How are campaigns approved and scheduled?
* Manage marketing campaigns (30.45)
  + How are campaigns executed and monitored?
  + What channels are used (email, social, advertising)?
  + How is customer engagement tracked?
* Analyze marketing operations (30.55)
  + What KPIs are tracked (conversion, engagement, ROI)?
  + How are insights shared across teams?
  + What tools are used for reporting (e.g., Power BI, Clarity)?
* Data Migration
  + What historical marketing and customer data needs to be migrated?
  + How is data quality assessed and cleansed?
* Integrations
  + What systems need to integrate with Customer Insights or Journeys?
  + Are there real-time integration needs with Sales, Commerce, or Supply Chain?

## Scenario Board

Following is a sample scenario board template for the Concept to Market process.



The image is a flowchart titled Concept to Market Scenario Board that outlines a business process from lead identification to quotation of sales. The top row depicts a basic flowchart of the business process areas for the Concept to Market process. Below each process step there are one or more blue boxes that depict scenarios and key attributes of the business process area for discussion in the workshop. The bottom of the graphic includes horizontal or supporting processes that support the entire Concept to Market process.

1. **30.05 Develop marketing strategy**
   1. **Scenarios**  
      i) Brand strategy development  
      ii) Product launch planning  
      iii) Market segmentation and targeting  
      iv) Omnichannel strategy alignment  
      v) Customer journey mapping
   2. **Compliance**  
      i) Data privacy (GDPR, CCPA)  
      ii) Consent and preference management  
      iii) Accessibility standards
   3. **Policies**  
      i) Brand guidelines  
      ii) Campaign approval workflows  
      iii) Audience targeting rules  
      iv) Content governance
   4. **Tools and Integration**  
      i) Strategy ideation  
      ii) Collaboration  
      iii) Market analysis  
      iv) Segmentation
2. **30.15 Research and develop offerings**
   1. **Scenarios**  
      i) Voice of the customer (VoC) programs  
      ii) Competitive analysis  
      iii) Product concept testing  
      iv) Co-creation with customers or partners
   2. **Compliance**  
      i) Research ethics and consent  
      ii) Data anonymization  
      iii) Intellectual property protection
   3. **Policies**  
      i) Innovation funnel governance  
      ii) Feedback loop integration  
      iii) Service lifecycle management
   4. **Tools and Integration**  
      i) Surveys  
      ii) Opportunity feedback  
      iii) R&D planning  
      iv) Customer research apps
3. **30.25 Manage service offerings**
   1. **Scenarios**  
      i) Product and service catalog management  
      ii) Bundling and pricing strategies  
      iii) Subscription and usage-based models  
      iv) Regional or channel-specific offerings
   2. **Compliance**  
      i) Pricing transparency regulations  
      ii) Tax and localization rules  
      iii) Product labeling and claims
   3. **Policies**  
      i) SKU governance  
      ii) Versioning and retirement rules  
      iii) Approval workflows for new offerings
   4. **Tools and Integration**  
      i) Product catalog  
      ii) Product availability and fulfillment  
      iii) Offer personalization  
      iv) Offer modeling
4. **30.35 Prepare marketing campaigns**
   1. **Scenarios**  
      i) Campaign planning and budgeting  
      ii) Persona-based content development  
      iii) Channel mix planning (email, social, paid, events)  
      iv) Localization and translation
   2. **Compliance**  
      i) Consent and opt-in management  
      ii) Brand and legal review  
      iii) Accessibility and inclusive design
   3. **Policies**  
      i) Campaign naming conventions  
      ii) Budget thresholds and approvals  
      iii) Content reuse and asset management
   4. **Tools and Integration**  
      i) Dynamics 365 Customer Insights – Journeys for campaign design  
      ii) Microsoft Designer and Clipchamp for creative assets  
      iii) Microsoft Teams and Planner for collaboration  
      iv) Microsoft Advertising and LinkedIn integration
   5. **Campaign types**   
      i) **Awareness campaigns**  
      – Brand storytelling  
      – Social media and video content  
      – Display advertising  
      ii) **Lead generation campaigns**  
      – Gated content (eBooks, webinars)  
      – Paid search and social ads  
      – Landing pages with forms  
      iii) **Nurture campaigns**  
      – Email drip sequences  
      – Personalized journeys  
      – Retargeting ads  
      iv) **Event campaigns**  
      – Webinars and virtual events  
      – In-person conferences  
      – Co-branded partner events  
      v) **Product launch campaigns**  
      – Countdown and teaser content  
      – Launch day promotions  
      – Influencer and PR outreach  
      vi) **Retention and loyalty campaigns**  
      – Customer newsletters  
      – Referral programs  
      – Exclusive offers and rewards
5. **30.45 Manage marketing campaigns**
   1. **Scenarios**  
      i) Real-time journey orchestration  
      ii) A/B testing and optimization  
      iii) Lead capture and scoring  
      iv) Event and webinar execution
   2. **Compliance**  
      i) Email deliverability and unsubscribe management  
      ii) Data residency and retention  
      iii) Cookie and tracking consent
   3. **Policies**  
      i) Frequency caps  
      ii) Lead handoff to sales  
      iii) Campaign performance thresholds
   4. **Tools and Integration**  
      i) Campaign execution  
      ii) Lead follow-up  
      iii) Behavioral insights  
      iv) Workflow/automation
6. **30.55 Analyze marketing operations**
   1. **Metrics**  
      i) Campaign ROI  
      ii) Customer acquisition cost (CAC)  
      iii) Conversion rates by channel  
      iv) Engagement and churn
   2. **Reports**  
      i) Funnel performance dashboards  
      ii) Segment-level insights  
      iii) Attribution modeling  
      iv) Content performance
   3. **Policies**  
      i) Reporting cadence and ownership  
      ii) Data quality and governance  
      iii) KPI definitions and benchmarks

# 30.02 Concept to Market Storyline Design Review Workshop

The Concept to Market storyline design review workshop is a critical step in validating the proposed solution design for marketing and offering development in Dynamics 365. This session focuses on reviewing the “happy path” scenarios across the Concept to Market lifecycle, conducting a fit-to-standard review, and identifying any gaps or design decisions.

## Assumptions

* The agreed business scope from the scenario board workshop is finalized.
* Dynamics 365 is configured for the selected storyline scenarios.
* The following stakeholders are available and actively contribute to the workshop:
  + Marketing and campaign managers – validate campaign planning and execution workflows.
  + Product and service managers – review offering development and catalog management.
  + Customer insights analysts – validate segmentation, scoring, and analytics.
  + Sales and commerce leads – ensure alignment with downstream sales and fulfillment.
  + IT and solution architects – review system configuration and integrations.
  + Executive sponsors – ensure strategic alignment and sign-off.

## Objectives

* Demonstrate Dynamics 365 capabilities for Concept to Market.
* Validate the solution design for each L2 process area.
* Identify gaps, risks, and decisions.
* Define next steps for configuration and testing.

## High-Level Agenda

* Introduction and objectives
* Demonstration of storyline scenarios (Concept to Market lifecycle)
* Fit-to-standard discussion
* Q&A and feedback
* Wrap-up and next steps

## Key Questions

* Does the solution support your marketing and offering development model effectively?
* Are there any gaps in functionality or integration?
* How are campaigns, offerings, and customer insights managed in the system?
* Are there any concerns with usability, scalability, or compliance?
* What changes are needed to align with your marketing strategy?

# 30.05.001 Develop Marketing Strategy - Deep-Dive Discovery Workshop

This deep-dive discovery workshop is designed to help organizations define and refine their general marketing strategy using Dynamics 365 Customer Insights – Data and Journeys. The session will explore how to articulate a compelling value proposition, forecast marketing campaign targets, develop a brand and regulatory compliance strategy, and conduct market research. The workshop will also consider integration with other Microsoft and Dynamics 365 tools to support a comprehensive marketing approach.

## Assumptions

* The Develop Marketing Strategy process is in scope for the Dynamics 365 implementation.
* The following stakeholders are available and actively contribute to the workshop:
  + Marketing strategy leads – responsible for defining the brand, value proposition, and campaign direction.
  + Campaign managers – responsible for planning and executing marketing campaigns.
  + Data analysts – responsible for forecasting and analyzing campaign targets and market trends.
  + Compliance officers – responsible for ensuring marketing activities align with regulatory requirements.
  + Product managers – responsible for aligning marketing strategy with product positioning.
  + IT and Dynamics 365 administrators – responsible for system configuration and integration.
  + Executive sponsors – responsible for strategic alignment and decision-making.

## Objectives

* Define the organization’s marketing value proposition and brand strategy.
* Identify forecasting needs for marketing campaign targets.
* Understand regulatory and compliance requirements for marketing.
* Explore market research practices and data sources.
* Determine system and integration requirements to support marketing strategy.

## Agenda

* Introduction and objectives
* Review of current marketing strategy and tools
* Value proposition and brand development
* Forecasting and campaign targeting
* Regulatory compliance and risk management
* Market research and data sources
* Wrap-up and next steps

## Key Questions

* **Defining the Value Proposition**
  + What is the core value proposition for your organization’s offerings?
  + How is the value proposition communicated across channels?
  + How is the value proposition differentiated by customer segment or market?
  + What tools are used to manage and evolve the value proposition?
* **Forecasting Marketing Campaign Targets**
  + How are marketing campaign targets forecasted?
  + What data sources are used to inform campaign targeting?
  + How are campaign goals aligned with business objectives?
  + What tools are used for segmentation and predictive modeling?
* **Developing the Brand and Regulatory Compliance Strategy**
  + What is the current brand strategy and how is it managed?
  + What are the key compliance requirements for marketing (e.g., GDPR, CAN-SPAM)?
  + How is consent and preference management handled?
  + What tools are used to manage brand assets and ensure compliance?
* **Performing Market Research**
  + What methods are used for market research (e.g., surveys, focus groups, analytics)?
  + What internal and external data sources are used?
  + How is market research data analyzed and shared?
  + How is market research used to inform strategy and campaigns?

# 30.15.001 Research and Develop Offerings Deep-Dive Discovery Workshop

This workshop is designed to define and refine the research and development approach for service offerings. It focuses on how organizations generate ideas, conduct research, develop and test service prototypes, and identify target markets. The session supports the implementation of Dynamics 365 Customer Insights and related Microsoft tools to support service innovation.

## Assumptions

* The 30.15 Research and Develop Offerings process is in scope for the Dynamics 365 implementation.
* The following stakeholders are available and actively contribute to the workshop:
  + Service innovation leads – responsible for defining the R&D strategy and managing the innovation pipeline.
  + Marketing strategists – responsible for identifying market needs and aligning offerings with brand strategy.
  + Customer insights analysts – responsible for analyzing customer data and identifying trends.
  + Product managers – responsible for defining service features and coordinating development efforts.
  + Compliance and legal advisors – responsible for ensuring regulatory alignment of new offerings.
  + IT and platform architects – responsible for enabling tools and data platforms to support R&D processes.

## Objectives

* Define the R&D approach for service offerings.
* Identify gaps in current research and development processes.
* Plan for data integration and platform support for service innovation.

## Agenda

* Introduction and objectives
* Review of current R&D approach for service offerings
* Idea generation and research methods
* Prototype development and testing
* Target market identification and validation
* Wrap-up and next steps

## Key Questions

* R&D Approach
  + What is your current approach to researching and developing new service offerings?
  + How are R&D initiatives prioritized and funded?
  + What tools or platforms are used to manage the R&D lifecycle?
* Idea Generation
  + How are new service ideas generated (e.g., customer feedback, market trends, internal innovation)?
  + Who is involved in the ideation process?
  + How are ideas evaluated and selected for further development?
* Research
  + What types of research are conducted to validate service concepts?
  + How is customer data used to inform research?
  + Are external research partners or consultants involved?
* Prototype Development and Testing
  + How are service prototypes developed and tested?
  + What tools or platforms are used to simulate or pilot new services?
  + How is feedback collected and incorporated into the prototype?
* Target Market Identification
  + How are target markets identified and segmented?
  + What data sources are used to validate market demand?
  + How are personas or customer profiles developed for new offerings?

# 30.25.001 Manage Service Offerings Deep-Dive Discovery Workshop

This workshop is designed to define and refine the organization's approach to managing service offerings using Dynamics 365. It focuses on the full lifecycle of service offerings, including the development of new services, pricing strategies, ongoing maintenance, and retirement. The session will help identify key requirements, gaps, and opportunities for improvement in service portfolio management.

## Assumptions

* The Manage Service Offerings process is in scope for the Dynamics 365 implementation.
* The following stakeholders are available and actively contribute to the workshop:
  + Service portfolio managers – responsible for defining and maintaining the catalog of service offerings.
  + Pricing analysts – responsible for setting and reviewing service pricing models.
  + Marketing managers – responsible for positioning and promoting service offerings.
  + Customer success managers – responsible for ensuring service offerings meet customer needs.
  + Finance representatives – responsible for evaluating service profitability and cost structures.
  + IT and Dynamics 365 administrators – responsible for configuring and supporting service management capabilities.

## Objectives

* Define requirements for managing the lifecycle of service offerings.
* Identify gaps in current service development, pricing, and maintenance processes.
* Plan for data migration and integration needs related to service offerings.

## Agenda

* Introduction and objectives
* Review of current service offering lifecycle
* Discussion of service development, pricing, maintenance, and retirement
* Data migration and integration considerations
* Wrap-up and next steps

## Key Questions

* Developing New Services
  + How are new service ideas generated and evaluated?
  + What is the process for defining and approving new service offerings?
  + How are customer needs and market trends incorporated into service development?
* Managing Pricing
  + What pricing models are used for services (e.g., subscription, usage-based, tiered)?
  + How often are service prices reviewed and updated?
  + Who is responsible for pricing decisions and approvals?
* Maintaining and Editing Services
  + How are service descriptions, terms, and conditions maintained?
  + What is the process for updating service features or availability?
  + How are changes communicated to internal teams and customers?
* Retiring Services
  + What criteria are used to determine when a service should be retired?
  + How is the retirement of a service planned and communicated?
  + How are customers transitioning from retired services to alternatives?
* Data Migration and Integration
  + What existing service offering data needs to be migrated to Dynamics 365?
  + Are there integrations with other systems (e.g., billing, CRM, marketing) that manage service data?
  + How is a service offering data validated and maintained across systems?

# 30.35.001 Prepare Marketing Campaigns - Deep-Dive Discovery Workshop

This workshop is designed to define and refine the planning process for marketing campaigns using Dynamics 365 Customer Insights – Journeys and related Microsoft tools. It focuses on identifying campaign audiences, developing themes and messages, creating marketing materials, planning events, developing loyalty programs, ensuring compliance with customer data regulations, and creating campaign websites. The workshop covers planning for various types of campaigns up to the point of launch.

## Assumptions

* The Prepare Marketing Campaigns process is in scope for the Dynamics 365 implementation.
* The following stakeholders are available and actively contribute to the workshop:
  + Marketing managers – responsible for campaign strategy, audience targeting, and messaging.
  + Campaign planners – responsible for coordinating campaign timelines, assets, and execution plans.
  + Creative and content teams – responsible for developing marketing materials and digital assets.
  + Event coordinators – responsible for planning and managing marketing events.
  + Loyalty program managers – responsible for designing and managing customer loyalty initiatives.
  + Legal and compliance officers – responsible for ensuring adherence to customer data regulations.
  + Web and digital experience teams – responsible for campaign websites and digital engagement.
  + IT and Dynamics 365 administrators – responsible for system configuration and integration.

## Objectives

* Define campaign planning requirements across all campaign types.
* Identify gaps in current planning, content creation, and compliance processes.
* Plan for data migration and system integration.

## Agenda

* Introduction and objectives
* Review of current campaign planning process
* Discussion of campaign audience targeting and segmentation
* Development of campaign themes and messaging
* Creation of marketing materials and digital assets
* Planning of events and loyalty programs
* Compliance with customer data regulations
* Campaign website planning and digital experience
* Wrap-up and next steps

## Key Questions

* Campaign Audience Identification
  + How are campaign audiences defined and segmented?
  + What data sources are used to identify and target audiences?
  + Are there specific personas or customer journeys defined?
* Campaign Themes and Messaging
  + How are campaign themes and messages developed?
  + Who is responsible for content creation and approval?
  + Are there brand guidelines or tone-of-voice standards to follow?
* Marketing Materials and Assets
  + What types of marketing materials are created (emails, videos, brochures, etc.)?
  + What tools are used to create and manage these assets (e.g., Designer, Clipchamp)?
  + How are assets stored, versioned, and approved?
* Event Planning
  + What types of events are planned (webinars, in-person, virtual)?
  + How are events coordinated and promoted?
  + What tools are used for event registration and follow-up?
* Loyalty Programs
  + Are loyalty programs part of the campaign strategy?
  + How are loyalty tiers, rewards, and engagement tracked?
  + What systems are used to manage loyalty data?
* Customer Data Compliance
  + What regulations must be followed (e.g., GDPR, CAN-SPAM)?
  + How is consent captured and managed?
  + How is customer data secured and governed?
* Campaign Websites and Digital Experience
  + Are campaign-specific websites or landing pages created?
  + What tools are used to build and manage these sites (e.g., Power Pages, Microsoft 365)?
  + How is engagement tracked and analyzed?
* Data Migration and Integration
  + What historical campaign data needs to be migrated?
  + What systems need to integrate with Dynamics 365 (e.g., Sales, Commerce, Power Platform)?
  + Are there real-time data or analytics requirements?

# 30.45.001 Manage Marketing Campaigns Deep-Dive Discovery Workshop

The Manage Marketing Campaigns deep-dive discovery workshop is designed to help organizations define and refine their approach to executing marketing campaigns using Dynamics 365 Customer Insights – Journeys. This workshop focuses on the operational aspects of campaign execution, including post-launch edits, event logistics, expense tracking, and active campaign oversight. It also explores integration with other Microsoft and Dynamics 365 tools to support campaign management and performance tracking.

## Assumptions

* The Manage Marketing Campaigns process is in scope for the Dynamics 365 implementation.
* The following stakeholders are available and actively contribute to the workshop:
  + Marketing campaign managers – responsible for executing and monitoring campaigns.
  + Event coordinators – responsible for planning and managing event logistics.
  + Marketing operations specialists – responsible for campaign setup, tracking, and compliance.
  + Finance and budget analysts – responsible for tracking campaign expenses and budget adherence.
  + CRM and Dynamics 365 administrators – responsible for configuring and integrating marketing tools.
  + Customer experience leads – responsible for ensuring campaign alignment with customer engagement goals.
  + Executive sponsors – responsible for strategic oversight and marketing performance outcomes.

## Objectives

* Define campaign execution and monitoring requirements.
* Identify gaps in current campaign management processes.
* Plan for data migration and integration with supporting systems.

## Agenda

* Introduction and objectives
* Review of current campaign execution processes
* Event logistics and coordination
* Campaign expense tracking and reporting
* Oversight of active campaigns and performance monitoring
* Wrap-up and next steps

## Key Questions

* Campaign Execution and Post-Launch Edits
  + How are campaigns launched and monitored in real time?
  + What types of edits are typically made after a campaign is launched?
  + How are changes to messaging, audiences, or assets managed post-launch?
  + What tools are used to track campaign engagement and performance?
* Event Logistics
  + What types of events are included in your marketing campaigns (e.g., webinars, in-person, hybrid)?
  + How are event logistics planned and coordinated?
  + What systems are used to manage event registration, attendance, and follow-up?
  + How is event data integrated with campaign performance tracking?
* Campaign Expense Tracking
  + How are campaign budgets defined and approved?
  + How are expenses tracked against campaign budgets?
  + What tools are used for financial tracking and reporting?
  + How is ROI calculated for marketing campaigns?
* Oversight of Active Campaigns
  + Who is responsible for monitoring active campaigns?
  + What dashboards or reports are used to track campaign performance?
  + How are underperforming campaigns identified and adjusted?
  + How is campaign data shared with stakeholders and leadership?
* Data Migration and Integration
  + What historical campaign data needs to be migrated?
  + What systems need to integrate with Dynamics 365 Customer Insights – Journeys (e.g., CRM, ERP, event platforms)?
  + Are there any challenges with data quality or consistency?
  + How is campaign data synchronized across platforms?

# 30.55.001 Analyze Marketing Operations Deep-Dive Discovery Workshop

The Analyze Marketing Operations deep-dive discovery workshop is designed to help organizations evaluate the effectiveness, efficiency, and compliance of their marketing activities using Dynamics 365 Customer Insights and related Microsoft tools. This session focuses on understanding how marketing financials, campaign performance, market trends, and competitive positioning are tracked and analyzed. It also includes a review of regulatory compliance and audit readiness across marketing operations.

## Assumptions

* The Analyze Marketing Operations process is in scope for the Dynamics 365 implementation.
* The following stakeholders are available and actively contribute to the workshop:
  + Marketing operations managers – responsible for overseeing campaign execution and performance tracking.
  + Marketing analysts – responsible for analyzing campaign data, trends, and KPIs.
  + Finance business partners – responsible for tracking marketing spend and ROI.
  + Compliance officers – responsible for ensuring marketing activities meet regulatory requirements.
  + Customer insights specialists – responsible for managing segmentation, trends, and behavioral data.
  + IT and Dynamics 365 administrators – responsible for system configuration, data integration, and reporting tools.

## Objectives

* Define detailed requirements for analyzing marketing operations.
* Identify gaps in current reporting, compliance, and performance tracking.
* Plan data migration and integration needs for marketing analytics.

## Agenda

* Introduction and objectives
* Review of current marketing analytics and reporting
* Discussion of financial tracking and ROI
* Campaign performance and trend analysis
* Competitive and compliance review
* Wrap-up and next steps

## Key Questions

* Marketing Financials
  + How is marketing spend tracked across campaigns, channels, and regions?
  + What tools are used to calculate marketing ROI and cost per lead?
  + How are budgets allocated and monitored for marketing activities?
* Campaign Performance
  + What KPIs are used to evaluate campaign success (e.g., open rates, conversions, engagement)?
  + How is campaign performance tracked in real-time and post-campaign?
  + Are there automated dashboards or reports used by marketing leadership?
* Marketing Trends
  + How are customer behavior and engagement trends analyzed?
  + What tools are used to identify emerging market segments or opportunities?
  + How is historical campaign data used to inform future planning?
* Competitive Analysis
  + How is competitor activity monitored and benchmarked?
  + Are there tools or services used for social listening or market intelligence?
  + How is competitive data integrated into marketing planning?
* Regulatory Compliance
  + What regulations impact marketing operations (e.g., GDPR, CAN-SPAM, CASL)?
  + How is consent and preference data managed and audited?
  + Are there processes in place for reviewing and approving marketing content?
* Data Migration and Integration
  + What historical marketing data needs to be migrated into Dynamics 365?
  + What systems need to integrate with Customer Insights or Journeys (e.g., ERP, CRM, web analytics)?
  + Are there known data quality or reporting challenges in the current environment?