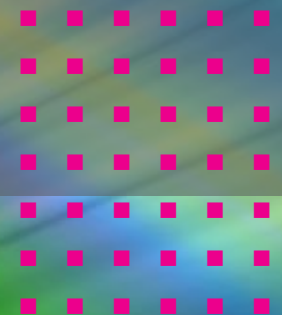


# Sales-to-Delivery Partner Playbook: Using Mavim and the Microsoft Business Process Catalog

For Microsoft ISVs, SIs, VARs, and CSPs



# CONTENTS

- 3 Executive Summary
- 4 The Sales-to-Delivery Gap: A Persistent Partner Challenge
- 4 The Microsoft Business Process Catalog: A Foundation for Consistency
- 5 Mavim's Role in the Partner Lifecycle
- 6 Moving from Sales to Delivery: The Playbook for Partners
- 7 The Partner Payoff
- 8 Integration Highlights
- 8 Example: A Real-World Transition Done Right
- 9 Conclusion

# Executive Summary

For Microsoft Dynamics 365 partners, ensuring a smooth transition from sales to delivery remains one of the biggest challenges in project execution. Promises made during the sales cycle often become points of contention during delivery, leading to scope discrepancies, missed expectations, and reduced profitability.

By combining the Microsoft Business Process Catalog (BPC) with Mavim, partners can bridge this gap with a clear, process-centric foundation that ensures continuity from opportunity qualification through implementation and beyond. Mavim transforms the BPC's standardized business processes into dynamic, visual, and actionable assets, enabling teams to deliver on what was promised and accelerate time-to-value for their customers.

At deal close, that governed process model becomes the delivery blueprint from day one, and AI agents rely on the same blueprint to reduce risk, accelerate onboarding, and prevent drift.

## What Gets Handed Over at Deal Close

- Governed process blueprint (BPC + Mavim)
- Agreed scope and requirements
- AI-ready structure for delivery and operations

## Why now: AI is speeding up delivery, process governance has to keep up

Dynamics 365 projects are moving faster, and more work is being automated. That increases the risk that what was sold, what was designed, and what gets delivered drift apart, especially when multiple teams rely on different documents and interpretations.

Agentic AI raises the stakes even further. AI agents can draft, route, and even trigger actions, but only safely when they operate inside clearly defined, governed business processes. Mavim turns Microsoft BPC content into governed, executable process playbooks so Copilot and agents can guide and act within approved roles, steps, and controls.

## The Sales-to-Delivery Gap: A Persistent Partner Challenge

Partners frequently face a disconnect between pre-sales enthusiasm and delivery realities. Sales teams focus on articulating business value, while delivery teams are tasked with translating that vision into a working solution. Without a shared framework, the result is often:

- Misaligned customer expectations
- Inconsistent scope definitions
- Inefficient onboarding of delivery teams
- Increased rework and budget overruns

Microsoft's *Success by Design framework* was established to help partners address precisely this problem—by aligning sales, delivery, and operation around repeatable business processes. Yet, many partners still struggle to operationalize this alignment in everyday practice. That's where Mavim and the BPC come in.

## The Microsoft Business Process Catalog: A Foundation for Consistency

The Business Process Catalog (BPC) provides a comprehensive library of cross-industry and industry-specific processes aligned with Dynamics 365 capabilities. It defines what good looks like across sales, finance, operations, service, and supply chain processes.

For partners, the BPC serves as a common language between Microsoft, customers, and delivery teams. It aligns business process models with solution architecture and provides a reusable baseline for every stage of the customer journey.

When embedded in Mavim, the BPC becomes more than a reference, it becomes a living digital twin of the organization's operating model. Partners can visualize these processes, enrich them with metadata, and connect them directly to methodology, roles, and systems. This enables a seamless bridge from envisioning to execution. In practice, that means faster delivery onboarding, fewer change requests, and tighter scope control, because the agreed process is the reference point for every decision.

# Mavim's Role in the Partner Lifecycle

Mavim enables partners to standardize, visualize, and operationalize their delivery methodology in full alignment with the BPC. It's designed to support every stage of Microsoft's Success by Design lifecycle:



**Strategize:** Partners use BPC-based templates in Mavim to facilitate business value discussions and map the customer's current processes (as-is) against Microsoft best practices.



**Initiate:** The sales promise is translated into a delivery-ready scope using Mavim as the single source of truth for processes and requirements.



**Implement:** Mavim synchronizes with Microsoft DevOps, connecting process models directly to user stories and configurations.



**Prepare & Operate:** Mavim's integration with Dynamics 365 and the Power Platform ensures that operational processes remain current, measurable, and continuously improvable.

This alignment gives partners consistent visibility from initial pitch through go-live and operation, ensuring that every stakeholder speaks the same language—process.

# Moving from Sales to Delivery: The Playbook for Partners



# The Partner Payoff

Adopting Mavim and the BPC delivers measurable benefits across business, operational, and customer dimensions.



## Commercial Advantages:

- Reduced pre-sales and scoping effort
- Faster time-to-contract
- Better margin protection through scope clarity



## Operational Advantages:

- Streamlined project handovers
- Reduced rework and re-clarification cycles
- Standardized delivery documentation



## Customer Advantages:

- Greater transparency and trust
- Faster go-lives and more predictable outcomes
- Clear process ownership and governance post-implementation

Many Mavim partners report measurable improvements such as a 25% reduction in ramp-up time and a significant drop in change requests caused by misalignment. Consistent use of the BPC within Mavim turns repeatable delivery into a competitive advantage.



# Conclusion

For Dynamics 365 partners, successful delivery starts long before project kickoff; it begins with a clear, shared understanding of business processes. By embedding the Microsoft Business Process Catalog into Mavim, partners unify sales and delivery around one trusted source of truth.

This approach not only streamlines the Success by Design lifecycle but also drives measurable commercial impact: faster delivery, predictable outcomes, and lasting customer relationships. It also prepares partners for agentic AI by giving Copilot and agents a governed process foundation to work from, reducing risk while increasing speed.

**Partner with Mavim** to bring continuity, clarity, and control to your entire delivery lifecycle, and turn every sales win into a successful implementation story.



# GET & STAY CONNECTED

[youtube.com/mavimtv](https://youtube.com/mavimtv)  
1.9 M



[linkedin.com/company/mavim](https://linkedin.com/company/mavim)  
3.1 K



[x.com/mavimintl](https://x.com/mavimintl)  
2.6 K



**mav!m**  
change it

[www.mavim.com](http://www.mavim.com)