

## Unleash Private Equity Portfolio Potential with Industry Solutions for Microsoft Dynamics 365

We understand that you want to build value across your portfolio by implementing revenue-building and cost-cutting initiatives with investments in technology. And that you want it deployed quickly and affordably, with the flexibility to support future growth initiatives.

This is where fully-integrated cloud solutions from Microsoft—*with built-in industry best practices and intelligence from Sunrise*—become incredibly valuable for enabling maximum productivity and ROI. By combining the two, you'll have Tier 1 solutions running through the seams of the companies in your portfolio—*at a tremendous value*.

### GROW & EXPAND WITH THE MICROSOFT CLOUD

Expand **product** offerings to become a lifestyle brand

Expand to new distribution **channels** to gain market share

Expand to different **regions** to grow your global customer base

Expand your **portfolio** by acquiring brands with potential

#### Sunrise 365™ Industry Extensions



#### Microsoft Dynamics 365

Cloud business platform for **financials, operations, and commerce** with embedded **intelligence** and seamless integrations with Office 365.

“What is compelling here is the **deep integration** of **ERP**, **CRM**, and desktop **productivity** capabilities...few other players offer a common platform model and none bring in the office productivity capabilities that Microsoft can.”

*Rebecca Wettemann,  
VP of Research at Nucleus Research*



**Global Partner of the Year**  
Finance & Operations

**US Partner of the Year**  
Finance | Supply Chain | Commerce | Sales | Industry Awards

**Microsoft Inner Circle**  
2022-2023

“There was no question when we selected Dynamics 365. **Global supply chain, finance, omni-channel functionality—it was all there right out of the box.** Selecting Sunrise was just as easy. We really liked their structured approach and are **completely confident in their ability to deliver on-time and on-budget.**”

*Kevin Sonney, VP of Global Technology  
5.11 Tactical*

## Gain a lifetime of value with Sunrise and Microsoft

For private equity companies that want to invest in Dynamics 365 with a vertical fit for apparel, footwear, home furnishings, textiles, consumer products, manufacturing, or retail, Sunrise offers a one-stop, end-to-end, global solution. Together, powerful cloud technology and an industry approach offer a lifetime of value.

### Unleash portfolio growth

Companies growing via acquisition or expansion into new product lines, channels, and regions can migrate to Dynamics 365, a fully integrated, cloud-based platform, to **manage rising business complexity**. It has been thoughtfully and elegantly designed to ensure maximum productivity, visibility, and control, enabling companies to **plug-in and spin-off initiatives** quickly and easily.

### Enable industry best practices

From wholesale to retail and from catalog to online, Dynamics 365 deployed with Sunrise 365™ industry best practices can **enable unified commerce and operations experiences** fit for the red carpet. Our suite of add-ons, services, and support solutions are **proven to build value for brands**, providing greater speed, cost savings, and improved capabilities for the verticals you invest in.

### Increase return on investment

For companies already investing in Microsoft’s extensive portfolio of applications, powering the rest of the business with Dynamics 365 makes sense. Only Microsoft can provide a secure, fully-integrated solution for financials, operations, commerce, intelligence and productivity that delivers high functionality, **long term flexibility**, and **elegant simplicity**. And only Sunrise can accelerate its deployment worldwide so you’ll **see the positive impacts on your portfolio faster**.

Sunrise is a global systems integrator, operating out of North America, Europe, and Asia, that can support the companies in your portfolio everywhere they do business. The roadmap for the Microsoft cloud is extensive. Let our experts help companies make a greater contribution to your portfolio by implementing the capabilities that best fit their needs. Contact the Private Equity Team at [pe@sunrise.co](mailto:pe@sunrise.co) or visit us online at <http://sunrise.co/pe> to learn more.

## Positive Portfolio Impact

When brands deploy Dynamics 365 with Sunrise, they can have it all, without the cost and complexity. An elegant cloud platform, deployed globally with added industry solutions, can deliver both instant and long-term value.

### Revenue-Building

- **Enable growth** (acquisitions or expansion into new products, channels, and regions)
- **Increase sales** (channel balancing, product allocation, promotions)
- **Improve loyalty** (omni-channel loyalty programs, retention, average order size)
- **Maximize profits** (reduce returns and discounts, actionable insights)

### Cost-Cutting

- **Reduce inventory** (decrease excess product and/or raw materials)
- **Reduce waste** (warehouse utilization, supply chain savings)
- **Reduce IT spend** (maintenance, support, upgrades, reporting, platform, integrations)
- **Improve productivity** (automation, collaboration, shared services, fewer application screens)

