




# SOLUTIONS

*Microsoft Dynamics—  
Business Management Solutions*

Integrated, adaptable business management solutions that work like and with familiar Microsoft software, helping you drive business success.





*Focus on what's  
important, maximize  
technology investments  
and fuel business  
productivity.*

ENABLE

Microsoft Dynamics™ is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like and with familiar Microsoft software, automating and streamlining financial, customer relationship and supply chain processes in a way that helps you drive business success.

## Business Management Solutions

### Familiar to Your People:

What if business management technology could free up you and your employees to focus on what's truly important? What if technology reflected the ways in which people throughout your company actually work? Microsoft Dynamics is the answer to those questions. Microsoft Dynamics works like other Microsoft products you and your people are familiar with, helping reduce the time required to learn how to use it, and freeing up time to focus on what matters most. Designed with a focus on the roles people play throughout your company, Microsoft Dynamics delivers an individualized, task-based user experience and allows your employees to easily customize and automate based on their own preferences and work style. That means less training and development time and a quicker return on your investment.

### Fits with Your Systems:

When a business management solution works the way your current technology works, it fits easily and seamlessly into your existing systems and helps you maximize your technology investment. Microsoft Dynamics works the way your current technology works so it fits easily into your systems, helping to maximize your investment in Microsoft technology. This in turn allows your employees to use a powerful business management solution within a familiar environment. Take advantage of BizTalk® tools for data mapping, partner configuration and improved security. Or, integrate with other Microsoft product innovations, including Microsoft SQL Server™ and Microsoft Windows.® Microsoft Dynamics – built to work with and maximize the potential of other Microsoft technologies.

### Fuels Your Business Productivity:

Microsoft Dynamics helps fuel your productivity by automating your business-critical operations and adapting to fit into your type of business helping ensure the most relevant insight. How? With a user experience modeled around tasks and roles and integrated with familiar productivity tools like Microsoft Office. With integration between Microsoft Dynamics and Microsoft SharePoint® technologies collaboration is fostered among your employees, vendors and customers. And, by integrating financial, customer relationship and supply chain processes to help maximize both internal and external efficiencies, costs are reduced and performance improved.

### Enables Confident Decision-Making:

The business landscape in which you thrive is demanding. You need to be able to respond and have the confidence to make informed decisions that have an impact. Microsoft Dynamics helps you respond rapidly to the changing demands of your business, providing you with more complete insight across your organization so you and your people can make timely and informed decisions with increased confidence. With Microsoft SQL Server, Microsoft® Office Excel® analysis tools and Microsoft Dynamics working together, you gain access to critical data. That data can be easily analyzed and your employees get the information they want out of the system in the way they want and need, using a tool that is already familiar to them.

*“I was sold on Microsoft Dynamics CRM the first time I saw it,” says Walker. “The solution made so much sense because of the integration with the Microsoft desktop applications that we already use. I realized how much we could increase our efficiency if we could do all of our CRM work right in the familiar interface where we already spent all our time.”*

**John Walker,**  
Senior Vice President of Business Development,  
Suns Legacy Partners





*"Microsoft gave us choice by offering a number of licensing options and deployment models that enabled us to re-focus IT resources strategically according to our evolving business needs."*

Eystein Lund,  
CFO,  
Opplysningen AS


# ACCELERATE



*“With Microsoft Dynamics SL every worker and every team in the company has become more productive, and our business activities have become more profitable after we implemented the Microsoft solution.”*

Eric Engstrom,  
Chief Financial Officer,  
Royal Professional Builders

INTEGRATE



*“Microsoft Dynamics AX has a high degree of flexibility; now rather than having our software tell us how to run our business, we tell our software how we want our business run.”*

Dan Roy,  
Vice President of Operations,  
Argo Turboserve Corporation

With Microsoft Dynamics you can respond more rapidly to the changing demands of your business. First, it requires a financial investment. But second – and often more daunting – it requires an investment of time. Time to deploy, time to streamline the new technology with what you already have, and time for everyone to learn a brand new system.

Microsoft Dynamics was developed to help alleviate some of the biggest pain points that often keep companies from taking advantage of new technology – and that may prevent them, in the process, of realizing the benefits.

Using Microsoft Dynamics, you can help increase the productivity of employees throughout your business in less time. With an already familiar Microsoft Office user interface, your employees will be able to take advantage of the innovations built into Microsoft Dynamics with a minimal amount of training time. Microsoft Dynamics is designed to correlate with specific roles that people play in companies like yours. And it's designed to allow employees throughout your business to customize and automate according to their preferences and work styles.

Flexible licensing options enable you to focus your IT resources strategically according to your business needs. And your Microsoft Certified partner will help you deploy your solution on premise, in a hosted environment or the combination that's right for your business.

Microsoft Dynamics means business management solutions. For your employees, that means software that works the way they do. For your business, that can mean an accelerated return on your investment – and a business that's managed more smoothly, more effectively and more profitably.

*"As a result of our implementation of Microsoft Dynamics GP, we've seen about a 25 percent improvement in productivity," says Forsberg. "In fact we've been able to reduce our accounting resource needs by 20 percent."*

Mark Forsberg,  
Chief Financial

Officer,  
Company

Culligan Soft Water Service



MANAGE

# Microsoft Dynamics Functionality

Microsoft Dynamics is a line of business management solutions that provides financial management, customer relationship management (CRM) and supply chain management solutions. Scalable, adaptable and customizable, these solutions are designed to help automate your unique business processes and accelerate your organization's success. Microsoft Dynamics applications address the following business needs:

## Financial Management

As the backbone of your business management solution, the Microsoft Dynamics accounting and finance solutions help you track and analyze your business information. You can more efficiently manage your general ledger, payables, receivables, inventory, sales process, purchasing, analytical accounting, fixed assets and cash flow, as well as perform bank reconciliations and collections.

## Business Intelligence and Reporting

Microsoft Dynamics provides the tools and technologies needed for business agility. Bring strategic insight into your business processes with sophisticated reporting, analysis and budgeting solutions that help you improve and propel critical decision-making throughout the organization. Manage budgets, create and consolidate reports and look for trends and relationships in any part of your business. Browser-based access to graphical Key Performance Indicators (KPI's) via Business Portal ensure fast, effective decision making.

## Human Resource Management

From managing applicant and employee information to processing payroll and benefits, you can increase employee productivity and decrease administrative costs with our human resources management applications. Manage your human resources, from skills mapping, recruitment and employee registration, to skills development. And help ensure your organization is meeting government reporting requirements accurately and on time.

## Project Management

Project management and accounting applications allow project managers, accountants and executives to improve their project profitability and adapt quickly to changing conditions. Manage your resources, forecast your costs and budgets, track time and expenses, and manage contracts and billing.

## Customer Relationship Management

Microsoft Dynamics can help you increase customer satisfaction, shorten sales cycles, improve efficiency, and increase revenue. Customer relationship management solutions enable automation of many day-to-day tasks for sales, customer service, field service, call center and marketing professionals. Manage customer groups, create and launch marketing campaigns, track customer activity, manage sales and after-sales. Accessible from Microsoft Outlook® and the Web, these solutions help your sales team work without limits and deliver excellent service through efficient sales and service processes.

## Manufacturing

Microsoft Dynamics provides an integrated suite of manufacturing applications that give you the tools to plan, manage, and execute a world-class manufacturing operation. Manage your entire manufacturing process from product configuration, supply and capacity requirements planning, to scheduling and shop floor.

## Supply Chain Management

Streamline your sales, purchasing, and pick/pack/ship cycle. Tailor workflow processes to meet specific needs and keep pace with competitive markets and low margins. Help increase customer loyalty through better responsiveness, rapidly pursue new market opportunities and improve your profitability through efficient collaboration with partners. Improve inventory management, manage single or multi-site warehouses and handle order processing, demand planning and online collaboration with suppliers. Microsoft Dynamics also can help you gain deeper insight into your business performance and improve efficiency across the board with a complete solution for managing your retail chain.

## Collaborative Workspace

Extend the reach of business applications, information and processes to employees, customers, and partners with role-based delivery through a single Web-based portal. We offer collaborative solutions from simple to sophisticated, for business-to-business or business-to-consumer, and from buy-side to sell-side. Let customers and suppliers do business with you anytime through Web sites or by connecting their system directly to yours.

## Configuration and Development

Every business needs a business management solution that will adapt to its practices and streamline processes throughout the organization. And, when system customization and data integration is a must, you need the right tools that will ensure efficiency and limit your demands for highly qualified IT professionals. These tools provide you with complete customization and integration control, as well as access to a suite of powerful industry-standard tools and technologies that millions of developers are already familiar with. Customization capabilities enable system administrators and programmers to add new functionality and modify existing functionality quickly and with limited coding.

## Software for Today and Tomorrow

At Microsoft we believe that software is an investment and the faster you get your people and your software up and running the better for your businesses bottom line. That is why we have a simplified licensing model that allows you to receive the maximum value on your investment because you get software that meets your needs today and in the future. You can choose from innovative software editions (pre-selected package of software functionality for Microsoft Dynamics products) that best meets your needs. And we allow customers to purchase the number of users they need to utilize the business solution.

## Commitment to Superior Service

When you choose Microsoft Dynamics, you know you're backed by the best service organization in the industry today: your Microsoft Certified Partner and Microsoft. This combination provides you with high-quality implementation, comprehensive product training, and reliable technical support, helping you attain a return on your technology investment and realize the maximum potential of your application. Microsoft and Microsoft Certified Partners are experts; not only in advanced technology, but also in the local business customers and requirements of the markets they serve. Together we implement and support solutions and companion products to fit your needs. Because we share our company's commitment to lasting customer relationships, we'll be right there to help ensure your software keeps in step with your changing needs.





*“With its open development environment and feature-rich applications, Microsoft Dynamics NAV makes it easy to speed up decision making, so we can respond more rapidly to new competitive challenges and seize new market opportunities.”*

David Cooke,  
IS Manager,  
Hardys & Hansons

You’ve heard the stories. A company invests in new technology and then spends months – if not years – adjusting each and every system within their business so that everything works together. And requires you to invest more time, people and resources than you’d expected.

With Microsoft Dynamics, you can check the “integrated systems” challenge off your worry list. That’s because the Microsoft Dynamics line of business management solutions work the way your current technology does, fitting in easily with your existing systems. The fit factor of Microsoft Dynamics means that you can maximize your investment in Microsoft technology.

#### **Freedom to Choose**

Microsoft—through its network of certified Microsoft partners—offers you choice in multiple aspects of a solution to accommodate your business needs. You can choose from multiple, flexible solution scenarios, licensing options and deployment models to best fit your evolving business requirements.

Based on your business needs and existing resources, your Microsoft Certified Partner can help you to successfully deploy a Microsoft Dynamics solution on premise, hosted or as a hybrid combination that’s right for your business.

Microsoft offers a number of licensing options and deployment models for Microsoft Dynamics. Your business needs determine the correct choice for both licensing and deployment. You may decide to purchase the application up front or arrange for Microsoft financing, or you can pay on a subscription basis—the choice is yours. And Microsoft Financing enables you to acquire the software, services, and hardware your business needs, allowing you to pay in predictable installments without tying up your credit lines. Enhancing your profitability has never been easier or more advantageous.

More than a quarter of a million companies around the world rely on the Microsoft Dynamics product line and services to manage processes and functions critical to their success. Contact us now to find out how Microsoft Dynamics can help your people be more productive and your business more successful.

Visit <http://www.microsoft.com/dynamics> to learn more.

# RESPOND



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