

The background features a dynamic, abstract composition of blue and orange liquid splashes and droplets. The word "elisa" is written in a white, lowercase, cursive script, centered horizontally and partially overlaid by the blue liquid. The overall effect is one of movement and energy.

elisa

**Dynamics 365, tekoälyä ja analytiikkaa!**

Jukka Niiranen & Markku Suominen 26.11.2018

# Aamun agendalla:

- Dynamics 365 AI
- Microsoft Teams & Dynamics 365
- Dynamics 365 for Marketing



Markku  
Suominen



Jukka  
Niiranen



elisa

Dynamics 365 AI

**Yrityksillä on hyviä syitä investoida myynnin analytiikkaan, koska tutkimusten (\*) mukaan analytiikan hyödyntäminen nostaa myynnin tuottavuutta 5% - 10% ja vähentää myyntihenkilöstön myynnin suunnitteluun käyttämää aikaa kaksi kolmasosaa.**

**Useimmat yritykset eivät usko olevansa  
erityisen hyviä analytiikan hyödyntämisessä**

**Dynamics 365:n kaaviot ja koontinäytöt ovat hyviä  
nopean yleisnäkymän saamiseen**

**Power BI on joustava ja monipuolinen ratkaisu, mutta  
vaatii osaamista ja ymmärrystä tietorakenteista**

**Tietojen vienti Dynamics 365:sta ulkoiseen  
raportointiratkaisuun on mutkikasta**



## Usein turvaudutaan tietojen Excel-vientiin

Myyjät haluavat nähdä edistymisensä tavoitteisiin nähden sekä hankkeet, joiden kanssa työskennellä seuraavaksi -> Excel-kaavoja

Myyntijohtajien tulee raportoida koko myynnistä ja laatia ennusteita -> Useita Excel-taulukkoita, useita kaavoja...

# Microsoftin AI-ratkaisut, koko kuva





# Dynamics 365 AI -ratkaisut

## Dynamics 365 AI for Sales



**Empower sellers and sales managers** to sell smarter and lead proactively with AI-driven insights

**Provide embedded insights** with Dynamics 365 for Sales to drive smarter selling and decision-making

**Get started quickly** with a prepackaged solution that works out of the box.

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**Nov. 1, 2018** embedded capabilities for sellers GA

**Nov. 1, 2018** sales manager capabilities public preview

## Dynamics 365 AI for Customer Service



**Compile insights** into one location for the entire support team including human and virtual agents

**Enable automatic clustering** of support cases by topic with natural language understanding

**Combine the capabilities** of virtual agents and customer service insights

---

**Oct. 31, 2018** AI for Customer Service public preview

**Coming Soon** virtual agents public preview

## Dynamics 365 AI for Market Insights



**Know your customers** better through social and search insights

**Build your brand** and enhance your reputation by engaging effectively with your audience

**Gain competitive advantage** by spotting trends and responding faster to market opportunities

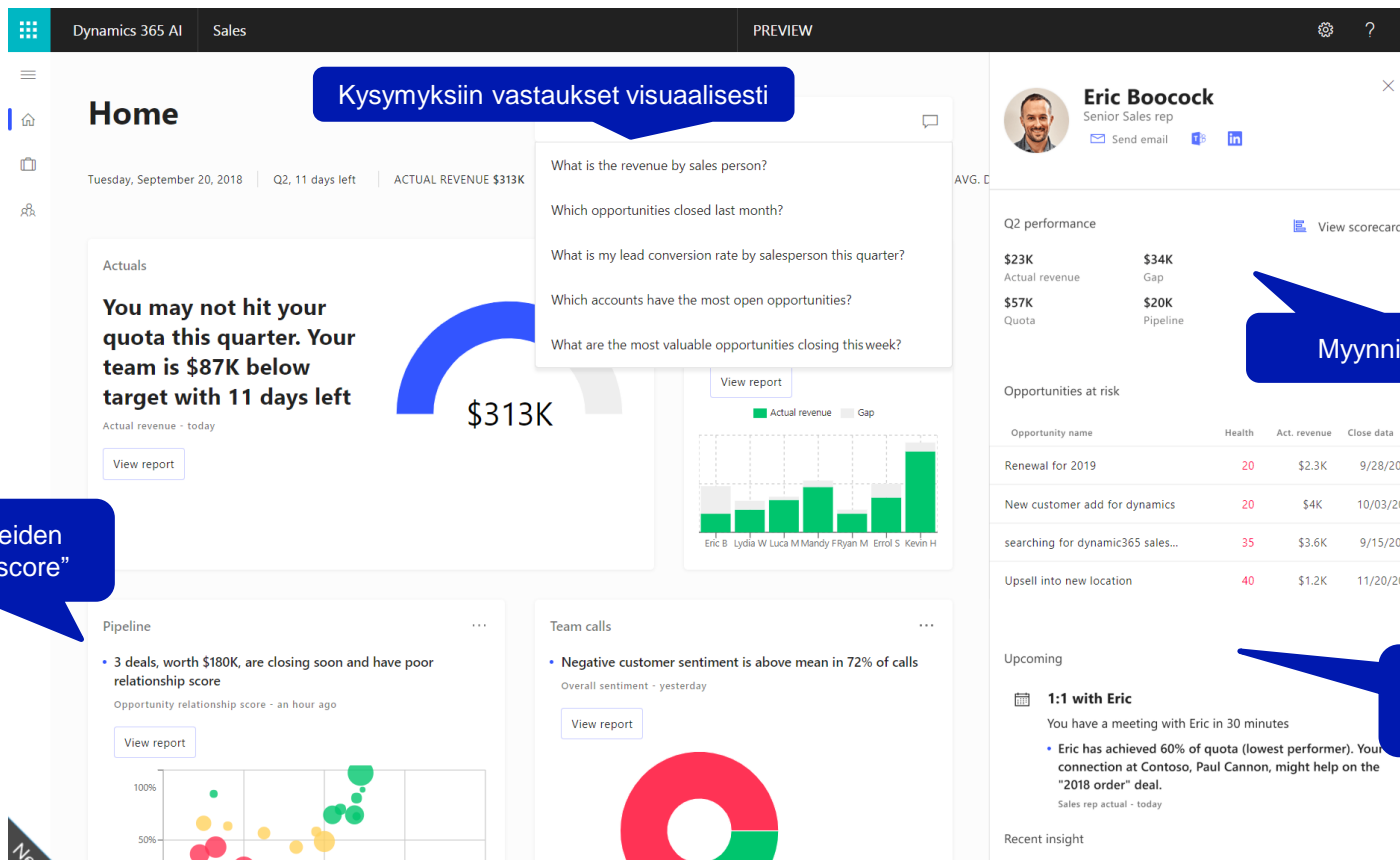
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**Oct. 31, 2018** public preview release in US

**Coming Soon** Public preview release in more countries

# **Dynamics 365 AI for Sales: demo**

# Dynamics 365 AI for Sales: myyntijohdon työpöytä



# Dynamics 365 AI for Sales: myyjän työkalut 1/2

## Dynamics 365 for Sales (Enterprise)

General Availability



Salesperson

Email  
Engagement

Relationship  
Assistant

Auto Capture

## Dynamics 365 AI for Sales

General Availability



Salesperson

GA  
Relationship  
Analytics

GA  
Predictive Lead  
Scoring

New  
Who knows whom

New  
Predictive  
Opportunity Scoring

New  
Talking Points

New  
Notes Analysis

Public Preview



Sales Manager

New  
Business  
Performance

New  
Team Performance

New  
Call Intelligence

# Dynamics 365 AI for Sales: myyjän työkalut 2/2

Relationship Assistant

**Opportunity Closing Soon**  
**Keyboard Sales**  
Opportunity closes on Wednesday, September 26, 2018.

**Poor relationship and Declining**

Next Interaction  
 Next Activity Not Scheduled

Last Interaction  
← Monday, January 1, 2001 12:00 AM  
Follow up with customer

"Suhdeavustaja" ja edellinen / seuraava toimenpide

Icebreakers for John Miller

*I really enjoyed the basketball game last night*

11 days ago about Sports

Who Knows Whom

```
graph TD; JM((JM)) --- SH((SH)); JM --- C1(( )); JM --- C2(( )); JM --- C3(( )); JM --- C4(( ));
```

"Kuka tuntee kenet" -verkosto

Timeline

Enter a note...

TODAY

Note modified by Ryan Cunningham - Just now

Meeting with Anna  
Just finished the call with Anna. She would like us to send the initial Proposal for the skyline Printers. She also introduced me to Shira from their legal team.

**New Contact**  
Create a new contact Shira for Woodgrove Bank.  
**Create** **Edit and Create**

Like Reply ...

Talking Points for Lidman Anna

"After the busy week we did enjoy the game day supporting Seahawks . This was definitely some..."  
2h ago about Sports

"The season and the travel is to be blamed. I am feeling much better now..."  
1w ago about Health

"Summers is the time to be with family. This was a long pending vacation. Let's talk about work in a..."  
3m ago about Family

RECEIPT ACTIVITY

5 Open 5 Attachment Views 5 Links Clicked 0 Replied

11:30 am Opened on iPhone 6 near Boston, NY |

11:22 am Viewed [Litware #D Printer.pdf](#)

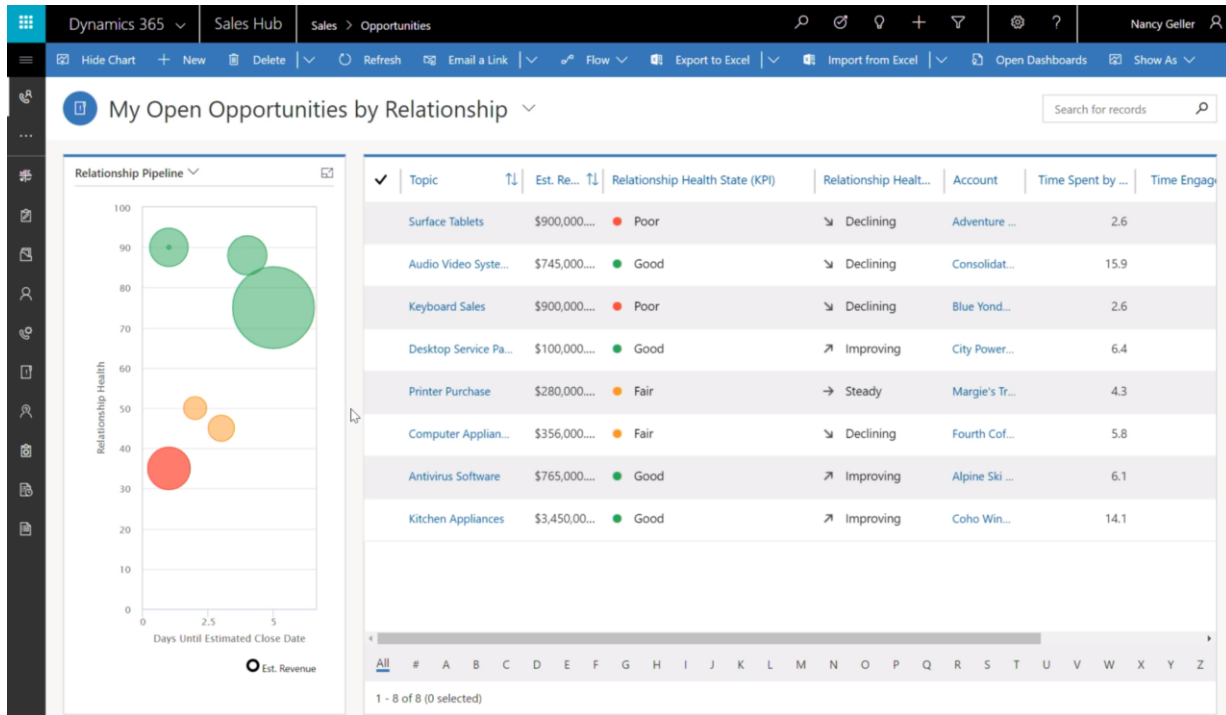
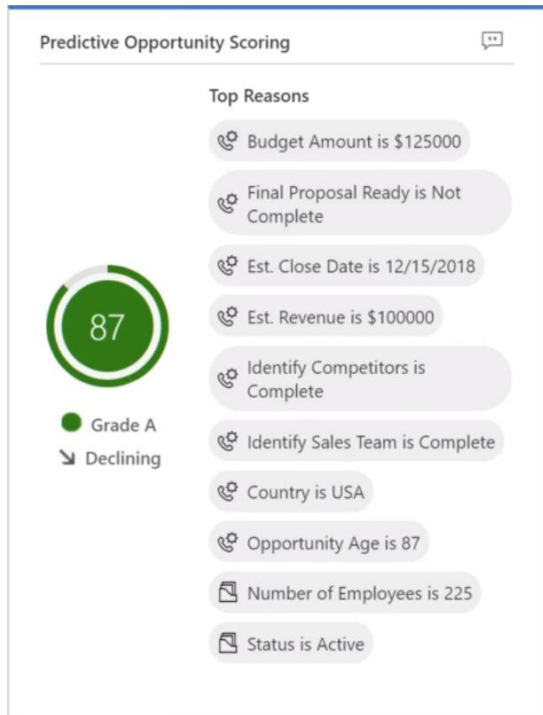
11:20 am Clicked Hyperlink to visit <http://www.liware.com>.

more...

Sähköpostin tapahtumaseuranta


Muistiinpanojen analyysi ja puheenaiheet

# Opportunity scoring & Relationship health




# Relationship Assistant

## Email text extraction

 **Email contains a potential lead**  
**Interested in your product**


Jill Frank mentioned "I'm interested in learning more about your service." in the email.

[Open Email](#)

 **Issue detected in an email**  
**Shipment delayed**


Maria Cambell mentioned "shipment is delayed and this may affect project timeline" in the email.

[Create Case](#) [Open Email](#)

 **Email requesting a meeting**  
**Re: Updated Proposal**

Rene Valdes mentioned "Proposal looks good. Can we meet tomorrow?"


[Create Meeting](#) [Open Email](#)

 **Email mentioned a competitor**  
**Re: Updated Proposal**


Rene Valdes mentioned "Proposal looks good. Can we meet tomorrow?"

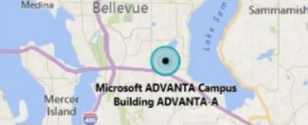
[Add Competitor](#)

## Upcoming activities


 **Next meeting in 21 minutes**  
**Proposal Review**


We'll review the proposal we sent last week and do a complete review of all issues raised for the proposal.


 **Contoso**  
Jim Glynn





[Get Directions](#) [Email Attendees](#)

 **Departs on Oct 12 at 3 PM**  
Alaska Airline AS 320


SEA 6:15AM —  — SFO 8:15AM

 2pm Today  
On site Demo

  +4 7 CUSTOMERS NEARBY


[Open Email](#)

## Relationship Analytics

 **Opportunity at risk**  
**500 Printers for Litware**


Opportunity "500 Printers for Litware" "is at risk due to poor relationship score.

[Open Opportunity](#) [Send Email](#)

 **No activity with Account**  
**Northwind Traders**


There's been no activity with this account since August 4, 2016.

[Open Account](#) [Send Email](#)

 **Email opened**  
**Sidney Higa just opened your email**

Your email "Updated Proposal" just got opened at 3:21pm from San Francisco, CA, USA.

[View Recipient](#) [Open Email](#)



 **Email Reminder**  
**Reminder about New Brochure**

There's been no reply to your email "New Brochure" since it was sent on Oct 09, 2016 at 3:20 pm.


[Open Email](#)


## Web enrichment


STOCK ACTIVITY AT 3:14 PM EDT OCT 11, 2016

 **NASDAQ: MSFT**  
Microsoft Corp **57.89 USD**  
 0.21(0.36%)

RELEVANT NEWS - UPDATED 10M AGO

 Microsoft's solaris aquisition could expand its IOT services

 Apple Pay page adds 26 more US banks, more UK support

 Google adds Chrysler's 2017 Pacifica to their self driven fleet



# Dynamics 365 AI for Customer Service



**Tunnista aiheet** sisäänrakennetun tekoälyn avulla

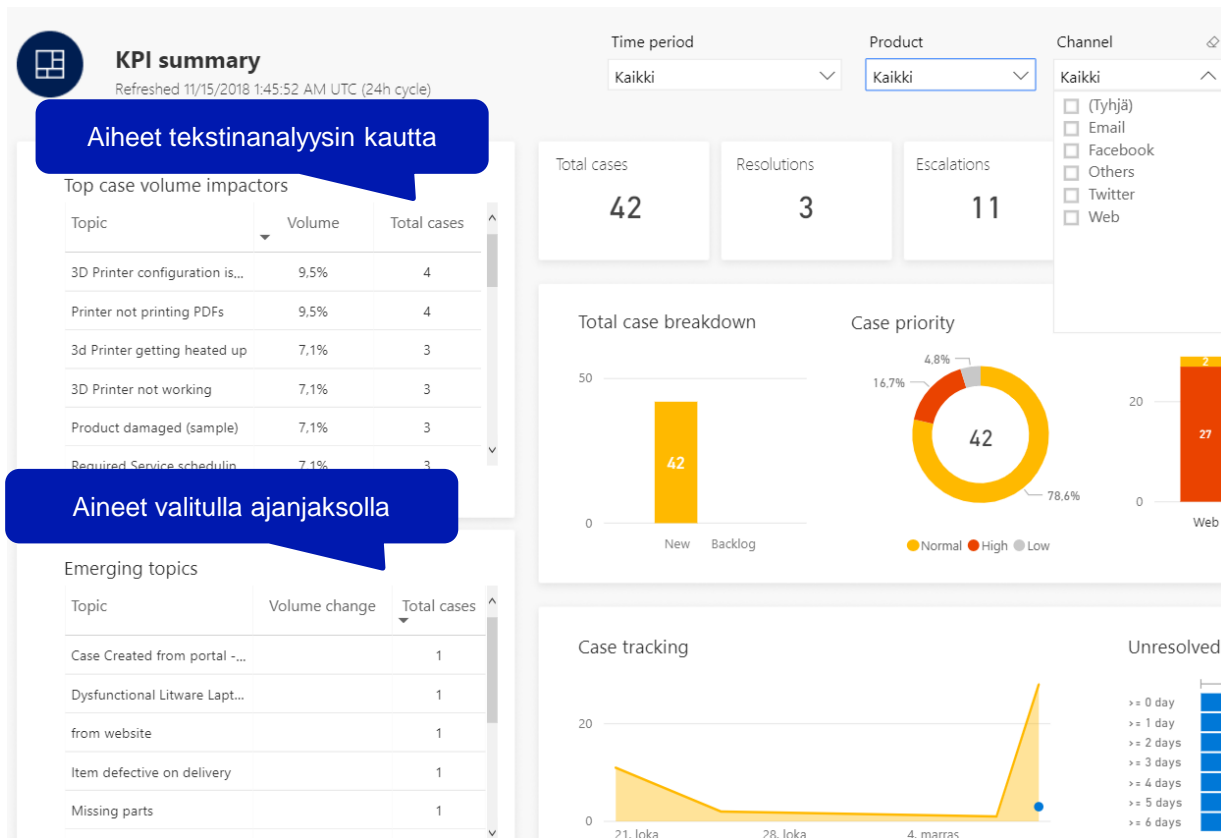


**Ota käyttöön virtuaaliset asiakaspalveluagentit**



**Lisää tuottavuutta ja vähennä työmäärää**

# Dynamics 365 AI for Customer Service



Ajanjakso, tuotteet, kanavat

An abstract graphic featuring vibrant blue liquid splashes and flowing orange mesh ribbons. The word "elisa" is written in a white, cursive script across the center of the blue liquid.

elisa

Dynamics 365 for Microsoft Teams

# Dynamics 365 –tietue Teams-välilehtenä

**1. Kanavaan kiinnitetty asiakastietue**

**2. Dynamics 365:stä avautuva asiakaslomake**

**3. Asiakkaaseen liittyvä Teams-keskustelu**

**Microsoft Teams**

Search or type a command

**Elisa account team > General**

Conversations Files Wiki **Elisa Oyj** Meeting Notes New +

+ New ... Deactivate ... Connect ... Assign ... Email a Link ...

Account: AI for Sales  
**Elisa Oyj**

Summary Details Related

Annual Revenue  
**1 787 000,00 \$**

Number of Employees  
**4 700**

Owner  
Antti Admini...

**ACCOUNT INFORMATION**

Account Name  
**Elisa Oyj**

Phone  
**09 12345**

Fax  
---

Website

**Timeline**

Enter a note...

**TODAY**

Post by Antti Administrator - 18 Minutes ago

Let's add all the key stakeholders from this account into Dynamics 365, as we're planning to leverage Sales AI to gain a ...

Like Reply ...

**LAST WEEK**

Appointment from Antti Administrator - perjantai 10.00

**Dynamics 365 -asioita**  
Käydään läpi asioita

9:08 AM  
Tab conversation has begun.

**Elisa Oyj**

9:18 AM  
When do we have the next quarterly KAM meeting with Elisa account team & could I please get an invite to it?

David So 9:29 AM  
Antti, you're in luck since it's going to take place tomorrow morning! You've got an invite, but just feel free to join the meeting here on this channel 😊

See less

9:29 AM  
Cheers, David! Looking forward to it 🙌

Reply

Join or create a team

elisa

# Teams-dokumentit Dynamics 365 -lomakkeella

The screenshot displays the Microsoft Teams interface on the left and the Dynamics 365 interface on the right. The Teams interface shows the 'Elisa account team' with a 'General' channel. The 'Files' tab is selected, showing a list of documents: 'Elisa account plan 2018.docx' and 'Azure Data Lake Gen2 for Elisa Oyj.pptx'. A blue callout box points to the 'Files' tab with the text: '1. Teams-jäsenten käsittelemät dokumentit'. The Dynamics 365 interface shows the 'Sales Hub' for 'Elisa Oyj'. The 'Documents' tab is selected, showing a list of documents: 'Azure Data Lake Gen2 for Elisa Oyj.pptx' and 'Elisa account plan 2018.docx'. A blue callout box points to the 'Documents' tab with the text: '2. Dynamics 365 – tietuelomakkeelta nähtävät dokumentit'.

1. Teams-jäsenten käsittelemät dokumentit

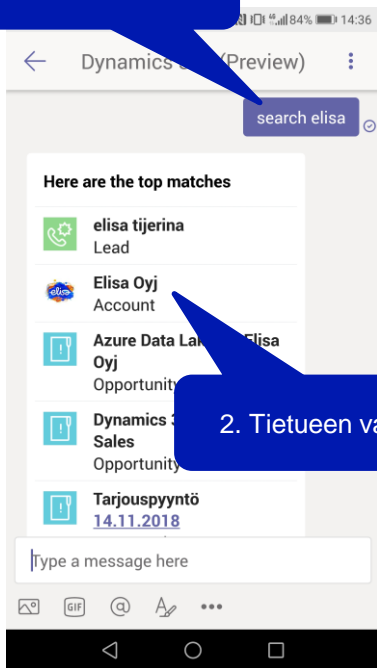
2. Dynamics 365 – tietuelomakkeelta nähtävät dokumentit

✓	Name	↑↓	Modified	↑↓	Modified by	↑↓
	Azure Data Lake Gen2 for Elisa Oyj.pptx		22.11.2018 11:03		Antti Administrator	
	Elisa account plan 2018.docx		22.11.2018 11:06		Antti Administrator	

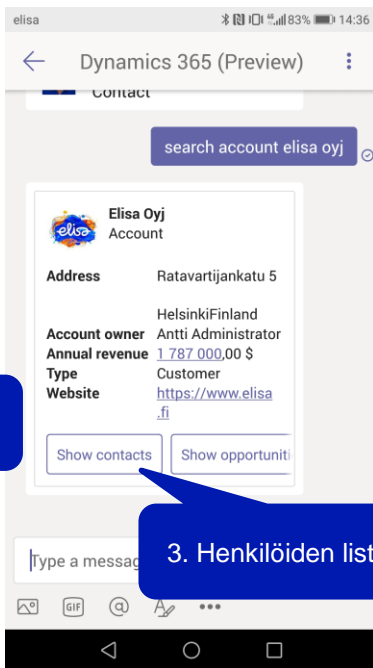
1 - 2 of 2 (0 selected)

# Dynamics 365 & Teams-botti mobiilikäytössä

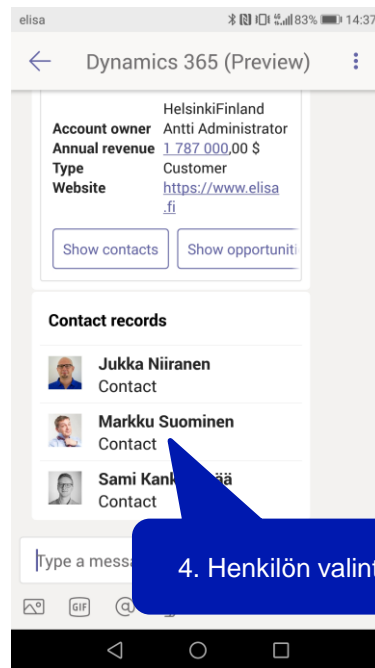
## 1. Vapaatekstihaku



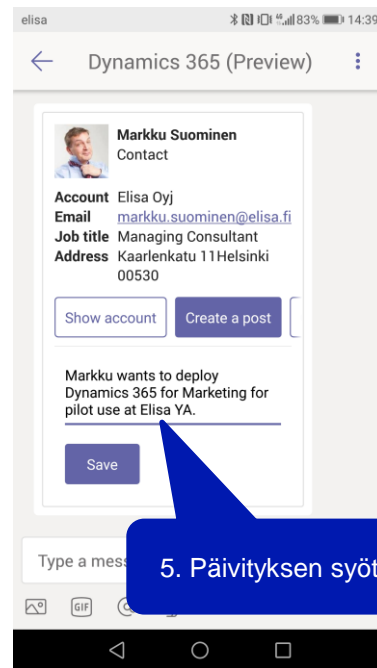
## 2. Tietueen valinta



## 3. Henkilöiden listaus



## 4. Henkilön valinta



## 5. Päivityksen syöttö

# Teams-botti ja Dynamics 365 AI for Sales

The screenshot shows the Microsoft Teams interface with a chat window open for the 'Mountain Bikes' team. The chat history shows a message from the Dynamics 365 bot:

**Dynamics 365** 6/4  
I found 3 people that know, "Contoso".

The first message includes a network diagram showing three people connected to a central point. A callout box points to this diagram:

2. Tulosten visualisointi verkostona

The second message shows a card for 'Welly Lee' with a 'Strong Connection Strength' indicator. A callout box points to this indicator:

3. Suhteen vahvuuden indikaattori

A third callout box points to the first message:

1. Asiakkaan tuntevien työntekijöiden haku omasta organisaatiosta





elisa

Dynamics 365 for Marketing

# Liiketoiminnan markkinointihaasteita



Ei tarpeeksi  
liidejä



Liidien laatu  
huono



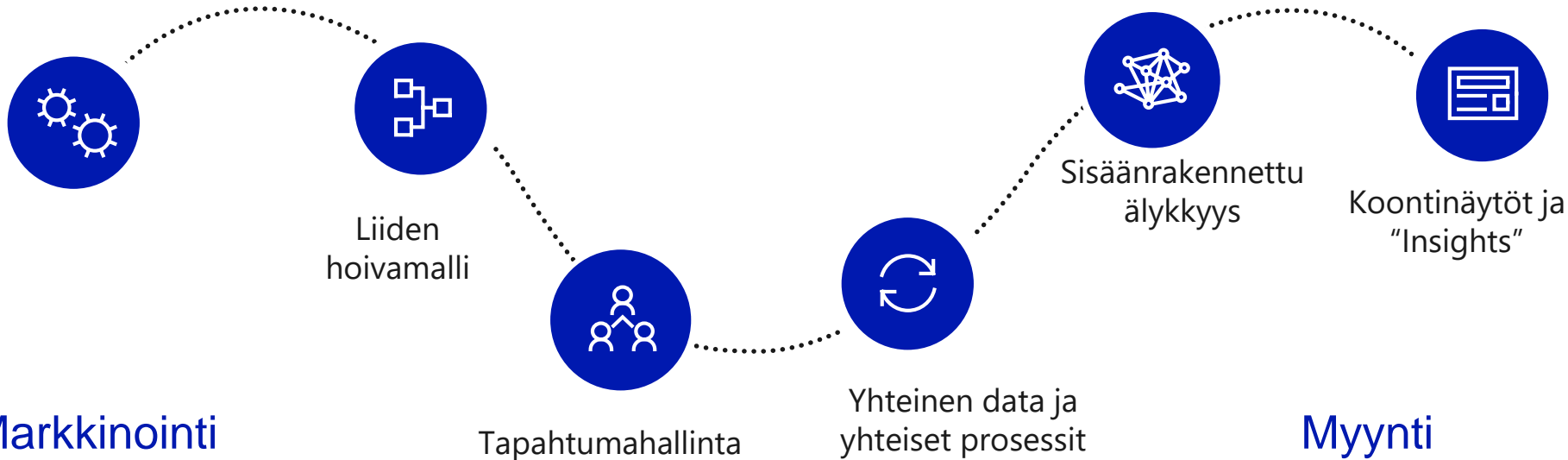
Ei yhteyttä  
myyntiin



Liidien  
"hoivamalli"  
heikkoa

# Dynamics 365 for Marketing yhdistää markkinoinnin ja myynnin

Monikanavaiset kampanjat



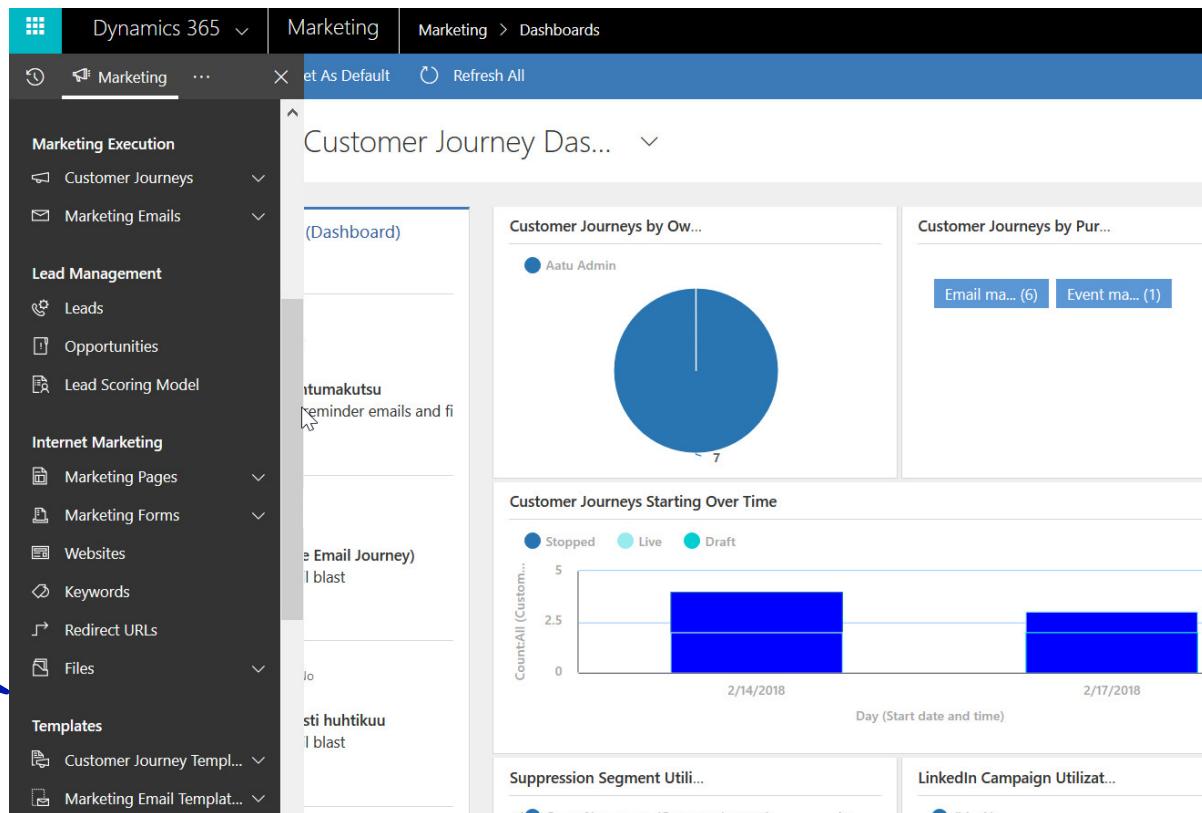
# Dynamics 365 for Marketing

Markkinointitoiminnot  
(sähköpostimarkkinointi,  
asiakaspolut, liidien arviointi,  
markkinointisivut ja www-  
lomakkeet)

Dynamics 365 –  
tapahtumaportaali

Voice of the Customer  
(kyselyiden hallinta ja  
analysointi)

Dynamics 365 Connector for  
LinkedIn Lead Gen Forms



# Dynamics 365 for Marketingin hinnoittelu

## Dynamics 365 for Marketing ja Customer Engagement Plan<sup>1</sup>

Sisältää  
2 000  
yhteyshenkilöä<sup>3</sup>

Sisältyy

## Dynamics 365 for Marketing ja Customer Engagement - sovellus<sup>2</sup>

Sisältää  
10 000  
yhteyshenkilöä<sup>4</sup>

Alkaen  
**632,50 €**  
kuukausittain

## Vain Dynamics 365 for Marketing

Sisältää  
10 000  
yhteyshenkilöä<sup>5</sup>

**1 264,90 €**  
kuukausittain

Hinnoittelu kontaktien mukaan, joiden kohdistetaan markkinointitoimintoja, ei enää kaikkien kontaktien mukaan

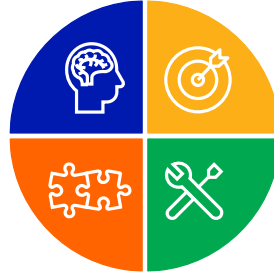
# Dynamics 365 for Marketing, mitä uutta?

## Älykkyys

- Analysointi Power BI:n avulla
- “Social Insights”

## Microsoft-integraatiot

- Kehittyneempi LinkedIn-integraatio
- Videomarkkinointi



## Henkilökohtainen markkinointi

- Uudelleenkäytettävä sisältö
- Markkinointikalenteri

## Parannetut perustoiminnot

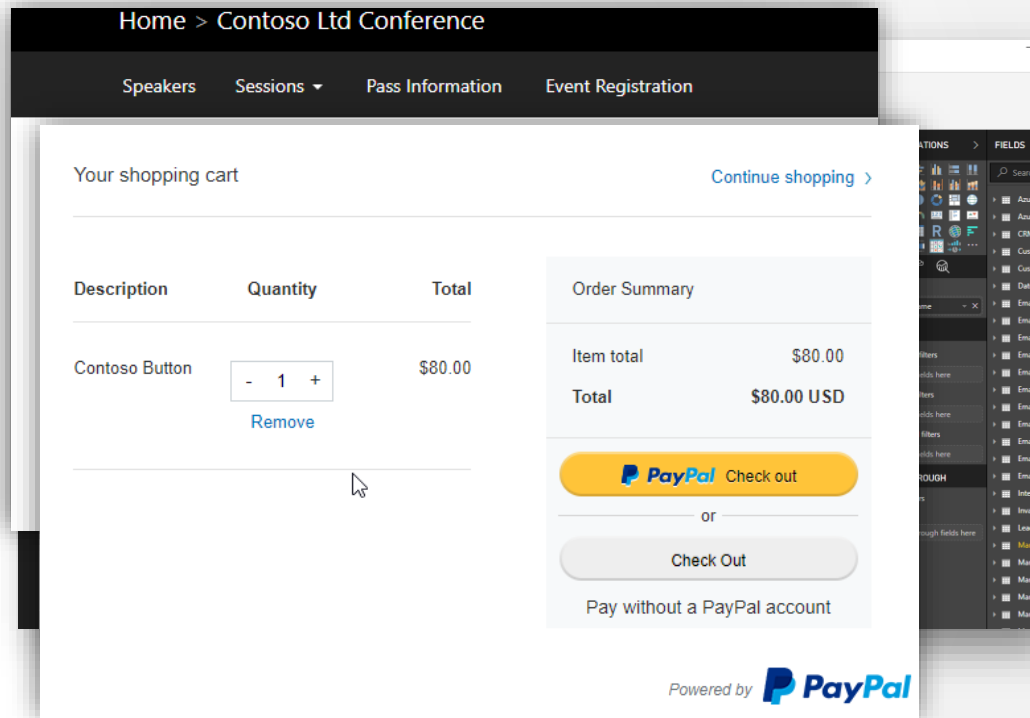
- Kehittyneempi segmentointi
- Käyttöliittymäparannukset

# Dynamics 365 for Marketing, laajennettavuus

Muokatut kanavat

Oma analytiikka

Tapahtumat, mahdollisuus  
maksaa





**Tekoälyn ja koneoppimisen  
hyödyntäminen Dynamics 365:n  
kanssa vasta alussa, tiimin missio:**

**“Empower sales organizations to turn their  
observed customer data into closed deals”**



**Kiitos!**

[yrityksille.elisa.fi/microsoft-dynamics-365](https://yrityksille.elisa.fi/microsoft-dynamics-365)