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   Nota di contenuto   Cover; Copyright; Credits; Foreword; About the Author; About the
                           Reviewer; www.PacktPub.com; Table of Contents; Preface; Chapter 1:
                           Background and Concepts; The business solutions market; Building a
                           solution strategy with pace layering; The two-tier approach, cloud
                           computing, and workloads; The importance of a methodology; The
                           importance of a methodology for solution selection; Introducing
                           Microsoft Dynamics Sure Step; Microsoft Dynamics overview;
                           Understanding what a project is; Implementing the solution; ERP and
                           CRM implementations and statistics; Summary
                           Chapter 2: Solution Selling and Driving Due DiligenceDriving value for
                           the customer and solution provider; Value realization and
                           measurement; What it means to be solution centric; Solution selling
                           concepts; Solution selling - the buyer's perspective; Building the trust;
                           Building the vision; Determining the right time to demo the solution;
                           Staying aligned with the buyer; Vision processing - creation and
                           reengineering; The Microsoft Solution Selling Process; Summary;
                           Chapter 3: Solution Envisioning with Sure Step; The Sure Step
                           Diagnostic phase
                           The concept of Decision Accelerator (DA) OfferingsDiagnostic for a new

Dynamics customer; Starting the discovery process; Microsoft Dynamics Lifecycle Services tools and alignment with Sure Step; The first step to envisioning the future state; Identifying the right solution; Determining the infrastructure implications; Estimating the delivery costs, approach, plans, and roles; Phased approach and staging options for multiple site deployments; Reducing the risk perception; Estimating the Return on Investment; Developing the project charter and proposal; Closing the sales cycle

Initiating the delivery cycleOther aspects of the Decision Accelerator offering services; Diagnostic leveraging of the Accelerated POC with the CRM Online service; The Diagnostic phase for a current Dynamics customer; Assessing the upgrade requirements; Applying the other Decision Accelerator services to upgrade engagements; Supporting the customer's buying cycle; Defining organizational needs; Determining the right solution; Understanding and mitigating risks; Approach for upgrading existing solutions; Positioning solutions for specific industries; Industry/vertical solutions

The manufacturing industryThe public sector industry; The retail industry; Service industries; Cross-industry/horizontal solutions; Cross-industry customer care solutions; xRM or extended CRM solutions; Future industry and cross-industry solution content; Quick Reference; Summary; Chapter 4: Managing Projects; About projects and project management; Myths and resistance; Is project management an overhead?; Is project management an obstacle to flexibility?; Is project management unsalable?; Why project management?; The alternative; Using our own methodology

Why quality-driven companies prefer project management

| Sommario/riassunto | ""Microsoft Dynamics Sure Step 2012"" is a focused tutorial of Microsoft Dynamics solution envisioning and delivery, rather than a step-by-step guide into project management. It will equip you with the tactics required to plan, align, and orchestrate your solution selling activities, as well as help you to be efficient, proactive, goal driven, and flexible in your Microsoft Dynamics engagements.If you are involved in one or more of the roles stated below, then this book is for you: If you are a Project Manager, Engagement Manager, Solution Architect, or Consultant involved in delivering Micros |