

Microsoft presents: Business Central for new partners

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Agenda

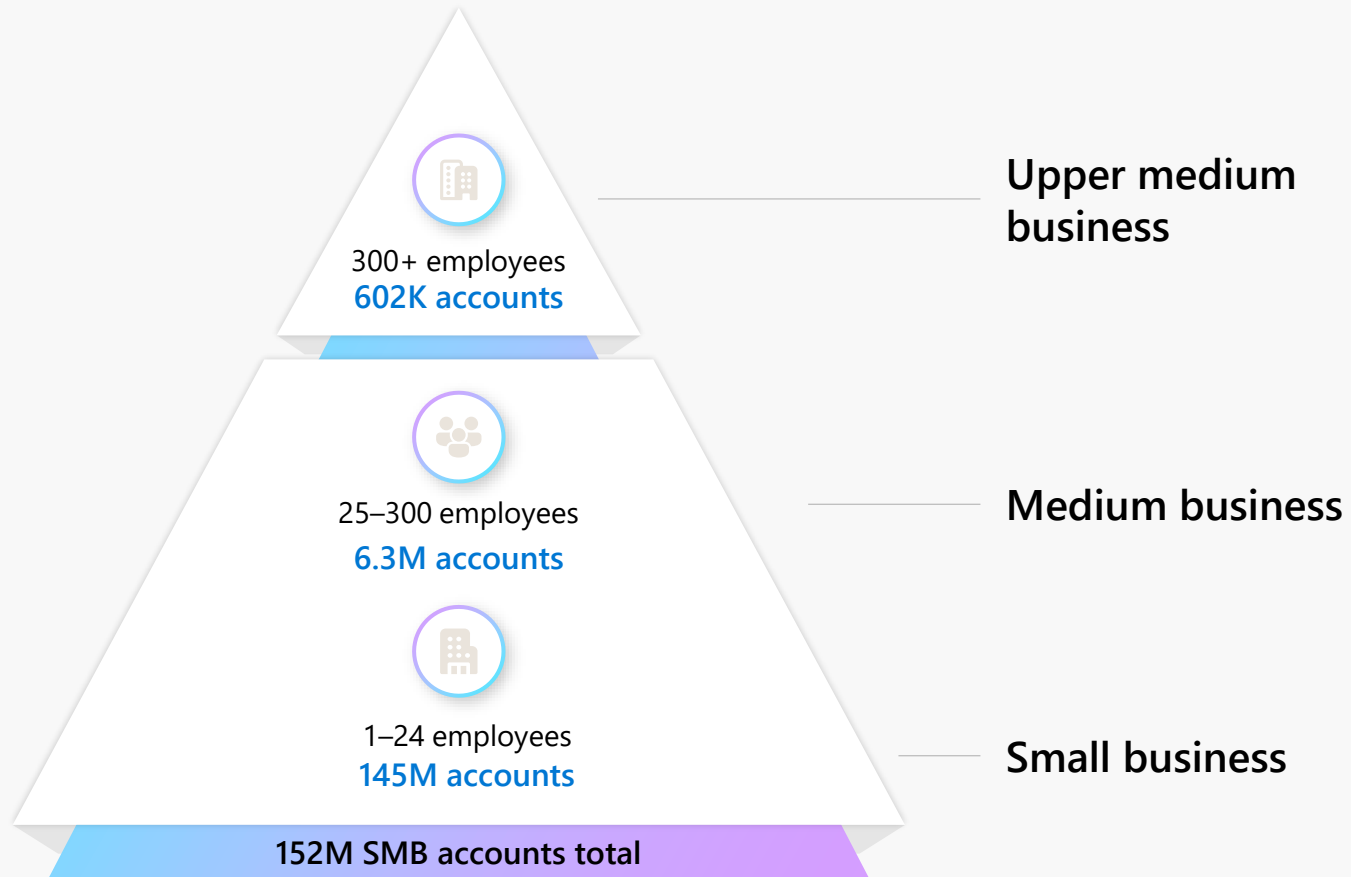
- Introduction
- Business Central for new (and existing) partners
- Key Resources to Accelerate Your Success

The Business Central Opportunity

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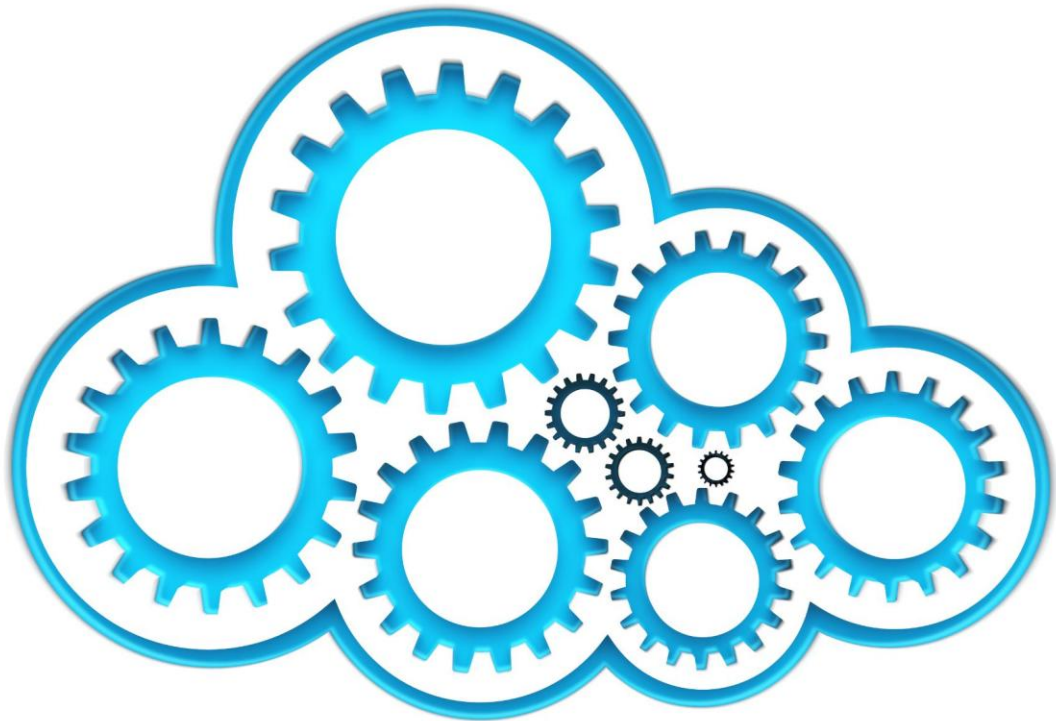
Market size



APAC

- SMB software is ~\$70B globally, with **APAC as the fastest-growing region.**
- Cloud and SaaS represent more than **\$140B in APAC overall.**
- ERP is a core subset, **estimated at ~\$16–19B.** ↻

WHY PARTNERS CHOOSE MICROSOFT DYNAMICS 365 BUSINESS CENTRAL



Fast-growing ERP backed by Microsoft

Business Central is one of the fastest-growing ERP solutions, driven by Microsoft's strong investment and ease of implementation.

Seamless integration across M365, Power Platform

Integrates effortlessly with Microsoft 365 and Power Platform to boost productivity.

Unified platform with built-in AI for end-to-end solutions

Delivers a unified platform with built-in AI and a common data model, enabling partners to build complete end-to-end solutions.

It's a huge opportunity for partners poised to take it



30%

Licensing margins

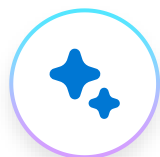
Reseller can earn some of the highest margins in the business with Microsoft



95%

Customer retention

For partners in accounts that have purchased their first services deal, less than 5% churn



35%

CSP Incentives

Strategic incentives for this product can considerably increase your recurring revenue



5x

Take home

Partners with a practice selling project-based services can exponentially grow the bottom line with D365 Business Central

Source: Microsoft Cloud Ascent, Internal Microsoft Research

Please visit aka.ms/PartnerIncentives for the latest incentives guide.

The example above is based on eligibility criteria, program enrollment and POE submission depending on the type of earning opportunity. Please see [Incentive Guide](#) for more details on MCI incentives. The example shown is using estimates from Microsoft new commerce experience. Legacy incentives may vary. Customer may not qualify for each incentive. The CSP incentive program Product Addendum is the governing document detailing product applicability for each CSP incentive earning opportunity. Partners can access the Product Addendum on the [Microsoft Partner Website](#). Partner must meet all eligibility requirements to earn incentives.

+55K customers growing with Business Central

Consumer goods



Manufacturing



Retail



Prof. services



Non-profit



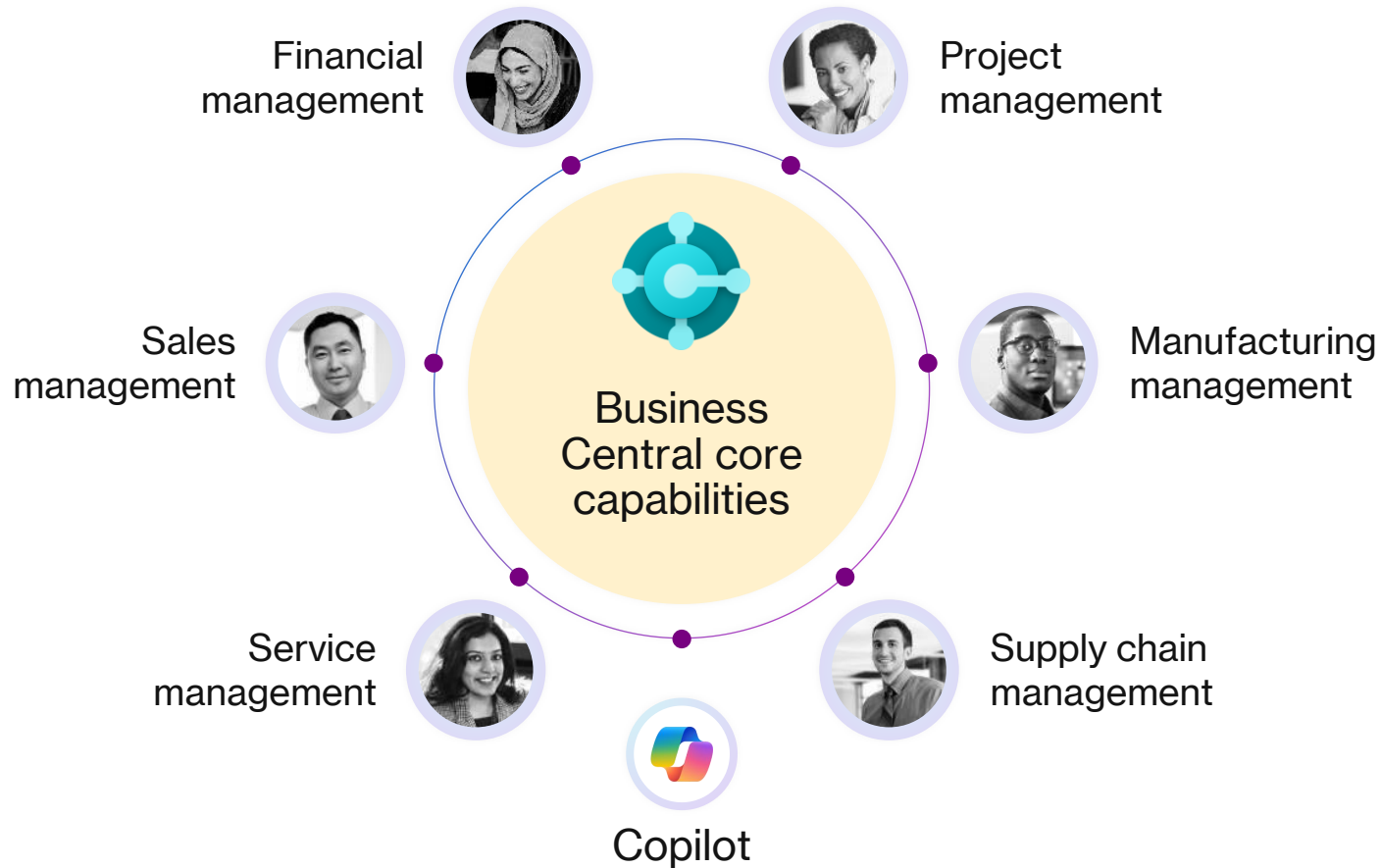
Fin. services



[Find more stories at aka.ms/BCcustomers](https://aka.ms/BCcustomers)

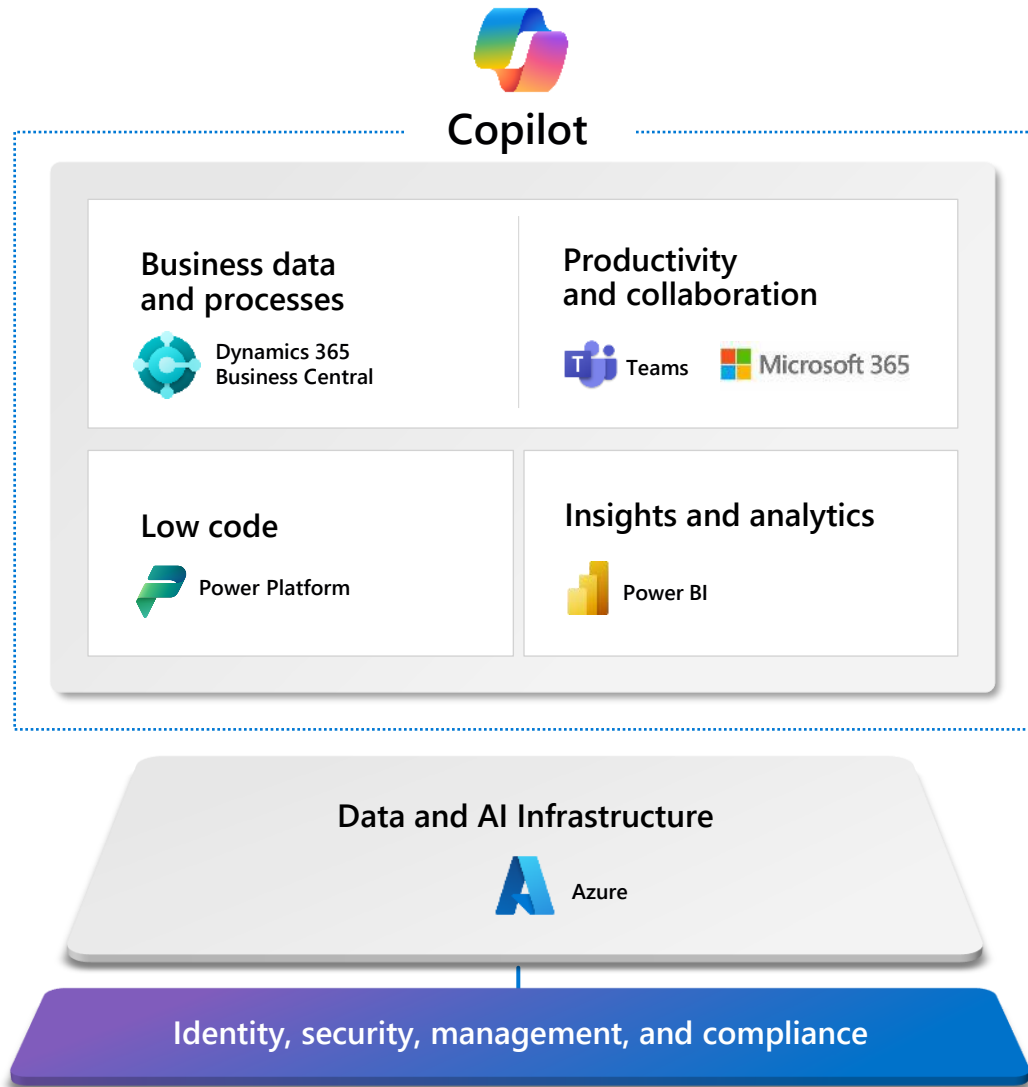
Business Central supercharges the SMB frontier

A robust ERP foundation
for small and medium businesses



Enhanced and extended

with more than 7,000 solutions from partners

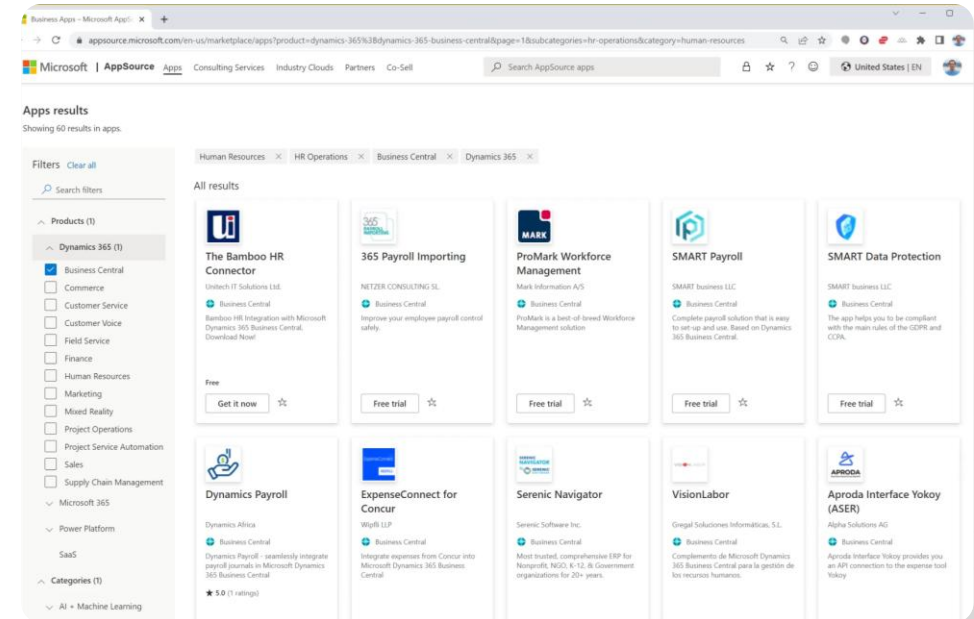
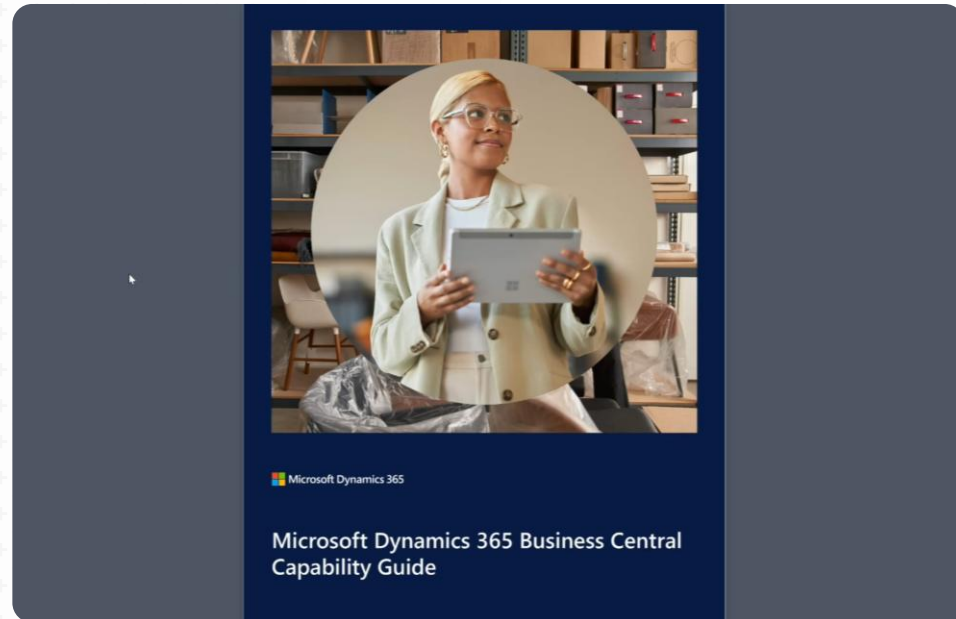


Adapt faster with Business Central—
built on the **only fully integrated
AI-powered stack**, on the world's
most trusted cloud.

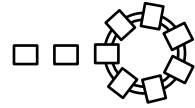
- Next-generation AI with Microsoft Copilot
- World-class security and compliance
- Industry-leading reliability, scalability and performance
- Open architecture allows you to connect to existing systems
- Further tailor with pre-built apps for unique vertical or business requirements

Business Central differentiation: Core functionality

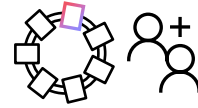
Global core ERP capabilities without customization
through a unique combination of built-in features and rich ISV ecosystem



Business Central: reliability, performance, and scale



Dynamic scaling
(compute)



Intelligent load
balancing



Dynamic scaling
(database)



Performance
and scale



Security



Business continuity
and disaster recovery



Compliance

Business Central: reliability, performance, and scale



Identity isolation
Emergency certificate rotation
Code integrity validation, scanning
S360 security compliance baseline
Threat intelligence sharing
Data encryption at rest and in transit
Regular patching

...and many more...

aka.ms/BCsecurity



Performance
and scale



Security



Business continuity
and disaster recovery



Compliance

Business Central : reliability, performance, and scale



Automatic geo-redundant backups. If a region experiences a full outage, Azure restores your data from the backup in another Azure region within the same Azure geography.

aka.ms/BCbackups



Performance
and scale



Security



Business continuity
and disaster recovery



Compliance

Business Central: reliability, performance, and scale



Compliance

ISO 27001

ISO 27017

ISO 27018

SOC Type 2

HIPAA BAA

Accessibility

Section 508 of the US
Rehabilitation Act of
1973

WCAG 2.1

ETSI EN 301 549

aka.ms/BCcompliance



Performance
and scale



Security



Business continuity
and disaster recovery



Compliance



Copilot

Every employee will
have a Copilot



Agents

Every business process
will have an agent



Level 1

Level 2

Level 3

Human with an assistant



Chat
Autofill
E-document matching
Bank account reconciliation
Suggest GHG emissions
Summarize...and many more

Every employee has an AI assistant that helps them work better and faster

Human-agent teams



Sales Order Agent
Payables Agent
Expense Agent
... more to come!

Agents join teams as “digital colleagues,” taking on specific tasks at human direction

Human-led, agent-operated

Humans set direction and agents execute business processes and workflows, checking in as needed

The power of AI in Business Central

Copilot and the agentic ecosystem

Agents (consumption-based pricing)



Sales Order agent



Payables agent



More prebuilt
agents coming
soon



Custom agents from Agent
Builder, Copilot Studio, Azure
Foundry, ISVs

Copilot in Business Central (included)



Analysis
assist



Chat with
Copilot



Summarize



Marketing &
Sales Suggestion



Bank account
reconciliation

Copilot Extended

Microsoft 365
Copilot



Copilot Studio



Power
Automate



Azure AI Foundry



Power Apps



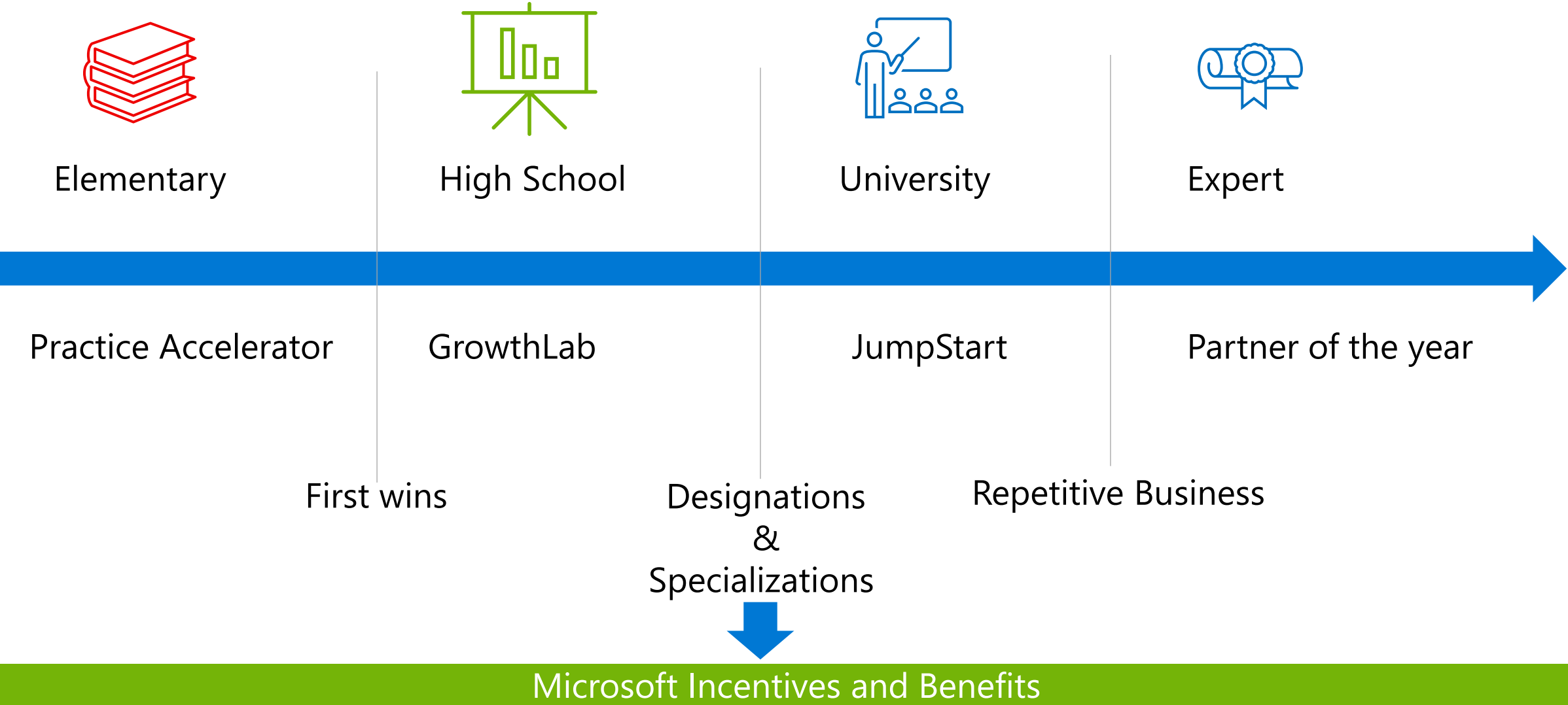
...and more

How Microsoft Helps

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From Learning to Leadership



Business Applications Solution Designation

Earn a minimum of 70 points out of 100 points possible

SMB Path

Earn at least one point in each of the following three categories and five subcategories:

- 1 **Performance**
 - ✓ Net customer adds: 15 points
- 2 **Skilling:**
 - ✓ Intermediate certifications: 20 points
 - ✓ Advanced certifications: 15 points
- 3 **Customer success:**
 - ✓ Usage growth: 30 points
 - ✓ Deployments: 20 points



Struggling to find the right talent?

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AI won't replace
your people

**THE RIGHT PEOPLE
WITH AI SKILLS WILL**



Visit us at the
Microsoft expo



We recruit net new talent tailored to your needs

Priorly onboarded program participants have diverse backgrounds and 2 to 10 years of business experience



Olivia

4 years experience as a Production Planner after graduating in Industrial Engineering, working with forecasts, output plans and tracking processes. User experience with D365 CRM



Guy

8 years experience in different accounting roles. Worked with multiple ERP products as an end-user including Dynamics NAV for 4 years.



Miljana

9 years of eCommerce experience. Experienced in managing online retail operations and customer management

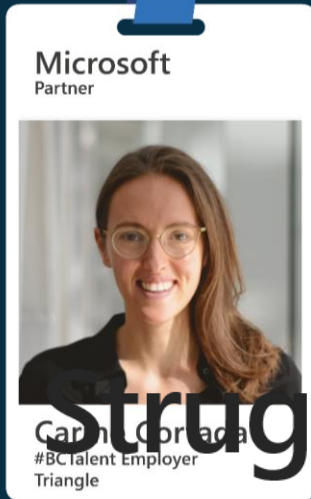


Joe

Has 5 years of industry experience in either a finance or production & supply chain. Has used an ERP solution in their previous career

Developers working on legacy software or back-end coding language experience

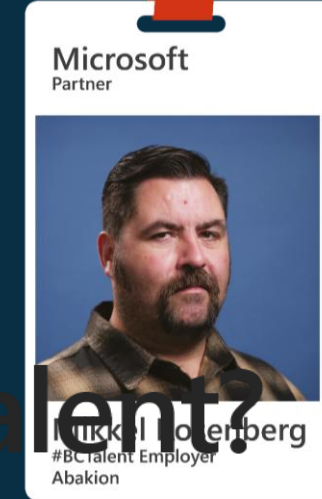
Revolt group is your primary engagement partner in this initiative.



#BCTalent reduced the training and coaching burden on our seniors by 80% within the first 14 weeks, freeing them to focus on customer work. A true game changer!



We got highly motivated new talent with valuable industry experience, billable in just 10 weeks. The clear ROI makes #BCTalent an easy choice.



Thanks to the #BCTalent team, we are training and onboarding more talent than ever!

CTA: Come and talk to us at the Microsoft Booth

GrowthLab

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GrowthLab

An invite-only acceleration hub for ~30 ambitious Business Central partners ready to scale! It turns early traction (***graduates from FY25/FY26 Partner Recruit initiatives + ambitious scale-ups***) into repeatable growth by strengthening discipline, talent depth, and execution - fast-tracking the journey to Solution Partner Designation for Business Applications.

1

Connection

Microsoft Sponsor; Dedicated contact with 6–8 week check-ins on progress toward Solution Designation.

GrowthLab Community; Peer exchange on scale-up challenges, best practices, and learnings

The Viva Engage hub; where we come together.

2

Services & Benefits

Curated Vendors with dedicated **GrowthLab Scale-up Services** and a set of attractive **Benefits**

3

Enablement

Recurring enablement sessions, **Office hours, Webinars** and **virtual and in-person bootcamps** by Microsoft, Service Providers and MVPs

Profiling the ideal GrowthLab member

GrowthLab is intentionally selective!

In this Financial Quarter, we are looking for approx. 30-40 partners across the globe

Dimension	Criteria
Practice Stage	• ≥ 10 employees and at least 2 Business Central customers signed • Not yet a mature Business Central practice • No Solution Partner Designation for Business Applications yet • <i>Preferably</i> graduated from FY25/FY26 BC Partner Recruitment initiative
Strategic Focus	• Business Central positioned as a strategic growth pillar (not opportunistic) • Preferably prior experience in BizApps or ERP (can be competitive)
Leadership & Operating Model	• Named Business Central Practice Lead • <i>Preferably</i> dedicated Business Central sales owner • Executive commitment to scaling the BC practice
Growth & Engagement Readiness	• Ambition to add ≥ 10 new BC customers annually within ~18 months and progress toward Solution Partner Designation • Clear differentiation / GTM strategy defined • Willing to engage in milestone reviews, track KPIs, and participate in peer exchange • Open to working with GrowthLab ecosystem SMEs and enablement activities

GrowthLab

You fit the profile?

[Fill out the nomination form](#)

Nomination Form



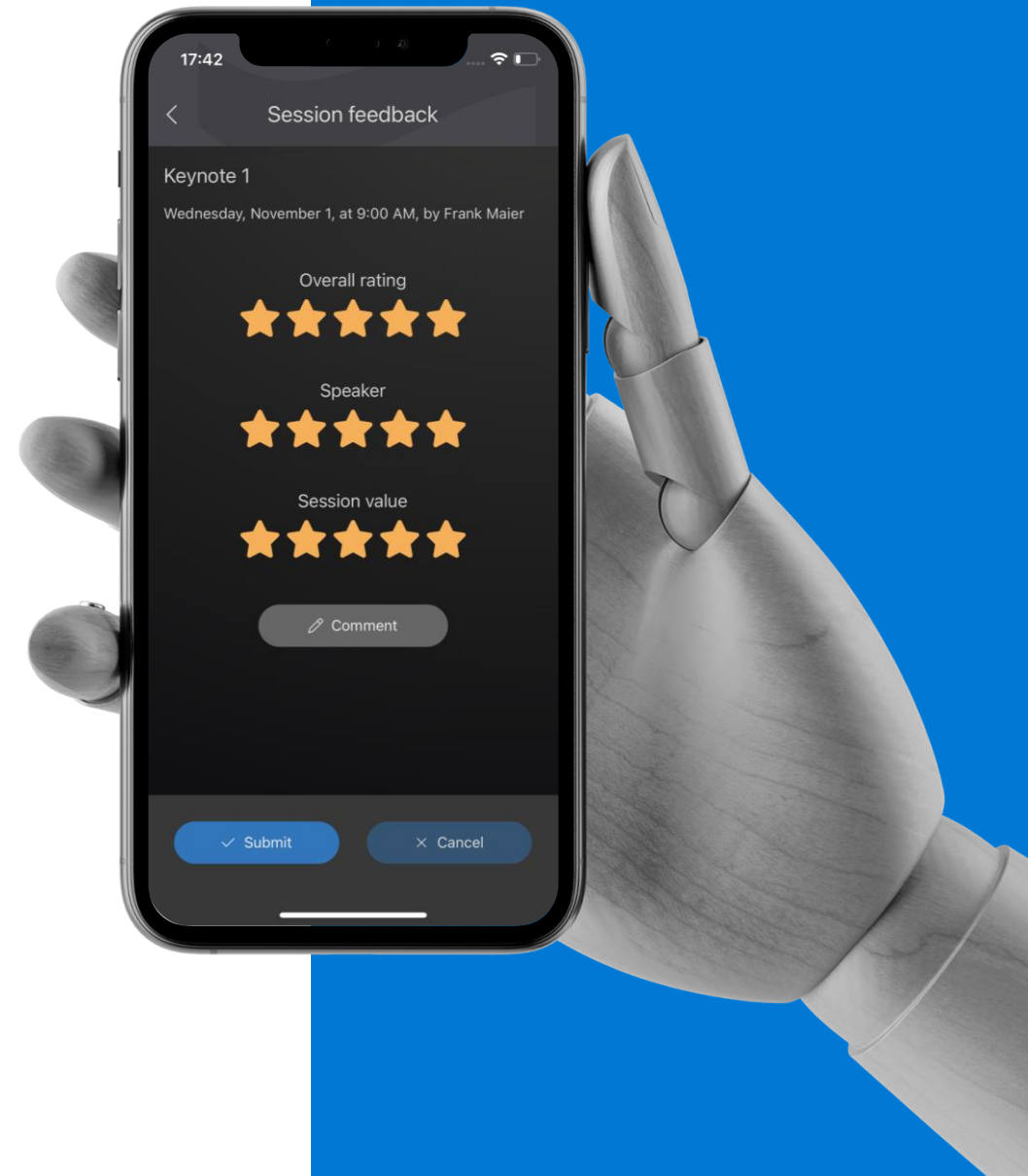
Give us **Feedback!**

and help us improve!

Please rate my session in the Conference App!

and leave a constructive comment.

Thank you !



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KIITOS

TEŞEKKÜRLER

GRACIAS

ευχαριστώ

DĚKUJI

धन्यवाद

நன்றி

ありがとうございます

ДЯКУЮ

Thank you

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ขอบคุณครับ

MERCI

DANK U

БЛАГОДАРЯ

PALDIES

ĎAKUJEM

HVALA

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TERIMA KASIH

TAK

GRAZIE

KÖSZÖNÖM

谢谢

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