

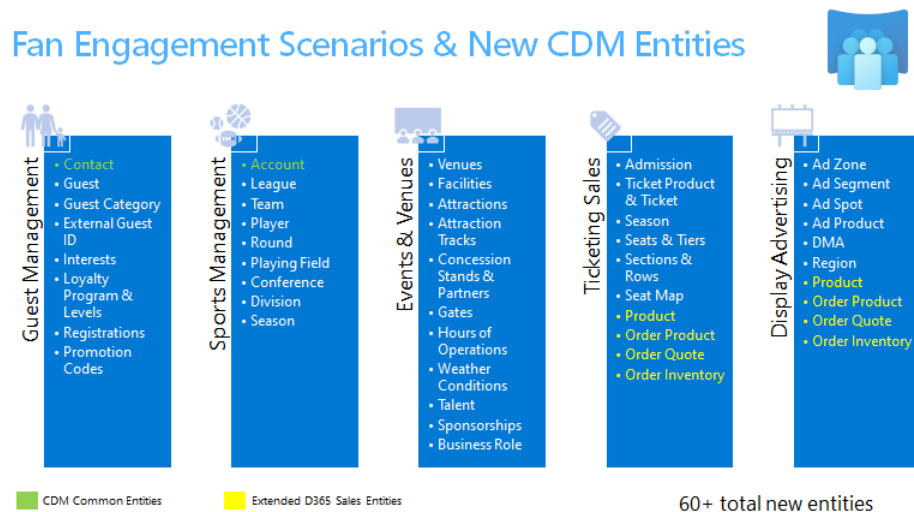
The Dynamics 365 Media and Communications Accelerator Test Drive Walkthrough Guide

Thank you for exploring our new Media and Communications Accelerator.

The Dynamics 365 Media and Communications Accelerator expands the Common Data Model and Power Platform into the media & entertainment industries. The V1 Media and Communications Accelerator includes data entities and attributes that center around the theme of **"Fan & Guest Engagement"**. It includes pre-built solutions around event and venue management, sports management, ticketing and advertising sales, media sponsorships, and various guest interactions such as event registrations and the tracking of loyalty programs. The Media and Communications Accelerator also integrates seamlessly with the Dynamics 365 Sales application and includes fields, forms, views, and dashboards.

Entities and workflows

This accelerator provides these new CDM entities to support the needs of media & entertainment businesses:



Fan & guest management:

- Guest
- Guest category
- Interests
- Loyalty programs & levels
- External guest IDs
- Registrations

Sports management:

- League
- Teams
- Players
- Player team history
- Round
- Playing field
- Conference
- Division
- Season

Event & venue management:

- Venues
- Facilities
- Gates
- Attractions, attraction track & attraction schedules
- Concession stands & partners
- Media assets & asset categories
- Hours of operations
- Weather conditions
- Talent

Ticket Sales:

- Tickets
- Admissions
- Seat maps, seat tiers, seats, sections & rows

Advertising Sales:

- Sponsorships
- Ad zones

- Ad spots
- Ad segments & ad segment groups
- TMAs
- Regions
- Zip codes

Sample Model-driven Apps, Forms and dashboards

The Dynamics 365 Media and Communications Accelerator combines standard Dynamics 365 entities with customized entities to make it easier to build solutions. This section describes some of the forms, views, and dashboards that demonstrate the new entities and the data model. The Accelerator offers a few sample model-driven apps that combine Dynamics UX with uses of the Media Entities. You can explore them in this TestDrive.

Fan and guest management

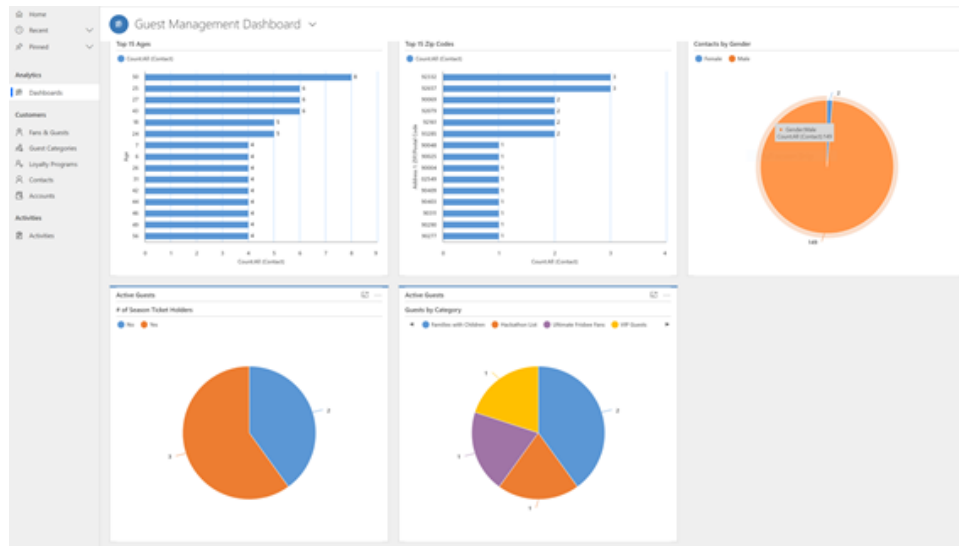
The media and communications accelerator is intended to help successfully drive the progression of a customer from being an anonymous/casual guest towards being a deeply engaged fan, regular attendee, subscribing member or active member of a frequent buyer/loyalty program. The accelerator solution here helps track that journey with the addition of the new "guest" and "loyalty program" entities which can help eventually convert to leads and then customers and contacts.



Things you can do:

- Get a Dashboard of Guests and Contacts with valuable metrics
- Create and track "Guests" which are "Contacts" with limited data or information, such as one-time casual visitors
- Tag "Season Ticket Holders"
- Put "Guests" into customizable "Guest Categories"
- Create "Leads" from Guests
- Link Guests to "Contact" when ready

- Create new "Loyalty Programs" for tracking active users with points/rewards and create "Levels" within the program



Maggy Freund

Guest

General Favorites External Guest IDs Guest History Leads Media Registrations Related

Name	* Maggy Freund	Category	VIP Guests
Display Name	Maggy F	Contact	---
Telephone	206-555-1212	Company	---
Email Address	maggy@live.com	Is a Season Ticket Holder	Yes
Guardian	---	OK to send Email	Yes
Special Requirements	Gluten-Free	Marketing Opt In	Yes

Microsoft Rewards

Loyalty Program

General Related

Name	* Microsoft Rewards
Description	Redeem your points for gift cards, sweepstakes entries, nonprofit donations, and more. It's the easiest way to get rewarded for doing what you already love to do.
Loyalty Unit Type	* Points
Total # of Accounts	1
Last updated:	4/28/2020 5:11 PM
Owner	* Martin Wahl



Gold

Loyalty Level

General

Loyalty Program Accounts

Related

Name	* Gold
Description	Additional Rewards and Privileges
Loyalty Program	 Microsoft Rewards
Number	* 1
VIP Flag	No
Fixed Guest Level	Loyalty Program
Balance Minimum Requirement	50,000.00
Owner	*  Martin Wahl

Events and venue management

From scheduling industry events such as conferences, concerts, sporting events, art festivals, to planning all of the attractions, rides, speakers, and concession stands within a venue (theme park, museum, tourist site, e.g.), the media data entities enable powerful ways to activate and connect data gathered from and across your entire event and venue management spectrum.



Things you can do:

- Get a Dashboard of Events and Attendance-related metrics
- Create Venues of different types to host events and attractions & guest services
- Schedule Events of different types for different audiences
- Create Event Schedules and plan Event Attractions, Attraction Tracks, Speakers, and other related activities

- Set up Seat Maps and Seat Tiers

Microsoft Build 2019

Media Event

General Event Details Ticketing Venues Talent Concession Partners Child Events Ticket Products Weather Conditions Related

Name	Microsoft Build 2019	Is Sold Out	Yes
Event Type	Conference	Sold Out On	2/1/2019
Description	Experience the latest technologies and learn new ways to solve your development challenges. At Microsoft Build, hear from the engineers behind the products you use every day and connect with user teams in a digital	Total Cost	---
Season	Microsoft FY19 Shows	Total Profit	---
Start Date	5/6/2019 8:00 AM	Event Number	ME-1001
End Date	5/8/2019 8:00 PM	Event URL	https://www.microsoft.com/en-us/build
Duration	3	Number Registered	0
Duration Unit	Days	Last updated:	4/28/2020 5:16 PM
Capacity	5,000	Number Attended	0
		Last updated:	4/28/2020 5:16 PM

New Media Event

General Event Details Ticketing Venues Talent Co

Name	---
Event Type	--Select--
Description	--Select--
Season	Live Broadcast
Start Date	Music Concert
End Date	Arts Festival
Duration	Fair/Carnival
Duration Unit	Theatrical Event
Capacity	Sporting Game or Match
	Conference
	Hackathon
	Show
	Dance
	Electronic Gaming Event
Event Schedules	Lecture/Seminar/Speaker Event
	Food/Beverage Event

Seat Tiers

✓	Name
	Loge
	Mezzanine
	Orchestra
	Pit

Sports Management








A key customer target of the fan engagement scenarios within the Media and Communications Accelerator are sports leagues, teams, and organizations that can use the Accelerator to manage and schedule their seasons, games, players, referees, scorers, and other key officials. The Accelerator adds a number of sports-specific data entities and relationships that enables specific use cases for the sports industry.



Things you can do:

- Get a Dashboard of Sports-related metrics
- Create and manage detailed Sports organizations and relationships including "Leagues", "Conferences", "Divisions", "Teams", "Players", "Seasons", and "Rounds"
- Load information on Playing Fields
- Schedule Games and Matches

Sports Administration

-  Leagues
-  Teams
-  Players
-  Conferences
-  Divisions
-  Seasons
-  Rounds

Dynamics 365

Sports Management

Sport Management > Teams

SANDBOX

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🔗

💡

+

🔼

⚙️

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👤

☰

Home

🕒 Recent

📌 Pinned

Analytics

Dashboards

Sports Administration

Leagues

Teams

Players

Conferences

Divisions

Seasons

Rounds

Events & Venues

Events

Venues

Show Chart

+ New

🗑️ Delete

↺ Refresh

📧 Email a Link

🔄 Flow

📊 Run Report

📄 Excel Templates

⋮

Active Sports Teams

Search for records

✓	Name	↑	Nickname	City	Conference	Division	Parent League
	Building 31 Thirty One Flavors		31 Flavors	Redmond	East Campus Ultimate	Treehouse Ultimate..	Microsoft Ultimate Frisbee Leagu
	New York Scouts		Scouts	New York	AGBA Eastern Conference ---		All Girls Basketball Association
	Seattle Clouds		Clouds	Seattle	AGBA Western Conferenc ---		All Girls Basketball Association
	Studio C Captain Crunches		Captain Crunches	Redmond	West Campus Ultimate	Studios Ultimate	Microsoft Ultimate Frisbee Leagu

Home

Recent

Pinned

Analytics

Dashboards

Venue Management

Media Venues

Seat Maps

Concession Partners

Concession Stands

Attractions

Attraction Tracks

Media Assets

Media Asset Categor...

Event Management

Media Events

Event Attractions

Talent

Seasons

Commons Field Bleachers

Seat Map

General

Seat Map Details

Related

Name	* Commons Field Bleachers	<div>Image</div> <div>Download Delete</div>
Type	Venue	
Seat Map Number	CF1	
Total Seats	9	
Description	---	
Number of Seat Tiers	1	
Last updated: 5/3/2020 12:08 PM		

Seat Tiers

+ New Seat Tier

Refresh

...

Search for records

🔍

✓ Name	↑	Description	Total Number of Seats
Bleachers		---	9

Media Product Sales

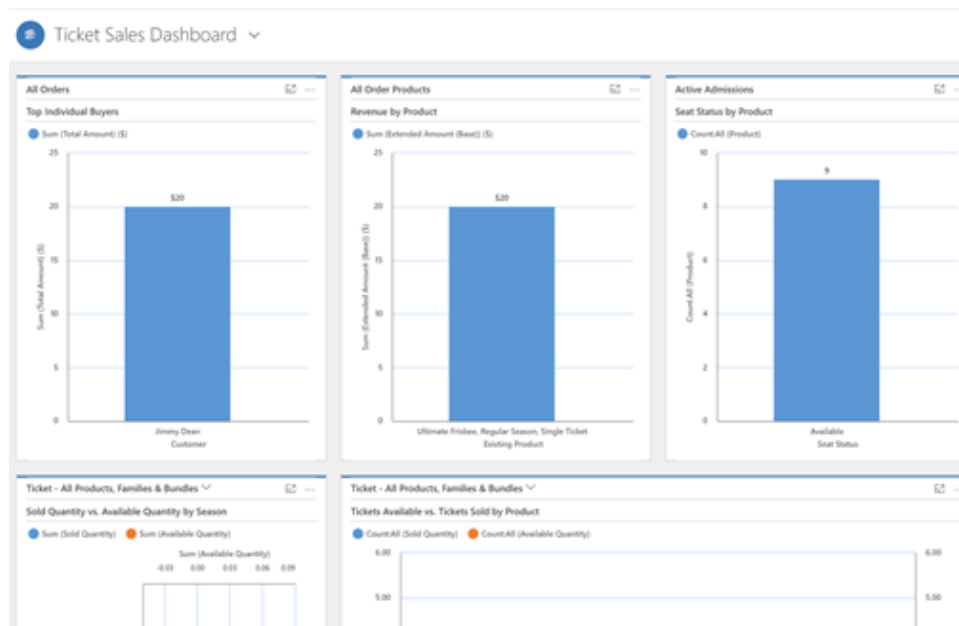
Ticketing Sales / Advertising Sales


The Media Accelerator can be used to easily build new product sales applications that help to promote, sell, and manage media-specific products such as subscription services, ticketing, and advertising. New ticketing data entities include the ability to build reservations and seat management solutions through seat maps, the assigning and tracking of available and blocked seat inventory used within a venue, event, or individual attraction or conference session, and the subsequent productization and sales of individual, seasonal, or group tickets to those events. Similarly you can build an application that enables the creation and sales of advertising display products, with a key focus on the selling of display messaging at a physical venue (e.g. digital billboards, scoreboards, other signs spread across an arena or theme park). This includes the ability to specify ‘what, where, and when’ display advertising will take place, as well as track and manage the sale and fulfilment of those advertisements and sponsorships.



Things you can do:

- View a dashboard of key product metrics
- Create Ticketing Products and configure them for different tiers and costs
- Create Ticketing Order Quotes
- Create Ticketing Orders
- Create Advertising Zones (defines which screens within venues ads will be placed)
- Create Advertising Segments (defines rough time period when ads will run)
- Create Advertising Products
- Create Advertising Order Quotes
- Create Advertising Orders
- Create Television Viewing Areas (TVAs) and Regions for future audience targeting and tagging




Product: Ultimate Frisbee, Regular Season, Single Ticket
 Product

Summary
 Product Images
 Admissions
 Related

General Information

Name	Ultimate Frisbee, Regular Season, Single Ticket
Description	---
Product Type	Ticket
Ticket Type	Event
Product ID	U0000-1
Season	2020 Ultimate Season
Category	---
Bundle Type	---
Capacity	40

Pricing

List Price	\$1.00
Default Price List	Ultimate Frisbee Tickets
Current Cost	\$1.00
Standard Cost	\$1.00
Unit Group	Default Unit
Default Unit	Seat

Inventory

Starting Quantity	---
Additional Quantity	\$0.00
Total Quantity	---
Pending Quantity	---
Sold Quantity	---
Available Quantity	\$0.00

Product Configuration

Media Event

Microsoft Ultimate Frisbee Playoff Round 1

Media Event Details

Ticketing Required	Ticketing at Event Level
Seating Options	Assigned
Primary Venue	Microsoft Commons Field

Seat Tier

Beachers

Seat Tier Detail

Seat Map	Commons Field Beachers
Description	---

Connect and share feedback

- Do you have feedback or need support? Connect with us at <http://aka.ms/cdmengage>