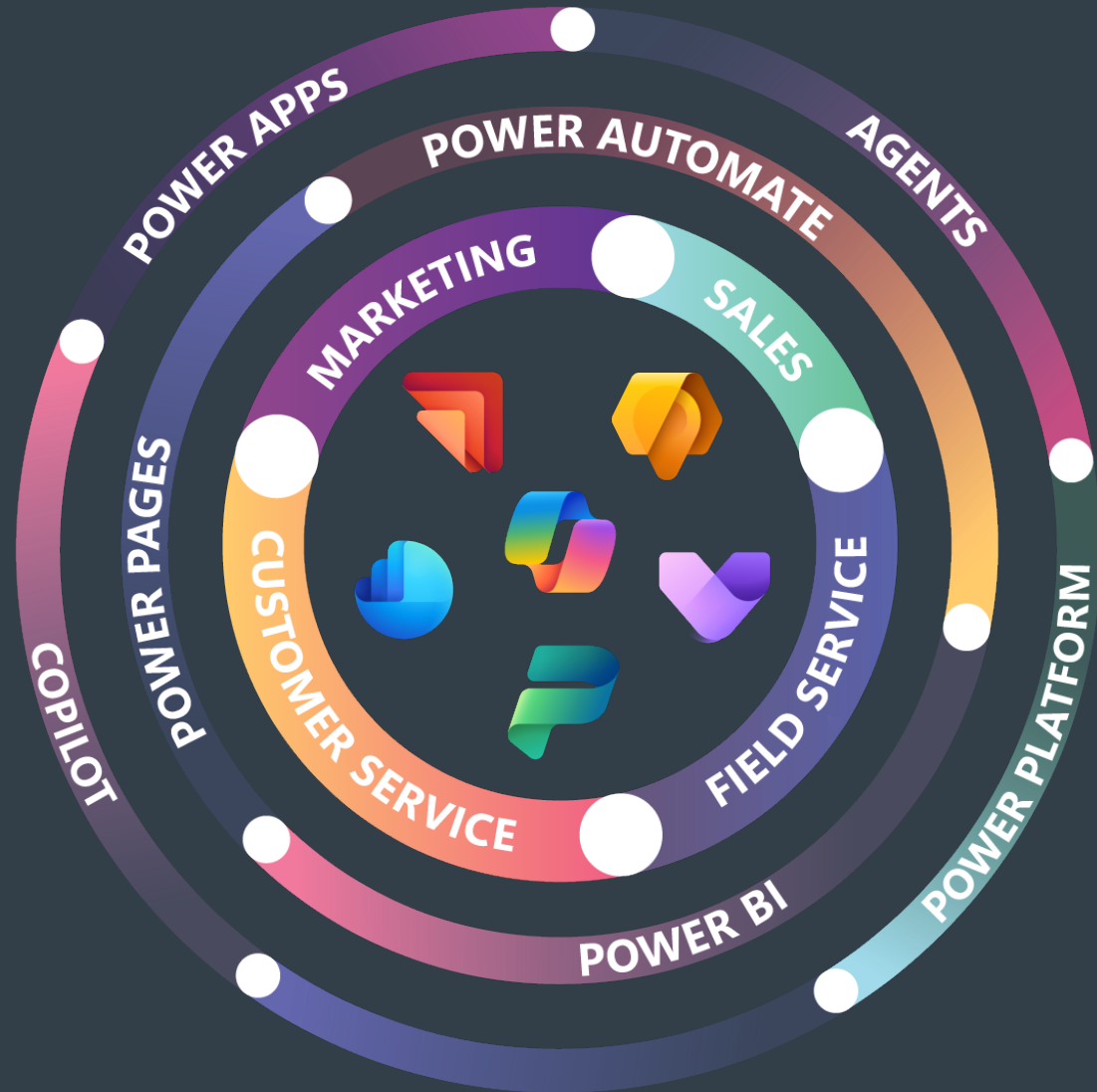




CRM connect

Power Apps for Sales Growth and Flexibility: Give Your CRM a Helping Hand

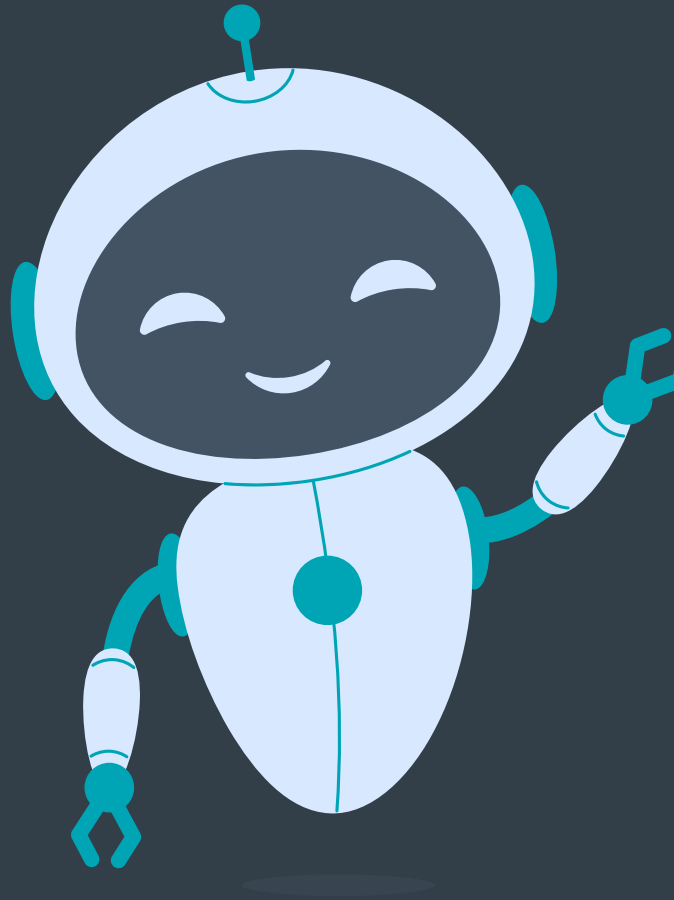


What We'll Cover Today

- Introduction to Power Apps
- Common misconceptions about Power Apps
- Using Power Apps to 'bridge the gap'
- Some real-life examples (demo)
- UI enhancements / improvements
- What's new / soon to come?
- Q&A



Introduction



What are Power Apps?

"Power Apps is a suite of apps, services, and connectors, as well as a data platform, that provides a rapid development environment to build custom apps for your business needs."

Microsoft Power Platform



The Two Main Types of Power App

Model-Driven Apps

- Structured Business Processes
- Think Core Data-Driven Apps such a CRM (Sales Hub)
- Standardised / Familiar Design
- Limited Flexibility
- Although there are native integrations they mostly consume Dataverse data.

Canvas Apps / Custom Pages

- Tailored User Experiences
- Custom UI and Replacement for 'Off-System' Processes
- Can be used alongside Business Apps to 'Bridge the Gap'
- Flexible Design
- Hundreds of different built-in data connectors – Custom connectors are also possible

Canvas Apps – Common Misconceptions

It's difficult to find a use case

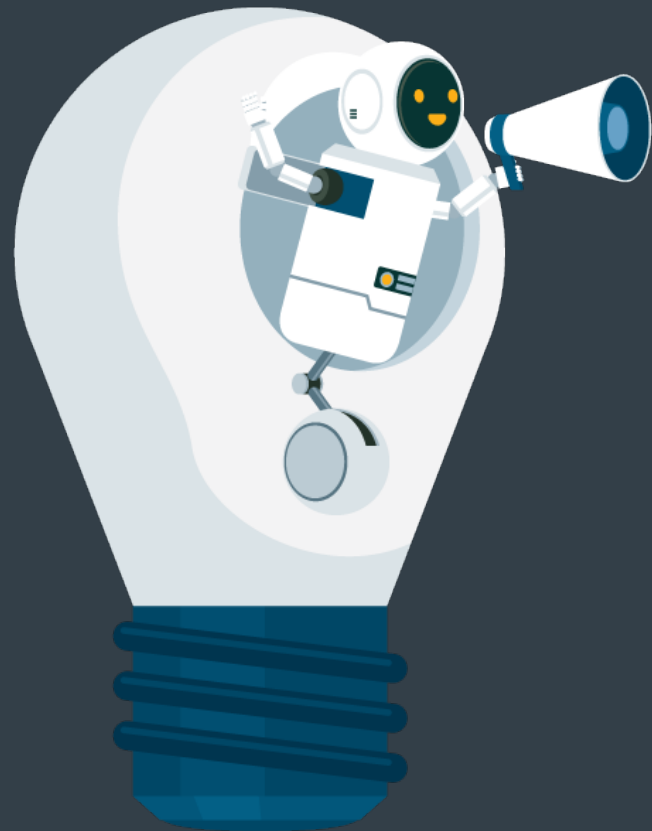
They need to be used in isolation to handle very specific processes outside of business apps.

They are slow and 'clunky' looking

The Truth

- Finding a use case is easier than you think.
- Think of the times where your business app (CRM / BC) has been too restrictive – Could a Power App solve your problem?
- They don't have to be used as a standalone app outside of CRM.
- Use Custom Pages / Embedded Canvas Apps in CRM to make CRM work better for your users.
- The UI has progressively improved.

A CRM Example



Quoting in CRM

- Very restrictive in comparison to other tools such as Business Central.
- Little automation as standard (i.e., VAT, pricing logic, margin calculations).
- Customers often want to use it but struggle with the limitations.

Some Power Apps Solutions

- Custom Page to add / manage Quote Products – 'Bridge the Gap'

- Custom Pages to integrate Quoting in BC / CRM – Utilising the Native Strengths of Both Apps



DEMO

Let's Look at Another Use Case

User Stories

"As a Salesperson, I want to be able to quickly and easily create leads on the fly at trade show events"

"As a Salesperson, I find it difficult to remember to follow up with the potential customers I meet at trade shows"

"As a Salesperson, I want to be able to access an up-to-date product catalogue to present to prospects at trade shows"



Event Lead Processing App DEMO

So, What are the Implementation Costs?

Maybe not as much as you think...

Basic Lead Processing App with modern, responsive design?

Less than £5000



 Core App Build	14 hours
 Project Management	3 hours
 Tecman Testing	2 hours
 Customer Handover	1 hour
 UAT Support / Refinements	3.5 hours
 Deployment	1 hour

Some BC Specific Use Cases

- Product configurator app – Filter to efficiently find the components required for bespoke products.
- Shop floor apps – packing app, non-conformance app
- POD app





What about the UI?

Let's talk about Component Libraries

What is a Component Library in Power Apps?

A **Component Library** is a **central place to store reusable UI components**

Built using **Canvas Apps** in Microsoft Power Apps

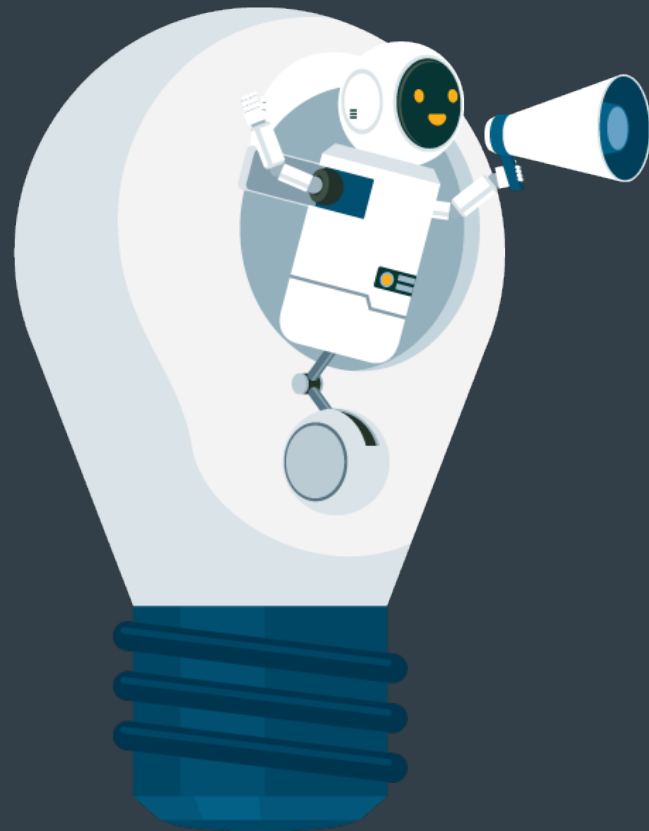
Components can be:

- Buttons
- Forms
- Headers / Navigation
- Cards (e.g. Lead, Opportunity)

Used across **multiple apps**

Think of it like a shared toolkit of building blocks for all your apps

Why does it matter?







- ✅ **Consistency** Same look & feel across all sales apps
- ⚡ **Speed** Build apps faster (reuse instead of rebuild)
- 🔧 **Maintainability** Update once → applies everywhere
- 👥 **Team collaboration** Standard components for all developers

Instead of rebuilding the same lead card or button 10 times, we build it once and reuse it everywhere

How this helps Sales Apps

Example components you might build:

-  **Lead Capture Card**
-  **Quote Summary Panel**
-  **Opportunity Status Badge**
-  **Sales Navigation Header**

Scenario:

- Trade show app captures leads
- CRM app manages opportunities
- Quoting app generates proposals

 All use the **same shared components**

So whether a sales rep is at a trade show or generating a quote, the experience feels the same.

How this helps build Apps

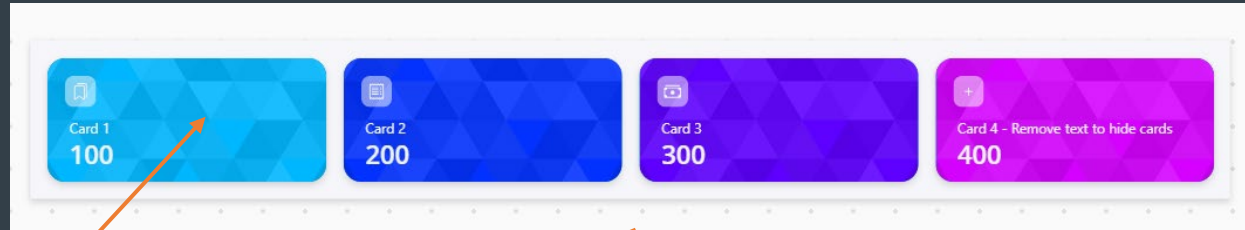
Tree view ✕

Screens Components

🔍 Search

+ New component ←| |→

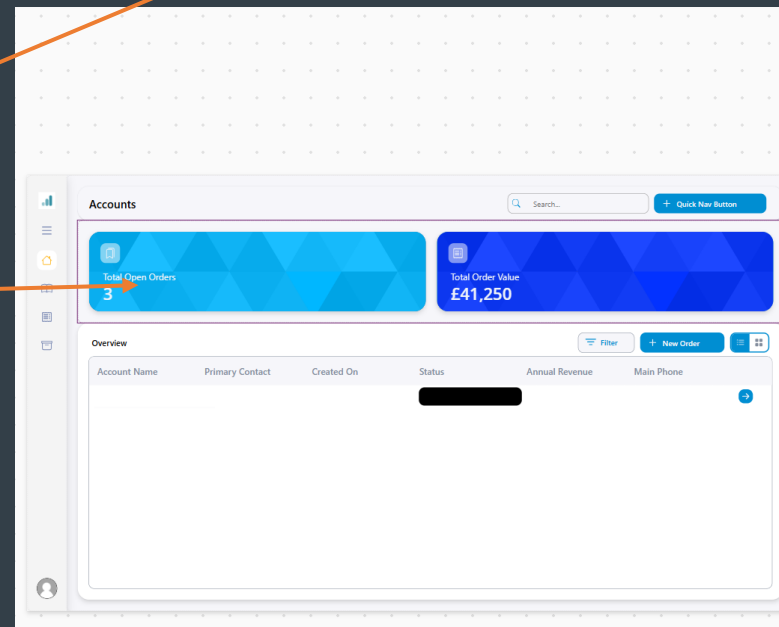
- > LeftSideNavigationBar_Static
- > LeftSideNavigationBar_Callapsible
- > HeaderSearchBar
- > **SummaryCardGallery**
- > CustomToggleButton
- > MultiViewRecordGallery
- > MultiViewTableGallery
- > RightSideFilter



Custom properties ⓘ

+ New custom property

PrimaryColour	Color	...
SecondaryColour	Color	...
ButtonTextColour	Color	...
PrimaryTextColour	Color	...
HeaderLabel	Text	...
ButtonNav	Screen	...
ButtonText	Text	...
SearchInput	Text	...
SearchInputText	Output property	



Properties ✕

COMPONENT ⓘ

SummaryCardGallery_1

Display Advanced

PrimaryTextColour

IconColourText

CardName_1

CardName_2

CardName_3

CardName_4

CardValue_1

CardValue_2

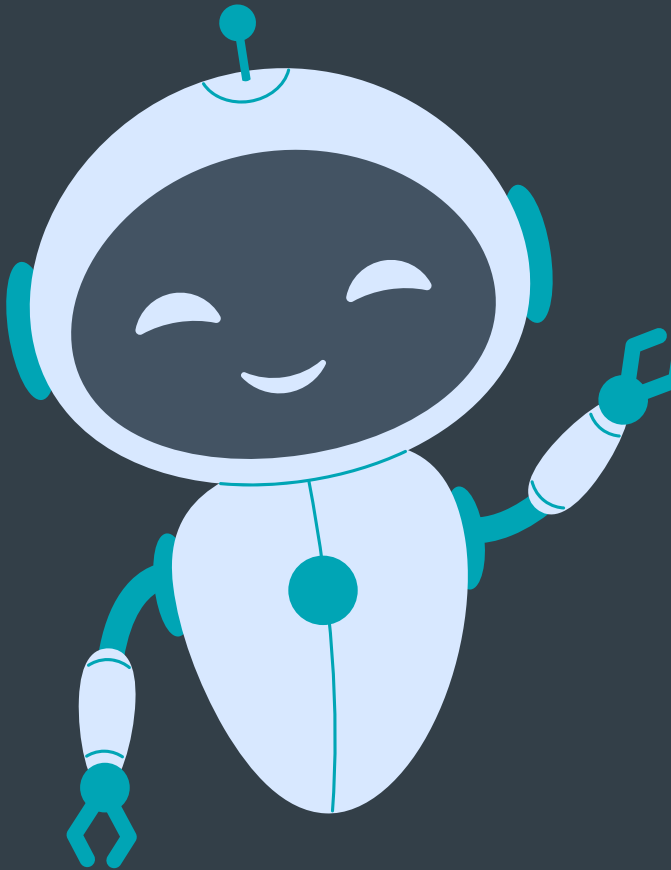
CardValue_3





CardValue_4

CardIcon_1

CardIcon_2

Why businesses care



-  Faster delivery of new apps
-  Better user experience for sales teams
-  Easier scaling as business grows
-  Less technical debt

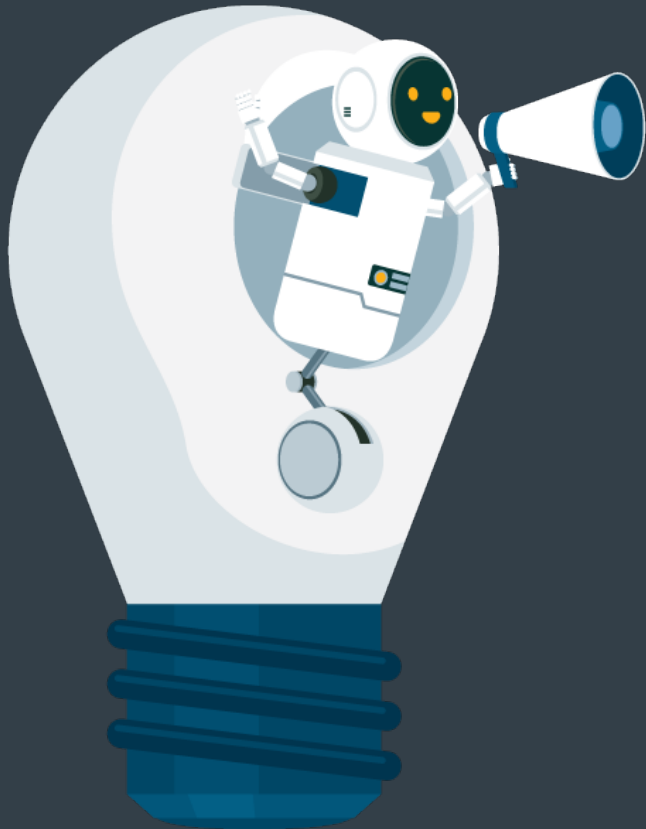


Component libraries turn Power Apps from quick builds into scalable solutions.



Foundation App / Component Library

What's New & Soon to Come in Power Apps?



Canvas Apps are becoming easier to build...

- Improvements in modern controls means less manual customisation – new grid control & toolbar
- We are starting to see a shift towards "AI First" apps – code apps, generative pages, more AI features in model-driven apps
- Improvements to offline capabilities

To Summarise

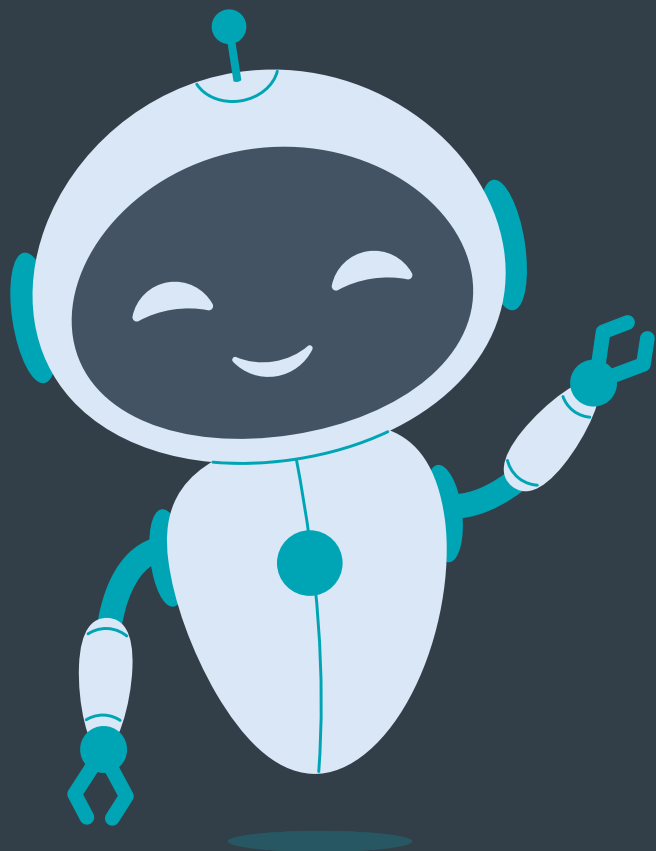
- Use cases for Power Apps are easier to find than you may have thought.
- Start with your user stories
- Not all Power Apps need to be overly complex
- The UI / design possibilities are continuing to improve
- We are starting to see more AI features / vibe coding – stay tuned!





Q&A

Thank you!



CRM

connect

FOR ALL THINGS DYNAMICS 365 CRM & POWER
PLATFORM

