

# POWERING & CONNECTING YOUR BUSINESS WITH THE CLOUD

*How Intelligent, Cloud-Based Business  
Applications are Leading a Digital Transformation*





# POWER TO GROW

Being headquartered in Winston-Salem, North Carolina, Sunrise Technologies is surrounded by the remnants of the tobacco industry, including the smokestacks of the power plants these companies built to supply the energy needed to expand their businesses. The tobacco industry wasn't alone; for years this was one of the only options for enterprise-level businesses to, quite literally, keep the lights on. **While absolutely necessary to run their companies, these construction projects consumed enormous resources and manpower – delaying the ability to innovate and grow.**

Today, organizations would be crazy to build their own power plants. The ability to simply call a local provider to hook up the power frees up resources that were once fully consumed in a previous generation. It was a game changer – creating a domino effect of **innovation, growth, increased productivity, and expansion.**

We are currently **in the midst of a similar shift of the same epic proportions**, as more and more businesses move their data from on-premises to the cloud. Already, the idea of maintaining servers in-house is seen by many as archaic, evidenced by the significant decline of on-premises solutions.

Many businesses are still just coming to grips with the fact that in today's fast paced, global environment the question isn't, "Why cloud?" but "Why **not** cloud?"

However others are already beginning to ask, "**What's next for the cloud?**"



**2020**

By 2020, packaged software will shrink to 10% of new enterprise installations<sup>1</sup>



**61%**

Of growth oriented businesses are focused on moving from on premise to cloud solutions<sup>2</sup>



**84%**

Of global business leaders felt that cloud-based collaboration tools met or exceeded expectations for improving sales and revenue<sup>3</sup>



**28%**

It's estimated that in 2017, 28% of IT budgets will be dedicated to cloud computing, 45% to SaaS, 30% to IaaS, and 19% to PaaS<sup>4</sup>

**“DIGITAL DARWINISM IS UNKIND TO THOSE WHO WAIT [TO PRIORITIZE DIGITAL TRANSFORMATION]...IF YOU'RE NOT MAKING THE SHIFT – IF YOU'RE NOT EVEN MOVING IN THAT DIRECTION – YOU'RE PROBABLY GOING TO BE MERGED, ACQUIRED OR GO BANKRUPT.”**

*Ray Wang  
Principal Analyst, Founder & Chairman  
Constellation Research*

# NOT ALL CLOUDS ARE CREATED EQUAL

Technology is transforming our personal lives with simple, intuitive apps and devices. In contrast, business software often seems stuck in the past, difficult to both use and deploy. In on premise systems, the cause of this difficulty can be easy to spot.

Resources sunk in maintaining hardware ●

Maintaining custom code for integrations ●

Siloed Data ●

Systems reaching end-of-life ●

Crazy amount of \$\$\$ to upgrade ●

Can't replace retiring IT talent to run system ●

So theoretically, just getting your organization on 'the cloud' should help solve some of these issues – and it can! Sort of. The important thing to remember is that **moving successfully to the cloud isn't just taking what you've been doing all along and replicating it using multiple apps and platforms.**

When only bits and pieces of an organization make it to the cloud in this manner, you may encounter the same complexities, difficulties integrating systems, and lack of reliable intelligence as on premise systems. In short, if the whole point of the cloud is to create one truth for your business, then a piecemeal deployment defeats the purpose, and you're back to square one.



Luckily, Microsoft has a vision for an *intelligent* cloud that includes the business applications needed to automate operations, drive sales, and improve operations – all while allowing flexibility and scalability on **a single platform**. This natural progression of technology speaks to the clear desire of businesses to digitally transform.



**EACH COMPANY IS ATTEMPTING TO DIGITALLY TRANSFORM TO ACHIEVE THE SAME THREE OUTCOMES – TO ENGAGE CUSTOMERS, EMPOWER EMPLOYEES, AND OPTIMIZE OPERATIONS.**

 *Satya Nadella*  
CEO  
*Microsoft*

# WHY SHOULD YOU CARE ABOUT DIGITAL TRANSFORMATION?

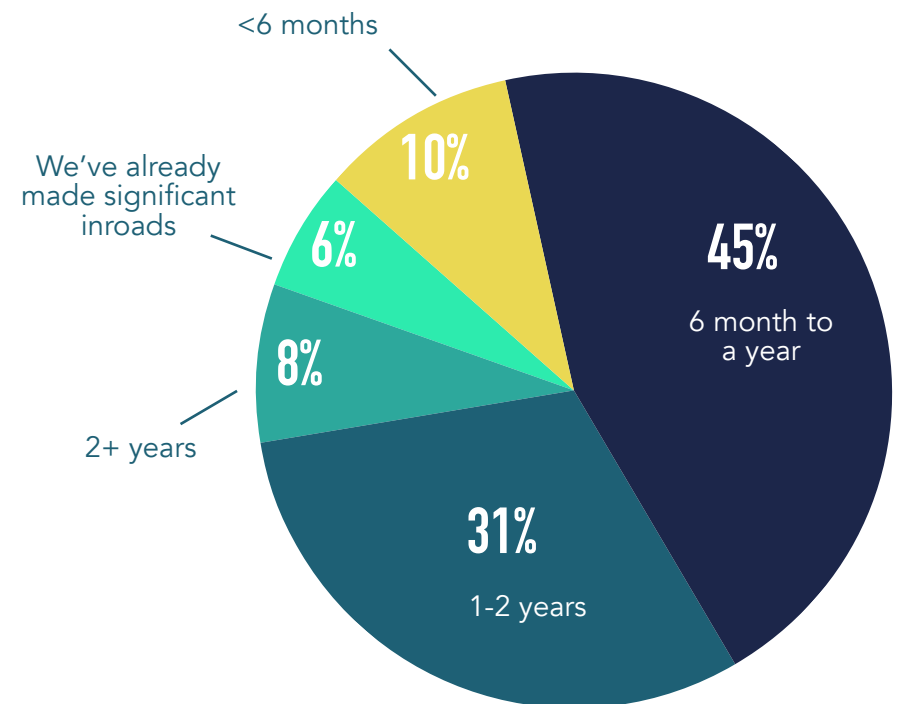
Digital Darwinism is unkind to those who wait. 52% of Fortune 500 companies have merged, been acquired, or gone bankrupt since 2000 and 55% lost money in 2015.<sup>5</sup> A study from Yale shows that the average company age in 1959 was 58 years and it's predicted to be down to 12 by the year 2020.<sup>6</sup> That means if you wait to change your legacy systems you're opening up the organization to unnecessary risk.

## WHY WAIT? YOUR COMPETITORS AREN'T

Global executives were recently surveyed about the state of digital transformation in their organizations and it was clear that most are on the verge of change.

When asked, "How long do you think your organization has to make significant inroads with digital transformation before the business begins to suffer financially or from competitive threats?" A full 65% felt they had less than a year to begin making changes.<sup>7</sup>

It's worth noting that in the same survey 59% also reported that they were afraid it was already too late.



# ENGAGE, EMPOWER, OPTIMIZE, TRANSFORM

If an organization wants to digitally transform, it isn't going to happen with another "bolted-on cloud app" and it certainly isn't going to happen with the implementation of traditional, on premise software that usually ends up being a mammoth solution that fossilizes the entire organization – leaving them trapped in an inflexible business system for 7-10 years.

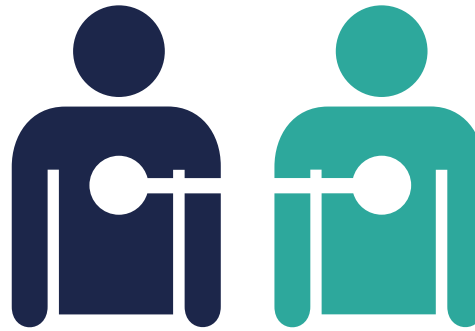
Microsoft CEO Satya Nadella said it best:

*"Digital transformation requires systems of intelligence that are tailored to each industry, each company, each micro-task performed by each person. Systems that can learn, expand and evolve with agility as the world and business changes."*

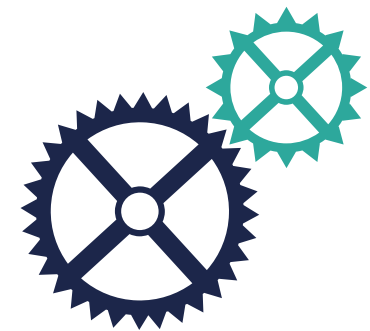
So, business applications built on an intelligent cloud can help you transform by:



**ENGAGING  
CUSTOMERS**



**EMPOWERING  
EMPLOYEES**



**OPTIMIZING  
OPERATIONS**

# WELCOME TO THE AGE OF THE CUSTOMER

## *Engaging Customers*

Businesses of all kinds are in an era of unprecedented change – where mobile devices, business intelligence, the cloud, and the Internet of Things (IoT) have transformed the way we work and serve customers. As technology continues to reshape our world, it has created new baselines for what customers expect from businesses:

### WISH LIST

- See product availability from mobile device on the way to the store
- Order a product online and have it delivered quickly (with transparent and timely shipping updates)
- Personalized products and incentives to meet specific needs, wants, and lifestyles
- Hassle free returns if (and when) something doesn't work out, no matter which channel the item was purchased through
- A consistent, personalized experience across every channel - including support
- Relatively quick adoption of new technologies to speed up transactions and provide a better experience
- Everything on this list to work seamlessly and flawlessly!

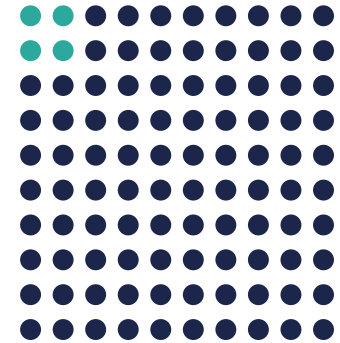
Phew. That's a pretty long wish list – and nearly impossible to fulfill with a mishmash of legacy, on premise systems, customizations, and/or third party “solutions” that require endless upgrades to maintain.



# WELCOME TO THE AGE OF THE CUSTOMER

In a recent benchmark report, customer service and contact center staff reported that “integrating multiple systems” and “legacy systems inhibiting flexibility” were the top two challenges they faced in providing a great customer experience.<sup>8</sup> In fact, only 4% of companies surveyed for a similar Forrester Report were able to solve a customer inquiry within a single application.<sup>9</sup>

**4%**  
OF COMPANIES ARE ABLE  
TO SOLVE A CUSTOMER  
SERVICE REQUEST IN ONE  
APPLICATION



Plus, with 79% of those surveyed reporting that they have no big picture view of customer interactions across channels, it's no wonder customers are having a fragmented experience – with the average person using 2 to 3 channels per service request.<sup>10,11</sup>

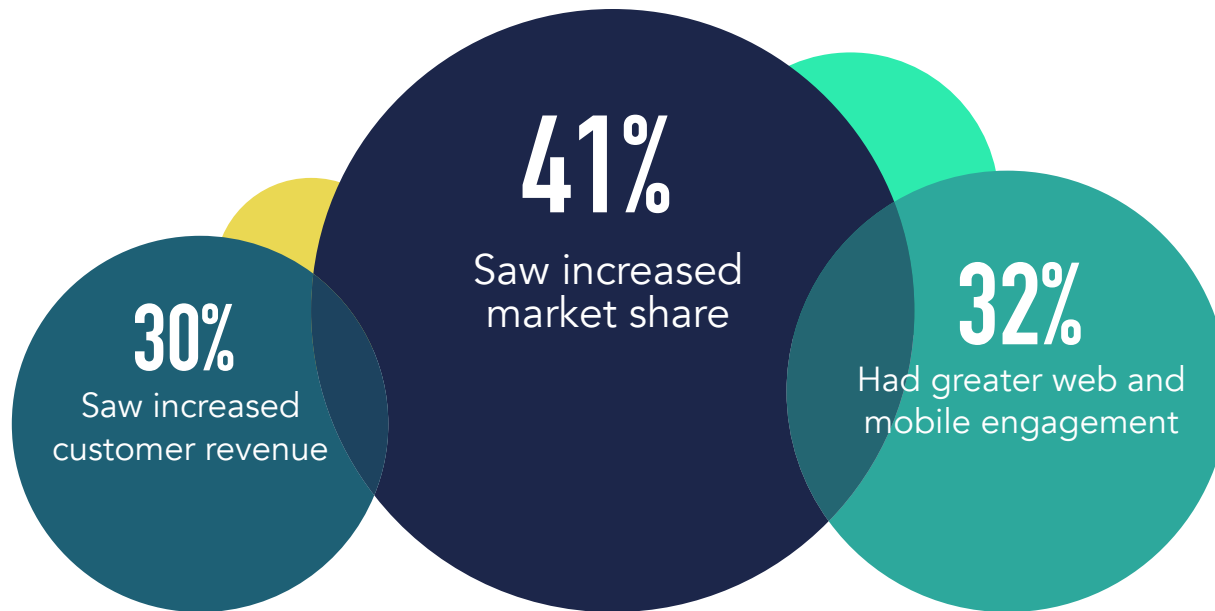


This collapse of the overall customer experience is **not** on the consumer wish list. And, each time a customer has to start all over again and engage another channel to resolve his or her issue, the organization's operational costs increase while the customer satisfaction decreases. It's lose-lose for everyone involved.

# WELCOME TO THE AGE OF THE CUSTOMER

The good news is that if you're considering moving to an intelligent, cloud-based business solution then you're looking at a serious leg-up on the competition when it comes to customer experience. By combining CRM, BI, ERP, and POS data on a single platform, pulling from a single source, organizations can engage customers not just when something goes wrong but at every stage of the buying cycle.

Those organizations that have begun the digital transformation are already seeing the benefits with increased market share (41%), greater web and mobile engagement (32%), and increased customer revenue (30%).<sup>12</sup> Now that's a win-win for everyone.



# CREATING A DREAM TEAM

## Empowering Employees

Revisiting Satya Nadella's statement about digital transformation, a few things stand out about the future of empowering employees within a business:

*"Digital transformation requires **systems of intelligence** that are **tailored to each industry, each company, each micro-task performed by each person**. Systems that can learn, expand, and evolve with agility as the world and business changes."*

Moving your current processes to that sort of intelligent system opens up a world of possibilities for employees at every level to have knowledge about their portion of the business at their fingertips. This expanded, real-time view encourages proactive action, increased productivity, and better collaboration at every turn.

In fact, 84% of IT and LOB executives surveyed for the 2016 Connected Enterprise Report, felt that collaboration tools either met or exceeded expectations for improving individual employee productivity and 85% said these same tools met or exceeded expectations to accelerate decision-making.<sup>13</sup>

Being able to measure these results is just as essential as taking the steps. In fact, in a global survey of retail and consumer goods organizations, the use of analytics to drive change within a company was voted as the top trend that will change the industry over the next five years.<sup>14</sup>



## MEASURING UP

More and more companies are adopting the use of deep analytics across the organization with amazing results.<sup>15</sup>

**69% SEE AN IMPROVEMENT  
IN OVERALL OPERATIONS**

**77% SEE AN IMPROVEMENT IN  
EMPLOYEE PERFORMANCE**

**37% USE DATA TO PERSONALIZE  
SOLUTIONS AND SERVICES**

So how might this impact a business like yours?  
Consider these scenarios:

### Scenario #1

Julie, a sales associate for a clothing store, notices Caroline has been spending a lot of time browsing but hasn't picked up anything yet. Julie grabs the store's mobile POS device and starts talking to Caroline. Because the retailer had invested in the intelligent cloud, Julie was able to get a 360° view of Caroline, including her purchase history and wish list, right at her fingertips. With this information Julie was able to:

- » Help Caroline find several items from her wish list.
- » See that a nearby store had a jacket in stock in the size Caroline needed and ordered it for her.
- » Apply a discount that was emailed to Caroline when she walked in and triggered the store's location beacon.
- » Begin Caroline's check-out process as they walked to the sales counter to bag all of her purchases.

Caroline's experience was so good that, as she was leaving, she tweeted about her interaction with Julie to her 1500 followers – 30 of which made a point of visiting the store in the next month because they read the tweet.



## Scenario #2

Brian is a production supervisor for Widgets-R-Us, which recently implemented a new solution in the intelligent cloud. Prior to the implementation, Brian struggled with inventory visibility, coordinating with vendors for just-in-time shipments, and avoiding breakdowns, all while trying to reduce costs. However, since the organization got up and running with the new, cloud-based solution Brian has been able to:

- » Take advantage of IoT and machine learning capabilities to help anticipate breakdowns and identify areas of improvement.
- » Use a role-based dashboard to monitor the response time to production orders, whether materials for scheduled production orders will be available on the required date, and how many production orders are scheduled, pending release.
- » Use a dynamic master plan (which updates in real-time) to determine if on-hand inventory is sufficient for actual and/or planned orders.

By shifting the organization's approach from reactive to predictive and proactive, the company has seen a significant reduction in the cost of supply chain management, inventory, and expedited shipping. On top of that, they are more flexible, productive, and effective.



# CREATING A DREAM TEAM

Collaborative tools are increasingly making enterprise businesses hum, with a recent study showing of surveyed organizations reporting improved productivity (86%), better sales (70%), and an increased competitive advantage (63%).<sup>16</sup>

However, empowering employees with the tools they need to make smarter decisions faster is only half of the battle. You can't just throw an office-wide pizza party one day and say, "We're going to transform our business in 3...2...1! Enjoy your pizza and the new tools you'll find at your desk. Reports are due Monday."

There has to be a **top-down cultural shift** that requires close examination of current processes and if they continue to make sense given the new tools. **Without a concrete plan, employees will find ways to continue in "the way it's always been done"** and end up resenting the tools because they perceive the new system as making their jobs harder than before.

A trusted implementation partner can help shed light on best practices in your industry. They can also assist in facilitating buy-in from key players throughout the organization and help provide training so users feel a sense of ownership of the project.



**"TO GET THE WHOLE COMPANY MOVING IN THAT DIRECTION [OF THE CLOUD] — GETTING 8,000 PEOPLE TO THINK IN A WAY THEY HADN'T THOUGHT BEFORE — THAT'S BEEN THE REAL WORK."**

**Odd Waller**  
Manager of Application Hosting  
Volvo IT

# HOW THE CLOUD MAKES IT RAIN

## *Optimizing Operations*

If you are currently on premise with your ERP solution or another on prem legacy system, take a minute and consider how much time, effort, and budget it takes to maintain the infrastructure. It's not particularly cheap, is it? And that's not even factoring in the inherent risk of running an outdated solution or the cost of your next ERP deployment.

Obviously, there are significant cost savings to be realized by leveraging the high-availability infrastructure, disaster recovery, and the additional intelligence and productivity tools only available in the cloud. However, simply going to 'the cloud' still leaves some money on the table. If your POS solution is running in one cloud, your CRM in another, and your ERP is in yet another cloud, they all still need to be maintained (usually with separate vendors and billing cycles) and they still need to be integrated with each other. Your best, most cost effective solution is going to a single, intelligent platform.

Plus, with the use of big data analytics on the rise you simply can't afford to have data in any kind of silo (whether that's on premise or in a cloud). When your operations are functioning on one platform, data flows freely – right to role specific dashboards.



**81%**

**OF SUPPLY CHAIN EXECUTIVES SEE  
BIG DATA ANALYTICS AS BEING  
"DISRUPTIVE AND IMPORTANT" TO  
THEIR SUPPLY CHAIN STRATEGIES** <sup>17</sup>

# HOW THE CLOUD MAKES IT RAIN

By bringing all of these components together under a single cloud platform, you can create an even more efficient, more cost-effective, less headache-inducing business. Having your ERP, CRM, BI, and POS under a single platform opens the doors to things like:

- » Real-time inventory visibility and intelligent, cross-channel order fulfillment
- » Line-level fulfillment flexibility for hybrid orders
- » Personalized customer recommendations and offers generated by machine learning
- » Differentiated prices and promotions by channel, product category, and time periods
- » Sophisticated operations for distributed organizations with inter-company and multi-site capabilities

**“IoT, CLOUD, DIGITAL SUPPLY CHAIN AND MACHINE LEARNING ARE THE FULFILLMENT SYSTEMS OF THE FUTURE... IN ISOLATION, EACH OF THESE OFFERS DIFFERENT BENEFITS – COST ADVANTAGES WITH CLOUD, PRECISION IN OPERATIONS WITH IoT AND AGILITY WITH DIGITAL SUPPLY CHAIN. IN COMBINATION HOWEVER, THEY COULD END UP OBSOLETING MUCH OF THE BOXES-AND-MATERIALS SUPPLY CHAIN EVERYBODY ELSE IS STUCK WITH.”**



# WRAP IT UP

It's clear that to survive as a business, you need to digitally transform to better engage customers, empower employees, and optimize operations. To digitally transform, you need the cloud. But not just any cloud – an intelligent cloud that doesn't just replicate on premise problems but actually provides a path to the future.

There is only one product that was built specifically to solve these digital transformation challenges - and that's **Microsoft Dynamics 365**. And for apparel, footwear, home furnishings, and consumer goods companies with manufacturing, distribution, and/or retail operations, there's only one partner that has the unparalleled experience to help you navigate your transformation - **Sunrise Technologies**.

With over 20 years of experience implementing Dynamics ERP, CRM, BI, and POS, Sunrise is the perfect partner to help you make the most of Dynamics 365. Plus, having that much experience means we've learned a thing or two about implementing industry best practices, getting buy-in from key users to help make the critical cultural shift, and ensuring implementations go as smoothly as possible.

When there's so much riding on the ability to see a 360° view of your customers, helping employees across the entire organization make better, faster decisions with role-based intelligence, and streamlining your supply chain, it may seem intimidating to make the right decision for your company...but it's really not! With Dynamics 365 and Sunrise, you can embrace the future and the intelligent cloud with confidence.

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**“WHAT IS MOST COMPELLING HERE IS THE DEEP INTEGRATION OF ERP, CRM, AND DESKTOP PRODUCTIVITY CAPABILITIES...FEW OTHER PLAYERS OFFER A COMMON PLATFORM AND DATA MODEL FOR CRM AND ERP – AND NONE BRING IN THE OFFICE PRODUCTIVITY CAPABILITIES THAT MICROSOFT CAN.”**

Rebecca Wettemann  
VP of Research  
Nucleus Research



# RESOURCES

<sup>1</sup> **IDC 50th Anniversary, Transformation Everywhere**  
[https://www.idc.com/IDC\\_50anniversary/download/IDC50thAnniversary.pdf](https://www.idc.com/IDC_50anniversary/download/IDC50thAnniversary.pdf)

<sup>2</sup> **Techaisle 2015 US SMB Cloud Adoption Trends**  
<http://techaisle.com/cloud-reports/11-smb-midmarket-cloud-computing-adoption-trends>

<sup>3,13,16</sup> **The 2016 Connected Enterprise Report**  
<http://www.connectedenterprisereport.com/>

<sup>4</sup> **2016 Cloud Computing Executive Summary**  
<http://www.idcenterprise.com/resource/research/2016-cloud-computing-executive-summary/>

<sup>5</sup> **Digital Transformation, A conversation with R. "Ray" Wang**  
<http://info.microsoft.com/rs/157-GQE-382/images/dynamics365-en-conversation-ray-wang.pdf>

<sup>6</sup> **Creative Destruction Whips through Corporate America**  
[https://www.innosight.com/wp-content/uploads/2016/08/creative-destruction-whips-through-corporate-america\\_final2015.pdf](https://www.innosight.com/wp-content/uploads/2016/08/creative-destruction-whips-through-corporate-america_final2015.pdf)

<sup>7</sup> **A Report on the State of Digital Business**  
<https://www.progress.com/papers/state-of-digital-business-2016-report>

<sup>8,10, 14</sup> **2016 Global Contact Centre Benchmarking Report**  
[http://alias.cloud-marketing.dimensiondata.com/Web/DimensionData/%7b-5fabdd26-34b0-4a5a-842b-4c7c56ff7c7a%7d\\_2016\\_Global\\_Contact\\_Centre\\_Benchmarking\\_Report\\_-\\_Consumer\\_Goods\\_and\\_Retail\\_Summary.pdf](http://alias.cloud-marketing.dimensiondata.com/Web/DimensionData/%7b-5fabdd26-34b0-4a5a-842b-4c7c56ff7c7a%7d_2016_Global_Contact_Centre_Benchmarking_Report_-_Consumer_Goods_and_Retail_Summary.pdf)

<sup>9, 11</sup> **The Mandate for Intelligent Customer Service**  
<https://explore.dynamics.com/customer-service/forrester-the-mandate-for-intelligent-customer-service>

<sup>12</sup> **The 2016 State of Digital Transformation**  
<http://www2.prophet.com/The-2016-State-of-Digital-Transformation>

<sup>15</sup> **Omni-channel Customer Care: Empowered Customers Demand a Seamless Experience**  
<http://aberdeen.com/research/8675/ra-omni-channel-experience/content.aspx>

<sup>17</sup> **Future of Supply Chain Report**  
<https://www.e2open.com/sites/default/files/2016-12/Future%20of%20Supply%20Chain%202016.pdf>

## ABOUT SUNRISE TECHNOLOGIES

Sunrise Technologies is a premier provider of Microsoft Dynamics 365 and Power BI for apparel, footwear, home furnishings, textiles, consumer products, manufacturing, and retail companies. We deliver game changing, omni-channel, global, Tier 1 supply chain solutions without all the cost and complexity.

From wholesale to retail, and from ERP to business intelligence, Sunrise offers a one-stop, end-to-end industry solution to deploy, enhance, and support Dynamics 365 for a lifetime. Plus, you'll be able to hit the ground running with industry best practices, pre-built configurations, and a proven methodology.

The roadmap for Microsoft cloud solutions is extensive and our industry experts will work with you to implement the capabilities that best fit your needs. As a global systems integrator operating out of North America, Europe, and Asia, we are everywhere you do business.