



*Have you ever*  
**OWNED A NOKIA 3310?**

**AND DO YOU MISS  
PLAYING...**

**SNAKE?**





# From Nokia 3310 to iPhone: The Evolution from GP to Business Central

This isn't about old versus new.

It's about how technology evolves to meet changing needs.

Gary Griffin

**Senior Account Executive - Dynamics**





# Remember the Nokia 3310?

## Reliable

Never let you down

## Tough

Virtually indestructible

## Battery Lasts Forever

Weeks between charges

## Does 2 Things Well

Makes calls, sends texts

The 3310 was legendary. People absolutely **loved** it.

# Why GP Has Been Successful



## Stable Financials

Trusted accounting foundation that businesses depend on daily

## Proven Processes

Years of refined workflows delivering consistent results

## Highly Trusted

Built credibility through reliability and accuracy

## Running Critical Businesses

Powers operations for thousands of organisations worldwide

GP was reliable, familiar, and trusted. Many businesses have built exceptional processes on this platform. But like the Nokia 3310, the landscape around it has transformed.

# The World Changed

GP wasn't designed for today's cloud-first, mobile-first, API-first business environment. Whilst it *can* be extended to meet these needs, doing so requires significant effort, cost, and custom development work.

## Remote & Mobile Work

Teams need access anywhere, on any device

## Integration Expectations

Systems must connect seamlessly with other tools

## Automation

Manual processes no longer sustainable at scale

## Real-Time Data

Decisions require instant, accurate insights

## Low-Code Customisation

Business users need agility without heavy IT dependency



Business Central = iPhone

Same Purpose. Completely  
New Experience.

### Core ERP Capabilities

- Finance
- Operations
- Reporting
- Supply chain management

### Modern Advantages

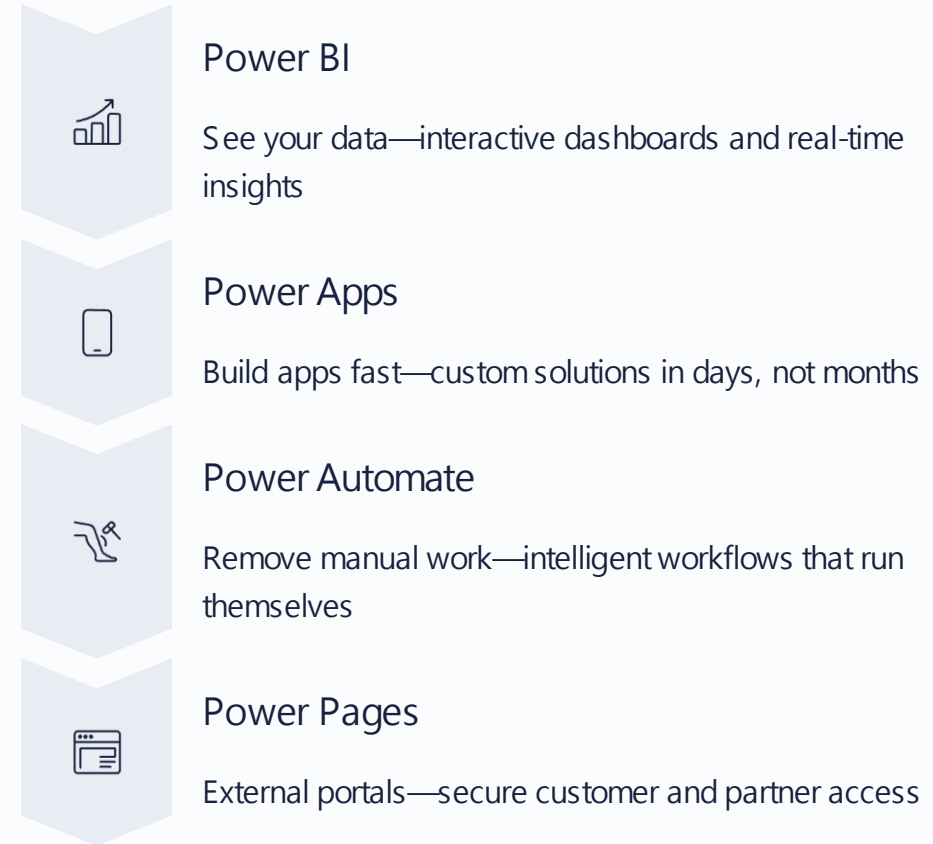
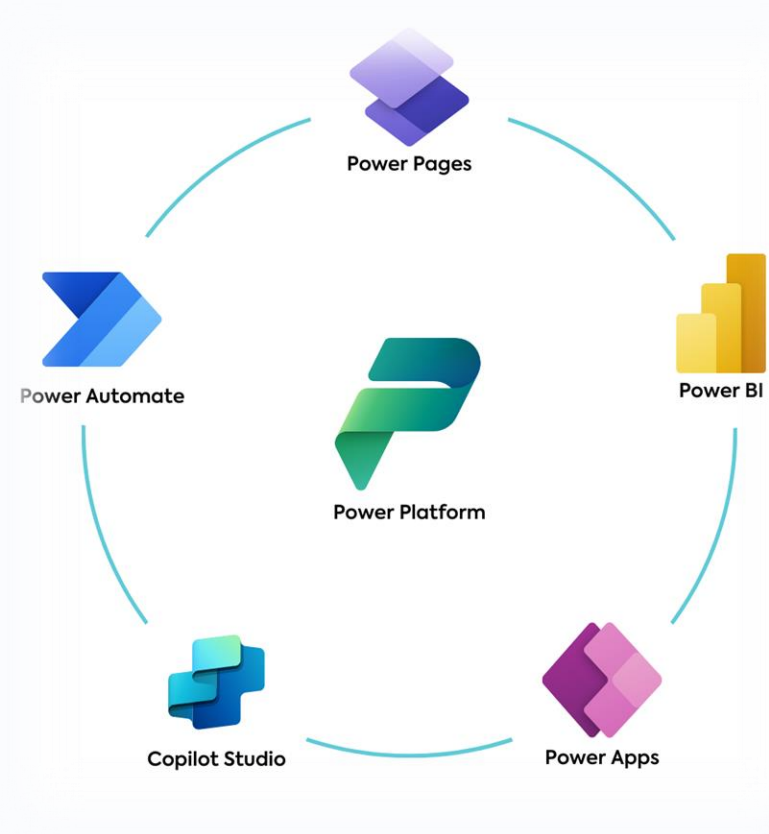
- Cloud-based infrastructure
- Always up to date
- Secure by default
- No servers, no upgrades, no VPNs

## The Real Game Changer: Power Platform

# This Is Where BC Really Wins



# What the Power Platform Does





Power Automate

Search for helpful resources

EnvironmentsAsparagus Business Sys...

Home

Create

Templates

Learn

My flows

Approvals

Solutions

Process mining

Connectors


More

Power Platform

Search connector


All connectors

Recently added connectors




AcceptMission

PREMIUM




Carbone - Doc...

PREMIUM




Store Operatio...

PREMIUM




Virtual Data Pla...

PREMIUM




Files.com

PREMIUM




Windows 365

PREMIUM



Certinal eSign


PREMIUM




Lexoffice (Inde...

PREMIUM


All connectors



Office 365 Outl...




SharePoint




Microsoft Data...


PREMIUM




OneDrive for B...




Microsoft Forms




Planner




Microsoft Teams



Outlook.com




RSS




SQL Server

PREMIUM




Power BI




Azure DevOps


PREMIUM




OneNote (Busi...




Notifications




Office 365 Users




Google Calendar




Standard appro...




X




Excel Online (B...




Mail




Microsoft To-D...




Gmail




MSN Weather




Outlook Tasks




Dropbox



Trello




Project Online




Azure Applicati...


PREMIUM




Portfolio and R...




File System




FTP




Google Drive




Viva Engage




Slack




GitHub




YouTube



Todoist




OneDrive



Azure Blob Stor...


PREMIUM



Salesforce


PREMIUM

Ask a chatbot



Advantage

transform the way you work



Filters Clear all

Search filters

Products (1)

Azure

Dynamics 365 (1)

- ☒ Business Central
- ☐ Commerce
- ☐ Customer Service
- ☐ Customer Voice
- ☐ Field Service
- ☐ Finance
- ☐ Human Resources
- ☐ Marketing
- ☐ Mixed Reality
- ☐ Project Operations
- ☐ Project Service Autom...
- ☐ Sales

# Dynamics 365 Business Central

Connect your financials, sales, service, and operations with an all-in-one business management solution. Easily tailor and extend the application to meet your business or industry-specific needs.


[Get Dynamics 365 Business Central >](#)



## Apps results

Showing 8354 results in apps. View [826 related results in professional services](#) or [28 related results in industry clouds](#).


Business Central Dynamics 365




Free trial

### Master Data Information

Abakion

 Business Central


The simple way to create custom fields and do master data management and PIM without customization




Free trial

### Use Dynamics

Abakion

 Business Central


Easy Access to hundreds of free video user guides for Microsoft Dynamics 365 Business Central




Free trial

### B2B Ecommerce - Webshop & PIM in one

Abakion

 Business Central


Launch a B2B ecommerce webshop in no time. Manage PIM data and e-commerce from Business Central.



Free trial

### Intercompany

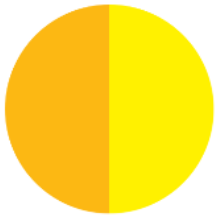
Abakion

 Business Central

Easy, automated and feature-rich intercompany - with instant execution of transactions.

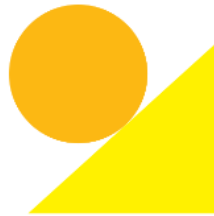
## APIs

Filter by title & description



### Account Reconciliation

APIs to manage account reconciliation



### Administration & Settings

APIs to manage administration and settings



### Consolidation Integrity Manager

APIs to manage consolidation integrity manager



### Document Management

API to upload Journals document using signed URL



# The iPhone Effect

## You Didn't Just Get a Phone



GPS Navigation



Mobile Banking



Unlimited Apps

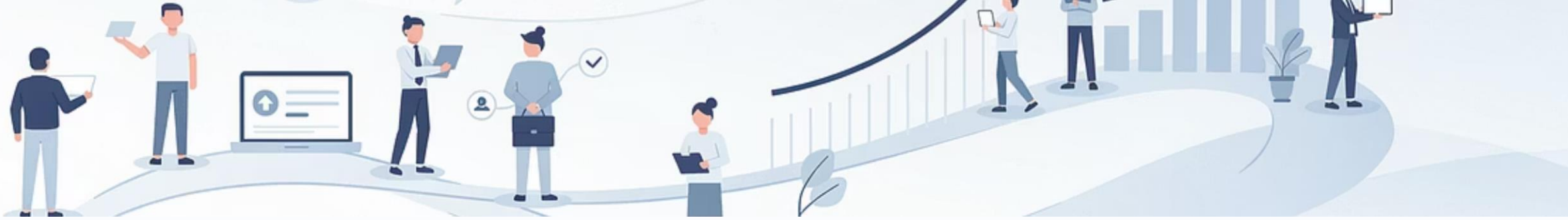


Professional Camera



Instant Messaging





↑ EVOLUTION

## What This Means for GP Customers

# This Is an Evolution, Not a Rip-and-Replace

### Familiar Microsoft Ecosystem

Same trusted partner, natural progression within your existing technology landscape

### Same Core Financial Concepts

Your accounting principles and business logic remain consistent

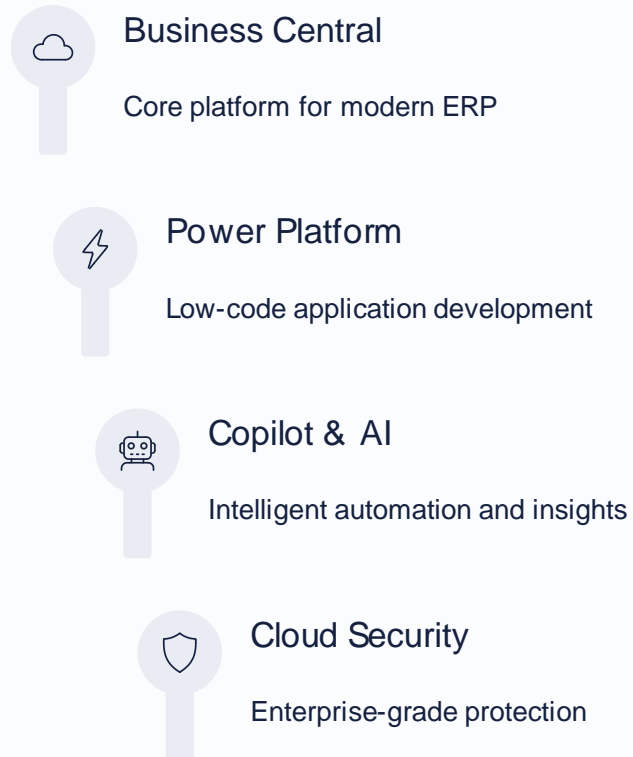
### Modern Tools Layered On Top

Enhanced capabilities that complement your existing knowledge

### Future-Proof Platform

Built for continuous innovation and emerging technologies

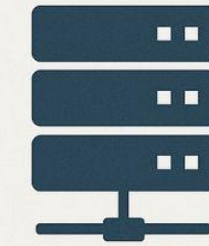
# Where Microsoft Is Investing



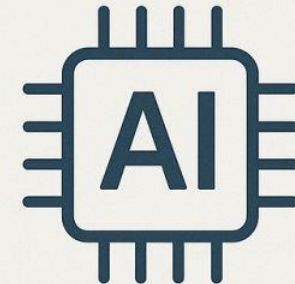
# \$31bn

## AI INVESTMENT IN THE UK

ALONGSIDE GOOGLE  
AND NVIDIA'S  
COMMITMENTS



**DATA  
CENTRES**



**SUPER-  
COMPUTING**

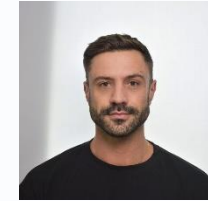


**INFRA-  
STRUCTURE**

# Nokia Didn't Fail. The World Moved On.

The opportunity isn't replacement—it's capability.

Moving forward means building on your foundation, not abandoning it. It means positioning your organisation for the next decade of growth and innovation.



**Gary Griffin**

Senior Account Executive – Dynamics

**[Gary.Griffin@advantage.co.uk](mailto:Gary.Griffin@advantage.co.uk)**