

CONVERGENCE

AI+
ERP

MIAMI | 2025

ERP Compete – Lessons from Wins and Losses

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Agenda

- Introduction
- Perspective on Winning
- Perspective on Losing
- Win Example
- Loss Example
- Q & A

Perspective on Winning

- Winning an ERP opportunity usually follows the same pattern:
 - Seller identify and work with the right partner from the beginning – Industry expertise, sales experience, tailored solutions
 - Leverage the power of the One Microsoft story – Azure + Dynamics + AI Workforce + Security = No competition!
 - Engage at the right level, partnering with AE, ATS and IA to open the doors to the C-suite
 - Past few years were driven by Cloud migration, now AI is taking over. Every single company wants to hear Microsoft perspective on AI, undisputable leader
 - Start small and grow the deal – Hub & Spoke, from CRM to ERP
 - Engineering engagement – FastTrack, Engineering leadership engagement



Perspective on Losing

Losing an ERP opportunity could be a result of many factors:

- Oracle, SAP and other ERP vendors have dedicated ERP sales force
- Lot of times we engage because of an RFP landing on our desk
- While the vendor influencing the RFP is already laying “landmines” against other vendors
- Prioritizing Events

Not challenging the “Status Quo”

Selection consultant “Bias”

Executive Relationship building

Industry Specific References and SMEs are not surfaced early

Longer deployment (v/s templated approach)

Storage / Licensing Education

Not engaged with Power (C-suite, board members.....)

Win Example – Dealer Management Solution



The platform can deliver today's processes but will enable the future, AI embedded



The partner had a strong relationship and knowledge of the business processes



Microsoft had limited presence as a cloud provider but managed to position as an innovation partner



Deep engineering engagement to secure product functional coverage



Account team secured investment and resources to craft the largest deal ever



Executive relationship to ensure trust during the deployment

Loss – Oracle Compete

Oracle crushed the demo / presentation

- Showed limited to No customization

They had the right mix of Industry and SME engaged through out the sales process

Our solution looked more complex

Executive to executive relationship –

- Oracle’s Execs showed up in person
- Met with the CEO,
- Made them feel like they were getting a major deal and committed senior executive support

Our AI messaging pivoted hard on “Build your own agent”

- Oracle has an AI Marketplace - [Fusion Application AI Agent Marketplace](#)
- Agents built by Partners and supported by Fusion Applications support team.

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QUESTIONS

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