

Dynamics 365 Marketing

Customization, Development and Consulting Practice

Get the visibility, collaboration, and agility needed to drive success across your project-centric business—from prospects to payments to profits.



Cognitive Convergence

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About Us

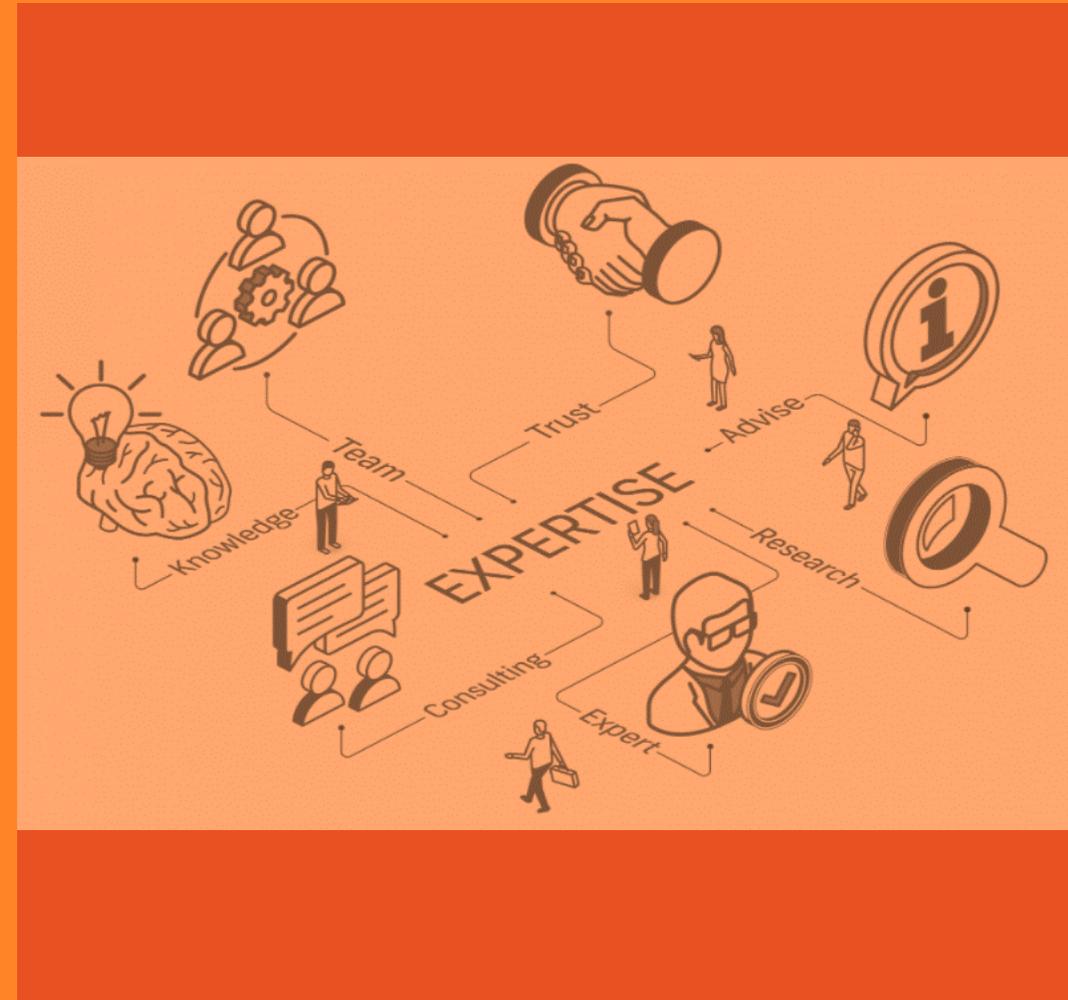
Cognitive Convergence is a subject matter expert in Dynamics 365 consulting having certified and experienced consultants which will create custom, robust, and scalable apps for different business needs in no time.

Our core Dynamics 365 Sales consulting are:

- ✓ Unify sales process
- ✓ 360-degree view of customers
- ✓ Track and expediate customer journey
- ✓ Automate workflows with Power Apps and Power Automate (Flow)
- ✓ generate customized reports and integrate the different modules
- ✓ Workflow automation
- ✓ Sales performance
- ✓ Artificial intelligence
- ✓ Integration
- ✓ Scalability

Current Location: Lahore, Pakistan

Planned Front-end Office: California/Washington States- USA

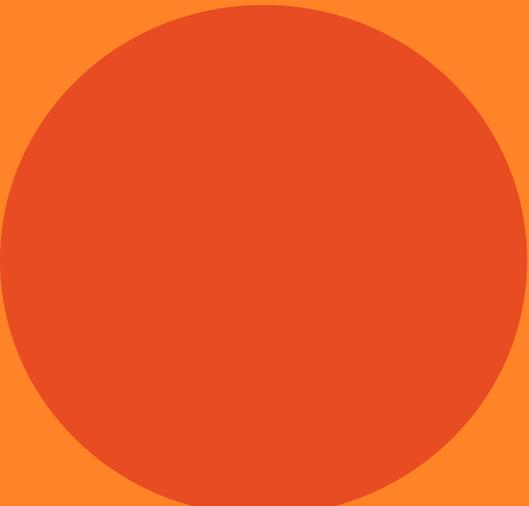


Dynamics 365

Microsoft Dynamics 365 helps the organizations with their smooth digital transformation including selling journey, customers' understanding to building meaningful relationships with potential leads

- ✓ Understand customers and uncover potential leads
- ✓ Stay connected to prospects
- ✓ Build meaningful relationships
- ✓ Adapt to rapid changes while executing campaigns
- ✓ Create exceptional customer journeys with state of art custom templates for promotional emails

Organize events for planning and managing detailed information about every concerned person



Modules of Dynamics 365

- ✓ Customer Insights
- ✓ Customer Service
- ✓ Field Service
- ✓ Finance and Operations
- ✓ Marketing
- ✓ Project Service Automation
- ✓ Retail
- ✓ Sales
- ✓ Talent/HR
- ✓ Project Service



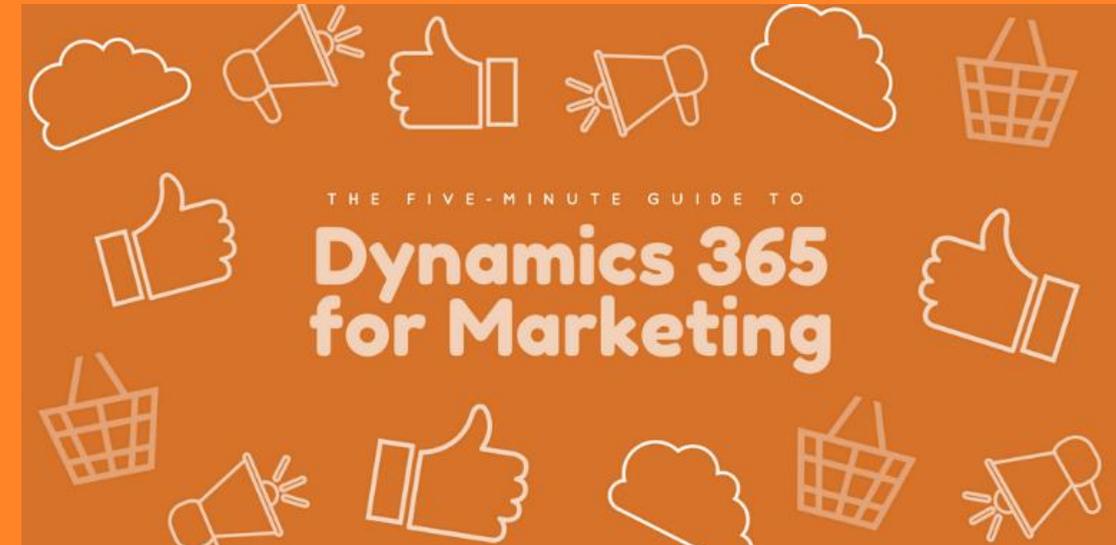
Dynamics 365 marketing

Introduction

Dynamics 365 Marketing elevates customer experiences, allowing you to orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty.

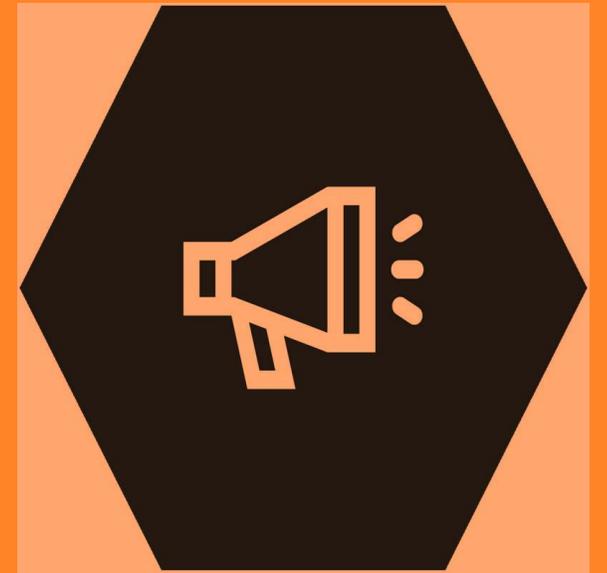
Real-time marketing includes:

- ✓ Event-based customer journeys
- ✓ Custom event triggers
- ✓ SMS
- ✓ Push notifications
- ✓ Trigger customer journeys in real time based on the signals
- ✓ Collection of rich profile data from customers
- ✓ Pick the right channel for everyone
- ✓ Connect in the moments that matter



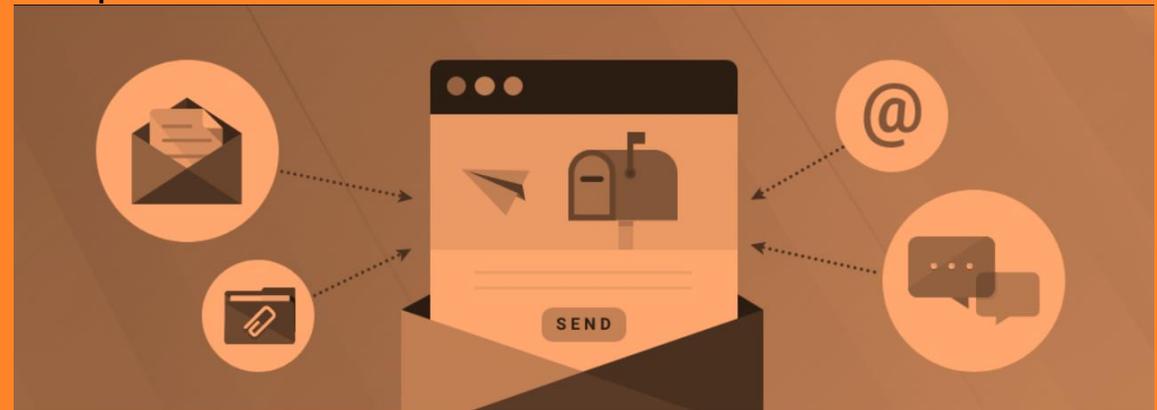
Benefits of marketing

- ✓ Offers automation
- ✓ Tools for digital marketing
- ✓ Complementing the Dynamics 365 software's integrated CRM
- ✓ Business intelligence services
- ✓ Compatible with a broad variety of devices
- ✓ Allows for the data-driven handling of varied marketing strategies across multiple channels
- ✓ Personalization and Branding.
- ✓ Insights and actionable feedback
- ✓ Configuration and expansion
- ✓ Perfectly complements the other Dynamics 365 solutions, particularly for B2B marketing and for medium-sized companies



Marketing Emails

- ✓ Begins with understanding what makes them such a powerful tool for your marketing campaigns
- ✓ Effectiveness of your message through advanced operations like merging database values, adding dynamic content, and introduce programming logic
- ✓ Target entire market segments
- ✓ Standard messages with giant To or Bcc fields
- ✓ Enable personalized and dynamic content
- ✓ Include information that gets personalized for each recipient
- ✓ Hosted by the marketing services
- ✓ Ready to be personalized and sent to individual recipients any number of times
- ✓ A master document that stays on your server and typically includes active logic, ready to generate and send individual email messages when called from a customer journey
- ✓ Required content and automated error-checking help improve deliverability and ensure compliance
- ✓ Includes features that will help maintain your organization's email reputation



Event management

Event

- ✓ Organizing in-person events or online meetings
- ✓ Can be a key part of marketing and sales
- ✓ Allowing you to have more direct contact with your leads
- ✓ Initial planning and budgeting
- ✓ Promotion and publication
- ✓ Webinar/simulcast creation
- ✓ Evaluation
- ✓ Venues and accommodation reservations can be handled
- ✓ Includes features that allow you to set up and run webinars and other online events
- ✓ Obtaining important metrics
- ✓ Allows to track the activities of attendees
- ✓ Use various metrics to analyze the effectiveness
- ✓ Tracking the generation of any new leads



Event Registration

- ✓ Records are an important part of the overall Event record
- ✓ Create your marketing form
- ✓ Marketing emails
- ✓ Customer Journey
- ✓ Manage your entire online webinar process
- ✓ Holds all the event registrations
- ✓ Has a unique QR code generated
- ✓ Useful for any in-person events that might occur in the future



Event team members

- ✓ Can be either a Contact you have in D365
- ✓ User that's internal to your organization
- ✓ System lets you add someone that is neither
- ✓ User is added as an internal team member

Lead Management

Leads

- ✓ Contact records to represent prospective customers
- ✓ Enables marketers to engage with those contacts through initiatives
- ✓ Auto-creates a lead for that contact
- ✓ Decide how to make use of the various types of records it contains
- ✓ Use Dynamics 365 custom workflows to automatically generate
- ✓ Field connects to the contact record through an N:1 relation
- ✓ Set the marketing only flag for the contacts it creates
- ✓ Custom implemented by admins and customizers to meet the specific needs of organization



Lead Scoring Models

- ✓ Provides a scoring model to generate scores for leads
- ✓ Available for you in your pipeline
- ✓ Chooses top factors that influence the score
- ✓ Assigns a score between 0 to 100 for leads based on the signals from leads
- ✓ Can identify and prioritize leads that have more chances of converting into opportunities
- ✓ Available when predictive lead scoring is enabled in your organization
- ✓ Provides a list of leads with different parameters including lead score, lead grade, and lead score trend
- ✓ Can identify and prioritize leads to convert into opportunities



Internet Marketing

Marketing Pages

- ✓ A webpage that includes a form where people can register for an offer
- ✓ Update contact information
- ✓ Manage mailing list subscriptions
- ✓ Information automatically captured by Dynamics 365 Marketing
- ✓ Applied immediately to your customer database
- ✓ Integrate with—and provide expanded functionality for—many other Dynamics 365 Marketing features
- ✓ Includes email marketing, customer journeys, behavior analysis, lead scoring, and result analytics
- ✓ Can include more than one form



Marketing websites

- ✓ Uses cookies to log visits to any web page
- ✓ Contains the tracking script
- ✓ Work together with the marketing-pages feature
- ✓ Identify contacts by matching the visitor IDs
- ✓ Landing-page submissions
- ✓ Covers the Dynamics 365 Marketing website script

Redirect URLs

- ✓ Targets your Dynamics 365 Marketing server
- ✓ Logs the click
- ✓ Redirects the user to the expected content
- ✓ Enables you to log clicks on links that you put into social media posts
- ✓ Helps you choose the best channels for getting your message out
- ✓ Mapped to specific contacts
- ✓ Have submitted a marketing form and therefore have a cookie set in their browser
- ✓ Used to compare the traffic you generate for different channels or campaigns



Marketing Forms

- ✓ A set of input fields arranged into a form layout
- ✓ A small library of reusable form
- ✓ Can place on all your various marketing pages as needed
- ✓ Use a form element to position the form and choose local settings for it, which apply to that page only
- ✓ Made from a collection of fields, buttons, graphical elements, and a few configurations settings
- ✓ Must be set up in Dynamics 365 Marketing as a marketing form field
- ✓ Establishes options for how that field is presented in forms where it appears
- ✓ Decides which lead or contact fields it maps to in the database
- ✓ Features depend on which type of form it is
- ✓ Has a type, which maps directly to the page type where you can use that form
- ✓ All forms on the page must be of the same type
- ✓ Track link clicks



Marketing Content

Image Flies

- ✓ Important part of most marketing-page and marketing-email designs
- ✓ Can host your images anywhere
- ✓ One convenient place to keep them is in the Dynamics 365 Marketing image library which:
 - stores the images
 - hosts them publicly
 - provides an image browser
 - helps you find and place them while working in Dynamics 365 Marketing
- ✓ Following image formats are supported:
 - GIF
 - BMP
 - JPEG
 - PNG
- ✓ Maximum file size for uploaded images is 5 MB



Keywords

- ✓ Use to tag each image
- ✓ Managed centrally to ensure that the number of keywords remains manageable
- ✓ Spelling consistent
- ✓ Can choose a keyword, when uploading an image
- ✓ Can't be create new one on the fly



Content Blocks

- ✓ Used to establish a block of common content
- ✓ Can reuse in multiple emails, forms, and/or pages
- ✓ Used to establish common headers, footers, and other blocks of content
- ✓ Standardize your communications
- ✓ Work like templates
- ✓ Include a fixed collection of content
- ✓ Added all at once to a design
- ✓ Once added, the content is copied into your design
- ✓ Doesn't maintain any connection to the original block content
- ✓ Can lock the content of a content block to prevent it from being changed in any design
- ✓ Used to gain improved control over common content and/or design choices



Personalized Pages

- ✓ Display content that's personalized for known contacts
- ✓ Can use fields of the following types on personalized pages:
 - Single line of text
 - Option set (see note)
 - Two options
 - Whole Number
 - Floating point number
 - Decimal number
 - Currency
 - Multiple lines of text
 - Date and time
 - Multi-select option set
- ✓ Known contacts identified by a cookie set on their browser
- ✓ JavaScript to fetch values from the relevant contact record to the marketing page
- ✓ Run either on an authenticated domain or the Power Apps portal, and use HTTPS
- ✓ Data access restricted to explicitly allow listed fields from the contact entity
- ✓ Establish the allow list and generate the JavaScript



Videos

- ✓ Fastest-growing medium for reaching newer and wider audiences
- ✓ Used to store information
- ✓ Must contain specify name, video URL, embed code, and thumbnail URL
- ✓ Can also add a video block to the content designer
- ✓ Following are steps to add video to any marketing page:
 - drag a video block from the designer's toolbox
 - drop it into place on your design
 - choose which video to include



Segments

- ✓ Like marketing lists
- ✓ Offer a much more wholesome way to plan and execute marketing campaigns
- ✓ Set of contacts
- ✓ Leads cannot be used as part of segments
- ✓ Solely meant for maintaining customer contacts
- ✓ Can be used as the starting point into crafting a well-designed customer journey
- ✓ Let you run efficiently targeted campaigns
- ✓ Can easily group your contacts based on factors
- ✓ Can be rescued and updated, and maintained very easily

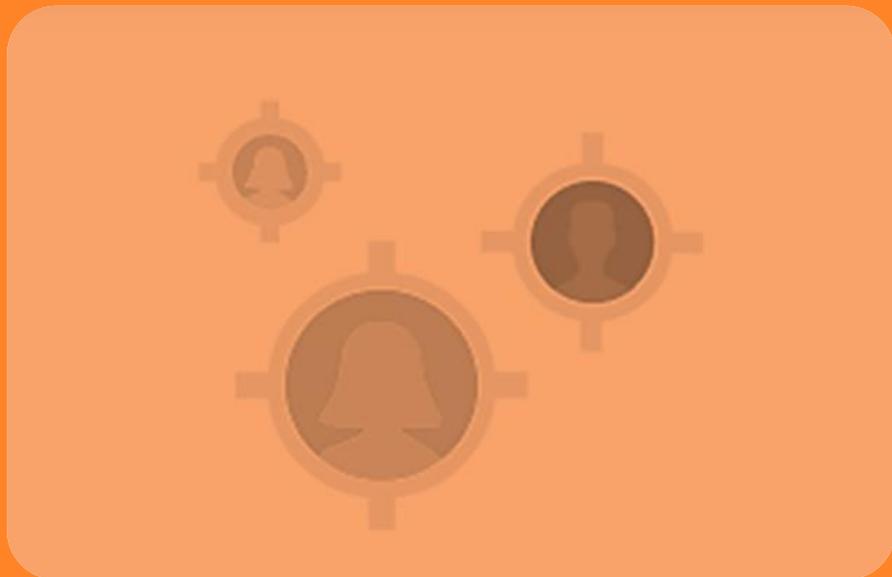
Consent center

- ✓ Freely given, specific, informed, and unambiguous indication of the data subject
- ✓ A statement or by a clear affirmative action, signifies agreement to the processing of personal data
- ✓ Contact-point based
- ✓ Stored per email address or phone number
- ✓ Opposed to being stored per Contact record
- ✓ Processes that you have already defined are not influenced by the real-time marketing settings



Asset Library

- ✓ Let's you upload images, videos, and documents
- ✓ Images automatically tagged using AI
- ✓ Find the images that best complement your email content
- ✓ Supports images (such as JPEG, GIF, and PNG files), videos (such as MP4, AVI, and MPEG files), and documents (such as Word documents, PowerPoint files, and Adobe PDFs).
- ✓ Automatically analyzed and described by AI
- ✓ Can easily find an image containing a searched object
- ✓ Also sort your assets by *Title* or *Last modified* date



Domain Authentication

- ✓ Detect forged messages and domains
- ✓ Prevent spam
- ✓ Prevent phishing
- ✓ Implemented through the internet DNS system
- ✓ Based on public/private key encryption and signatures
- ✓ Come with a pre-authenticated sending domain ending in -dyn365mktg.com
- ✓ Allows you to send authenticated emails right away

Push Notifications

- ✓ Effective marketing channel to reach out to clients at the right time.
- ✓ Has a great recipient's attention
- ✓ Very effective in last-minute reminders
- ✓ Reach out to client in real-time to influence their buying decision
- ✓ Can be configured to appear for several things
- ✓ Engage app users, regardless of whether the app is in use
- ✓ Should only be used on to only high priority items
- ✓ Can be sent through messages
- ✓ Automatically populate the token with the survey and options you selected
- ✓ Adding a Customer Voice survey link allows you to seek feedback from customers on the channels they use the most



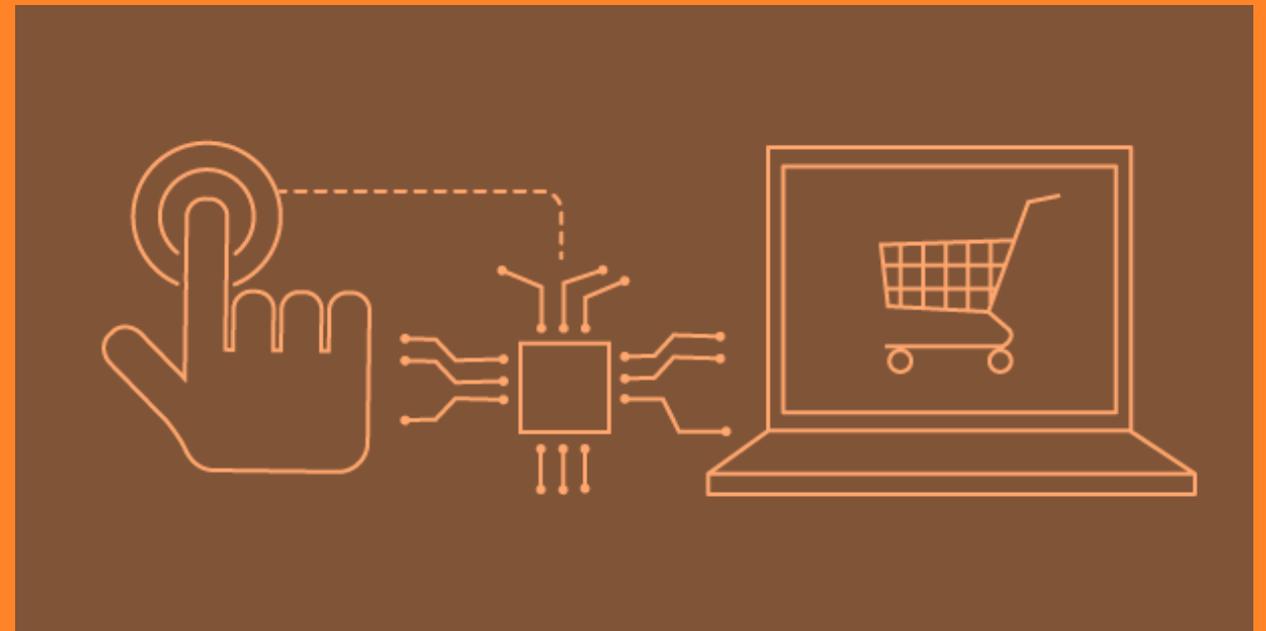
Analytics

- ✓ A report provides insights into your email marketing and related activities
- ✓ includes a filter pane on the left that lets you quickly select the relevant marketing activities to focus on
- ✓ can also chose the relevant time frame for your exploration
- ✓ can also chose the relevant time frame for your exploration
- ✓ presents a view of your marketing activities in the form of a Gantt chart
- ✓ shows how frequently individual marketing messages are used in your customer journey
- ✓ shows which marketing message templates are being used in your marketing automation
- ✓ can be important to ensure that you're using the correct templates in certain journeys
- ✓ inspect the number of messages sent



Event trigger

- ✓ Control the flow of event-based journey
- ✓ Can also represent significant business events
- ✓ Can be used to start a journey to welcome a new user
- ✓ Can be used to trigger a follow-up response in a journey
- ✓ Can be used as exit criteria to terminate a journey designed to periodically remind a customer to complete a purchase order
- ✓ Three types of events in the event triggers catalog:
 - a) custom events
 - b) interaction events
 - c) business events
- ✓ The following business events are available:
 - ✓ Contact created
 - ✓ Contact e-mail address updated
 - ✓ Contact address updated
 - ✓ Contact phone number updated
 - ✓ Lead created
 - ✓ Incident created
 - ✓ Opportunity created



Events

- ✓ Guides you through each step of event planning
- ✓ Collects all your planning details
- ✓ Gives links to related records
- ✓ Provides a business-process timeline
- ✓ Can set up your event team, manage speakers and sessions, set up event passes, and set up a venue
- ✓ Enables you to view and create most types of related records
- ✓ Helps organize your work at each stage



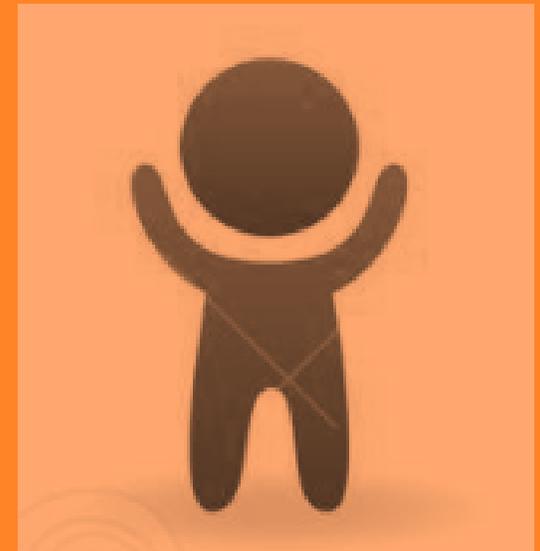
Custom registration fields

- ✓ presented by the event website
- ✓ includes fields for first name, last name, email address, and pass type (for paid events with at least one pass).
- ✓ receive additional information from attendees
- ✓ can easily add these as custom fields to your registration form
- ✓ can choose which custom fields to add to each event, and your registration records will include the values submitted by registrants



Participant

- ✓ Responsible for a particular workflow
- ✓ Submits a document for processing and approval
- ✓ Explains the various participants in the workflow system



Speakers

- ✓ Those who will provide the demo or share content during the webinar
- ✓ Lot of fields that can be completed on a speaker record
- ✓ Important if you want to use the Events Portal
- ✓ Need to add their name and email really, nothing further is required



Check-ins

- ✓ Registrants have access to their registration QR code
- ✓ Need a way to verify that they attend
- ✓ Attendees visit and show their QR code before going into the event is a great way to manage this
- ✓ Users can use the Dynamics 365 mobile app to scan QR codes into the event
- ✓ Users will navigate to the event record in the app
- ✓ Go to the registration and attendance tab



Buildings

- ✓ Comprehensive, global, and scalable solution
- ✓ Based on **Dynamics 365 for Finance and Operations**
- ✓ Facilitates quick and easy access to all the company's information
- ✓ Configured to generate different levels of availability of information
- ✓ Creation of user profiles



Buildings

- ✓ Helps attendees from farther away to plan accommodation for their trip
- ✓ Links an event-registration record
- ✓ Represents a block of rooms of a specific type
- ✓ Allocation is considered sold out unless you can request more from that hotel



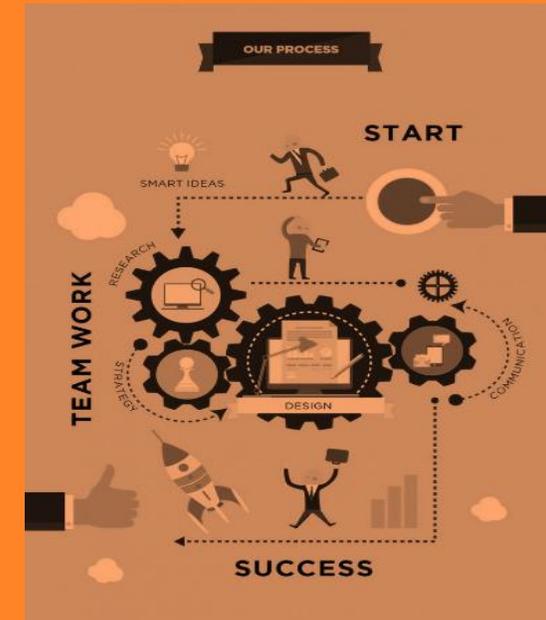
Layout

- ✓ Create and design space plans on Microsoft HoloLens
- ✓ Mixed Reality immersive headset
- ✓ Import 3D models and design, edit, and collaborate virtually
- ✓ Real-world scale.



Event Vendors

- ✓ For vendors whom the event planner hires for various services
- ✓ Keep track of partner vendors
- ✓ Components of an event take place before the event itself even begins
- ✓ Make the attendee experience smooth
- ✓ From start to finish by offering great perks



Hotels

- ✓ Companies that operate a chain of hotels
- ✓ Can be registered as vendors
- ✓ Room allocations and reservations can be managed
- ✓ Represent a block of rooms that a partnering hotel
- ✓ Agreed to set aside for event attendees



Hotel room allocations

- ✓ Books the resource's full capacity
- ✓ For the specified from and to dates
- ✓ Won't be notified that the resource is overbooked
- ✓ Books the resource for a percentage of capacity for the specified from and to dates



Hotel room reservations

- ✓ Provides total control of shared locations of your office premise
- ✓ Every department can track the reserved time slot
- ✓ Manage their meetings accordingly
- ✓ Adds extra hands for booking, approving, invoicing, and billing operations across enterprises
- ✓ Enhances operational efficiency



Sponsorship

- ✓ Contribute funds
- ✓ Equipment
- ✓ Services in return for having their logos
- ✓ Messages placed in your event materials (including the event website) or at the event itself
- ✓ Associated with an event record
- ✓ Include information about the deal itself



Sponsorable articles

- ✓ Items that are visibly present at the event
- ✓ Feature a sponsor's logo or message
- ✓ Include small freebies given away to event attendees
- ✓ Also be some type of infrastructure or facility provided to eventgoers



Journey Templates

- ✓ Assigned a language and purpose
- ✓ Can filter the gallery by these values to make the template you're looking for easier to find
- ✓ Can view details about any listed template by selecting it in the list



Email templates

- ✓ Contain prefilled customer and account data specified
- ✓ Don't have to re-enter the same information for every message you want to send
- ✓ Attached to an email after an activity is created
- ✓ Has its own email type



Page Templates

- ✓ Represent the actual .aspx pages
- ✓ Provide a means to maintain a consistent look and feel throughout your entire website
- ✓ Built using ASP.NET pages, master pages, cascading style sheets (CSS), user controls, and server controls
- ✓ A blueprint for displaying content
- ✓ Generates the HTML that the user sees.



Form templates

- ✓ Integrated part of the form development experience
- ✓ Provide form structure
- ✓ Based on a particular style
- ✓ Provide many defaults control properties
- ✓ Provide guidance and consistency for sub content on a form



Segment Templates

- ✓ Provides an initial collection
- ✓ Help users get started creating common types of segments more quickly.
- ✓ Provides a fully or partially defined query designed for a particular purpose
- ✓ Indicated by the template name



Form fields

- ✓ Appears in a marketing form
- ✓ Must map unambiguously to a contact or lead field in your Dynamics 365 database
- ✓ Values submitted for that field will be stored
- ✓ Settings are available when working with the field record itself



A dark-themed user registration form. At the top is a circular icon representing a user profile. Below it are six input fields: 'First Name', 'Last Name', 'User Name', 'Password', 'Confirm Password', and 'E-mail'. At the bottom is a 'Create account' button.

Call templates

- ✓ Might be useful for reminding staff to review key contacts each week
- ✓ Can set this up by creating a segment that finds interesting contacts to work on for the week
- ✓ Use the Is Recurring settings on the General tab of your journey to rerun the journey once a week for as long as the journey is active



Task templates

- ✓ Enables a customer journey to generate an activity record
- ✓ Associate the activity with each contact who enters the tile
- ✓ Assign each activity to a Dynamics 365 user for follow-up



APPT. templates

- ✓ Help a customer with an issue
- ✓ Meet with potential customers or a customer service rep creating a service appointment
- ✓ Dispatchers can have an accurate view of availability in one place
- ✓ Don't have to switch between multiple tools such as Outlook, service calendar, and Field Service's new schedule board



LinkedIn Lead Gen

- ✓ A social network that focuses on companies, professionals, and working life
- ✓ Can be a great source for running targeted campaigns
- ✓ Exploring professional networks
- ✓ Generating new leads



Content settings

- ✓ Tool you use to store the Address, Social Links, Subscription Center
- ✓ Forward to a Friend setting for your company
- ✓ Can be useful if your organization has multiple brands with their own social links, address, or subscription offerings.



User profiles

- ✓ Displays useful information about you to your entire organization
- ✓ Define and manage centrally what different user types can see
- ✓ Can perform their business tasks efficiently
- ✓ Has a card where you manage various settings for the related role
- ✓ Users must be created and added



Form submissions

- ✓ Must be designed to submit values for all mandatory fields and fields used in contact matching, lead matching, and duplicate detection
- ✓ Must also provide valid index values that map correctly to available values in the database
- ✓ Errors in form design or changes to system settings can cause form submissions to fail
- ✓ System will store what it can of the erroneous submission so you can examine it later
- ✓ Possibly recover key information from it



Form

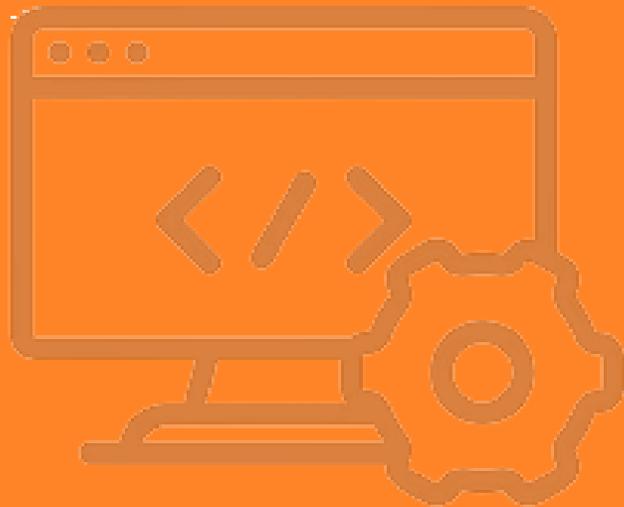
- ✓ Use to interact with the data they need to do their work.
- ✓ Designed to allow them to find or enter the information they need quickly
- ✓ Use the form designer to customize the forms included with Dynamics 365 Sales to meet the specific needs of your organization
- ✓ Should not try to customize your forms outside of the app itself.



Dynamics 365 development services

1. Dynamics 365 Marketing Consulting/Customization

- ✓ Extensively result-driven services help businesses transform various business operations.
- ✓ Assist clients with Dynamics 365 implementation
- ✓ Successfully maintain quality customer services, enhance customer acquisition, conversion, and retention.
- ✓ Customize the applications to deliver the best solutions
- ✓ Help different organizations to transform the business by earning profit and reducing costs.
- ✓ Offer customization such as adding new fields, custom workflows, data collection and data processing.
- ✓ Create and customization of schema features, metadata, business logic, design user-friendly dashboards, forms and views, notification templates, and optimization.



Dynamics 365 development services

2. Dynamics 365 Marketing Power platform development

For each module Dynamics 365, we offer:

- ✓ Custom solution development via Power Apps, process automation/workflow management
- ✓ Turn ideas into organizational solutions by enabling everyone to build custom apps that solve business challenges by using Power Apps (Canvas & Model-Driven).
- ✓ Boost business productivity to get more done by giving everyone the ability to automate organizational processes by using Power Automate
- ✓ Dashboard-graphs implementation via Power BI & Make informed, confident business decisions by putting data-driven insights into everyone's hands.
- ✓ Easily build chatbots to engage conversationally with your customers and employees by developing intelligent chatbots via Power Virtual Agents.



Dynamics 365 development services

3. Dynamics 365 Marketing Mobility Solutions

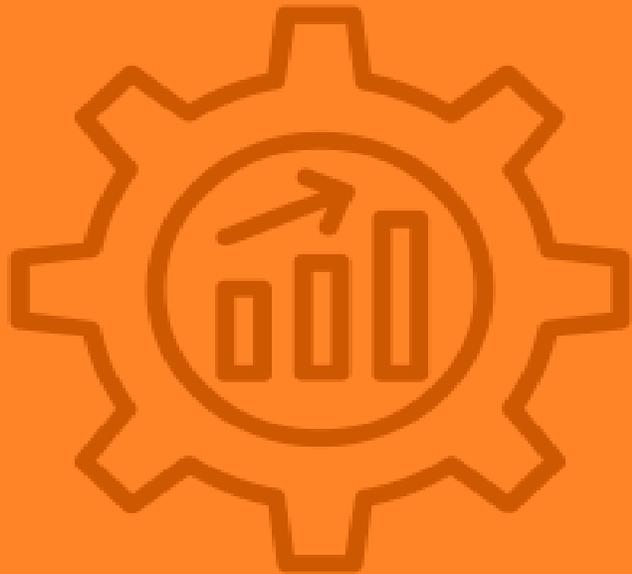
- ✓ Custom development for almost every type of computer device
- ✓ Advanced structural development service for different kinds of devices like:
 - Dynamics 365 for phones
 - Dynamics 365 for tablets
- ✓ Adopt Native App Development Approach for different devices
- ✓ Choose modern Front-end frameworks to make the solution compatible with every device operating with any modern operating system



Dynamics 365 development services

4. Dynamics 365 Marketing Custom Integration

- ✓ Helped several organizations to migrate data from CRM solution to Dynamics 365 CRM in a cost-effective manner.
- ✓ Incorporate the best practices and methodologies to map and move data from target CRM to Dynamics 365.
- ✓ Integrates Dynamics 365 with third-party applications and ERP systems to fulfill the rising demands of businesses.
- ✓ Streamline business analysis and integration for data syncing & data migration from 3rd party apps



Dynamics 365 development services

5. Dynamics 365 Marketing support

- ✓ Technical, functional as well as production support for the implementation of Microsoft Dynamics 365 CRM.
- ✓ Post-implementation support service assistance.
- ✓ Assist clients in solving arising or reoccurring issues to ensure the smooth operation of the app.
- ✓ Great ROI – with Microsoft Dynamics support, 2managed services offerings represent a significant saving.
- ✓ In-depth assistance and consultancy across all CRM related requirements



Dynamics 365 development services

6. Dynamics 365 Marketing user training

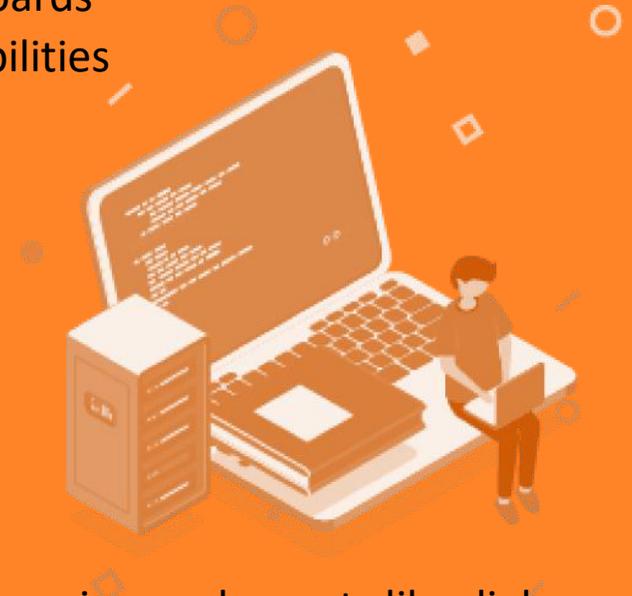
- ✓ Highly experienced in designing, developing, and delivering be spoke, client-branded, collaborative learning solutions for any Dynamics 365.
- ✓ Develop training programs for users of any module of D365 that reflect their way of working, incorporating the individual business processes and workflows for each role group.
- ✓ Training services include:
 - a. Training needs analysis (TNA)
 - b. Rapid Scope[®] – scoping your D365 training requirements
 - c. Development of be spoke deliverables including reference guides, quick cards, trainer packs, and three different eLearning options
 - d. Assistance with Skill the Trainer and Go-Live Support
 - e. Delivery in the form of classroom, presentation, eLearning, and various online solutions
 - f. Localization and translation services for global D365 rollouts



Dynamics 365 development services

7. PowerApps Component Framework –PCF for Dynamics 365 Marketing

- ✓ Enhanced user experience for the users to work with data on forms, views, and dashboards
- ✓ Create code components that can be used across the full breadth of Power Apps capabilities
- ✓ Utilize the reusability of the code components
- ✓ Reuse these components many times across different tables
- ✓ Forms which provide support of modern web practices
- ✓ Reusability, Access to a rich set of framework APIs that expose capabilities like:
 - a. component lifecycle management,
 - b. contextual data
 - c. Metadata Seamless server access via Web API
 - d. Utility and data formatting methods
 - e. Device features like camera, location, and microphone; and easy-to-invoke user experience elements like dialogs, lookups, and full-page rendering.



Dynamics 365 development services

8. Open-Source- TypeScript Based Development for Dynamics 365 Marketing

- ✓ We provide the services of the execution of the custom functionality for each module of Dynamics 365
- ✓ Using TypeScript to streamline the custom business requirements of the clients
- ✓ Supported by the dynamics by default but provide a way of extension.
- ✓ While the execution of the TypeScript code, entities and form attributes are accessed, and actions can be performed:
 - a. Form context
 - b. XRM Web API,
 - c. support of support HTML,
 - d. CSS,
 - e. JavaScript and TypeScript,
 - f. React.js,
 - g. Angular.js,
 - h. Vue.JS,
 - i. Ember.JS,
 - j. Backbone.js



Dynamics 365 development services

9. Dynamics 365 Marketing Plugin Development

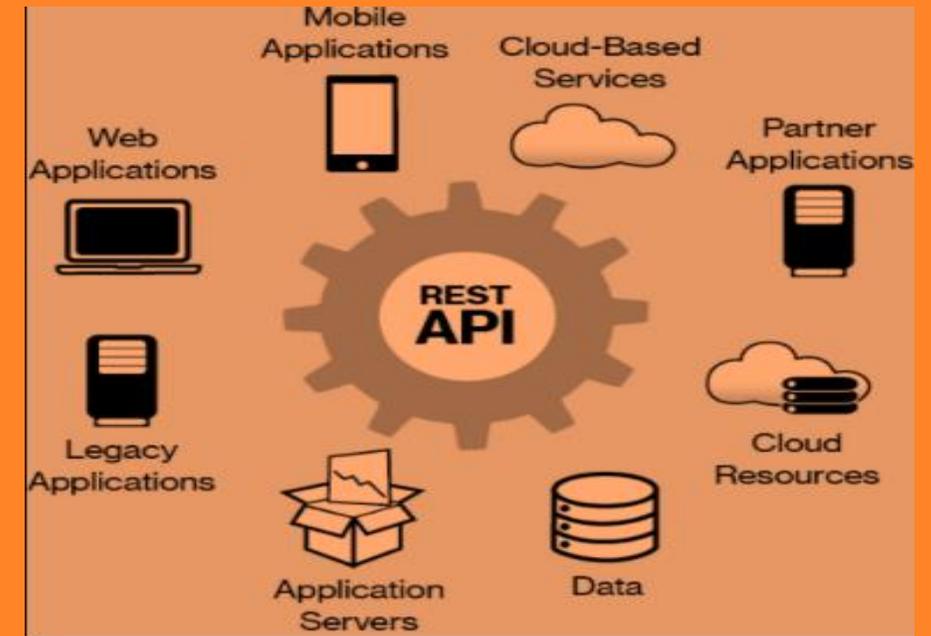
- ✓ A .NET assembly that could be uploaded to the Microsoft Dataverse, Custom business logic, integrate with Dynamics 365 Customer Engagement
- ✓ Leverage the advancement of .Net framework
- ✓ Help the organizations to take, out of the box customization to make maximum benefits.
- ✓ Use the Event pipeline to initiate the execution.
- ✓ Based on requirement, Plug-ins can be configured to execute synchronously or asynchronously.
- ✓ Synchronous plug-in will cause the operation to wait until the code in the plug-in completes.
- ✓ Classes within the assembly can be registered to specific events (steps) within the event framework.
- ✓ The operations in an asynchronous plug-in are placed in a queue and are executed after the operation.



Dynamics 365 development services

10. Dynamics 365 Marketing Rest API Development

- ✓ Provides a development experience, used across a wide variety of programming languages, platforms, and devices.
- ✓ API implements the OData (Open Data Protocol), version 4.0, an OASIS standard for building and consuming RESTful APIs over rich data sources.
- ✓ Data management framework's package API uses OAuth 2.0 to authorize access.
- ✓ make it easier to integrate software and business applications into any company's sales and marketing platform.
- ✓ Include managing all business operations and customer-facing features.
- ✓ Newer & more flexible, come with default implementation.



Contact Us

- ✓ Dynamics 365 Marketing Consulting services of Cognitive Convergence offers strategic opportunities to clients, investors, and partners that is:
- ✓ Unique and industry defining
- ✓ Mutual interest centric business approach
- ✓ Significantly enhance company's footprint
- ✓ Turn grow revenues by entering new and exciting Technology Domains, App development ideas, Solution Development, and Joint venture projects
- ✓ 1st mover advantage with
 - ✓ Talent: 100%
 - ✓ Timing:100%
 - ✓ Technology: 100%
 - ✓ Technique: 100%



THANK YOU

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For questions or queries contact us, we will be sure to get back to you as soon as possible.