



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

## Product

Expand product offerings into new brands and categories.

## Channel

Expand distribution channels to gain market share.

## Global

Expand to new regions to grow your global customer base.

## Flexible

Easily bring new brands onboard and exit with ease.

*"From a private equity perspective, Sunrise is our go-to partner for any company in our portfolio. These guys are absolute pros and deliver exactly what we ask for."*

*Bill Sweedler  
Founder, Chairman and CEO,  
Windsong Global*



*"To say Sunrise understands our business would be a major understatement."*

*Scott Boilen  
CEO, Allstar*

## 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 brands, retailers, manufacturers, and distributors, Sunrise offers a one-stop shop. Together, powerful end-to-end 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 increased business complexity. It has been thoughtfully designed to ensure maximum productivity, visibility, and control, enabling companies to plug in and spin off portfolio companies 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 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.
Faster ROI	Powering the rest of the business with Dynamics 365 makes sense for companies already investing in Microsoft's extensive application portfolio. 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, a global systems integrator operating in North America, Europe, and Asia, can support the companies in your portfolio everywhere you do business. Contact the private equity team at [pe@sunrise.co](mailto:pe@sunrise.co) or visit us online at [sunrise.co](http://sunrise.co) to learn more.

## Positive Portfolio Impact

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

### 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.

### Revenue Building

- **Enable growth:** Acquisitions or expansion into new products, channels, and regions.
- **Increase sales:** Channel balancing, product allocation, promotions.
- **Improve loyalty:** Omnichannel, loyalty programs, retention, average order size.
- **Maximize profits:** Reduce returns and discounts, see actionable insights.

