

## Win Wire: Ludia Helps Empower Microsoft Field Sales Team



### Current Situation

- Microsoft is the world's largest technology company, empowering every person and every organization on the planet to achieve more
- Microsoft sought top industry knowledge to expand its learning and development programs, so it created a new initiative: **Microsoft D365 Field Service Champs**.
- These training workshops were carefully crafted to:
  - Provide insights into the industry's perspective on Copilot, Mixed Reality (Guides, AR), and D365 Field Service.
  - Highlight the mission-critical process flows surrounding Field Service and the common business challenges that arise within potential prospect organizations.
  - Provide a deeper understanding of the different Field Service personas and their different areas of ownership, sales plays, and strategies for winning within Field Service organizations.

#### Win Theme:

*Accelerating Microsoft Sales*

#### Location:

*Seattle, Washington*

#### Industry:

*Enterprise Resource Management Software*

#### Employees:

*10,000+*

#### Date Signed:

*March 22nd, 2024*

#### Solutions:

*Microsoft D365 Field Service*

### How We Won

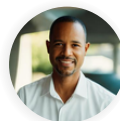
- By implementing the bleeding edge of Microsoft's Physical Operations Products, Ludia gathers practical lessons and customer feedback. This translates into highly relevant and powerful insights for Microsoft seller pursuits.
- Ludia's implementation methodology is derived from Microsoft Fast Track's Solution By Design best practices. By adhering to industry best practices, we've built repeatable processes that bring implementation excellence into the sales motions.
- Ludia has successfully trained hundreds of Microsoft Sellers and architects throughout its history, helping empower Microsoft Sales teams and architects to achieve more.

### Microsoft Needs

- To empower the Microsoft Field Sales Team with contextualized learnings and customer stories from implementations:
- What does it take to understand the implementation of AI and leverage industry best practices for security, accuracy and consistency in AI.
- What are the new features of the new Microsoft FS/F&O Dual Write integration?
- How does Field Service affect other areas of business operations?
- Solution driven training activities led by experienced partner architects utilizing real-world customer scenarios.

### Solution

- Ludia Consulting designed various innovative workshops led by experienced architects and industry leaders to provide deep insights on how to pursue Field Service prospects successfully.
- Workshop topics focused on pressing and relevant industry trends experienced by all customer pursuits.
- Ludia Consulting and Microsoft engineering team leaders collaborated in creation of custom content including Mixed Reality, Integrations and Project Operations.



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