

# Microsoft Dynamics ERP

*Transform Your Business*



# Embrace Change with Confidence

Organizations compete in an environment dramatically shaped by current economic conditions as well as ongoing challenges such as globalization, increasing customer demands, and escalating operational costs. Some businesses respond by cutting operations to the bone, while others go on the offensive and use technology to help them stay agile, streamline processes, and find greater efficiencies across their organizations.

In this type of climate, your business can't afford to stand still. Microsoft Dynamics® ERP solutions can help transform your business so you can embrace change with confidence. Our enterprise resource planning (ERP) solutions help drive productivity because they are simple to learn and use. They also deliver increased agility so your organization can adapt quickly to change, connect more easily with your customers, and optimize your supply chain. Plus they drive long-term value for your business through a strong return on investment (ROI), lower cost of ownership, and quicker time to value.

Join the tens of thousands of customers in companies just like yours who use Microsoft Dynamics ERP solutions on-premises or via the cloud—and look to the future with enthusiasm.

*“Together with Microsoft Dynamics GP 2010, we are building a better future, a more secure business, and a better way to keep our business running more efficiently.”*

Phil Hodges,  
IT Director, Clean Burn





# Stay One Step Ahead of the Competition

*ERP software—once considered a necessary commodity in the IT infrastructure—is now viewed as a strategic asset for organizations that want to remain competitive by quickly adapting to change and accelerating business performance.*

Microsoft Dynamics ERP solutions can strengthen your position in the marketplace and provide the backbone of an agile, flexible system that helps your business grow, adapt quickly to change, and take advantage of new business opportunities. Simple to use, straightforward to implement, and quick to adapt, Microsoft Dynamics ERP solutions can be delivered in the way that works best for your organization—via the cloud or on-premises. You can add staff, enter different geographies, launch new products, and pursue additional lines of business with the assurance that your IT system is there to support and help drive your strategic initiatives.

With a Microsoft Dynamics ERP solution, your business can move forward with confidence.

## *Microsoft Dynamics ERP Delivers These Core Capabilities Across Solutions:*

- Financial management
- Supply chain management
- Business intelligence
- Performance management
- Collaboration
- Project management
- Human resource management
- IT management
- Software-plus-services

# Drive Productivity with Simple-to-Learn-and-Use Solutions

You can quickly see the difference between Microsoft Dynamics and other ERP solutions. It's not just the way business processes are streamlined or data flows smoothly across the organization. It's the intuitive user interface and Role Centers that help organize work for efficiency and easy access. Microsoft Dynamics ERP makes it easy to improve business performance with:

## Information and Tools That Help People Work Fast and Smart:

- Get people up to speed fast with an intuitive user experience that reduces training time.
- Access Microsoft Dynamics RoleTailored tools and business intelligence, such as Role Centers that help employees view and prioritize job-specific information and tasks. Plus people can customize and personalize their Role Centers based on their work styles and preferences.
- Work with familiar Microsoft products, such as Microsoft® Office applications and Microsoft SharePoint® Server, directly within Microsoft Dynamics ERP solutions for improved productivity and improved visualization of business information.
- Access ERP data at every level of your organization through SharePoint-based web portals and mobile solutions.

## Increased Operational Efficiencies to Help Reduce Costs:

- Integrate and streamline critical processes so you can run your business with improved efficiency and real-time access to financial and operational data.
- Meet the specific demands of your industry with solutions delivered by Microsoft and its partners that can fulfill your specialized business needs.
- Collaborate easily across lines of business and geographies using the portal capabilities of SharePoint Server.
- Work smoothly across borders with customers and suppliers with multilanguage and multicurrency capabilities.



# Deliver Ongoing Value and Innovation

Business success isn't just about competing effectively today; it's also about staying competitive in the future. While Microsoft Dynamics ERP solutions are designed to fit your industry, company size, and budget now, they can also increase agility so your organization grows and adapts more easily to change. With Microsoft Dynamics ERP solutions, you can expand your operations and seize new opportunities as they arise with:

## Increased Insight into Every Corner of Your Business:

- View overall business performance and set up and review key performance indicators (KPIs), graphical displays, and reports.
- Query your ERP data with online analytical processing (OLAP) cubes and perform complex analysis with multiple dimensions and aggregations.
- Consolidate operational and financial information across multiple sites and international locations while maintaining local information relevant to each location.
- Automatically generate and share reports in familiar formats with Microsoft SQL Server® Reporting Services.

## Improved Agility to Better Manage Change and Deliver Value:

- Adapt easily to new opportunities and market changes, and simplify compliance.
- Leverage your existing IT systems with ERP solutions that work smoothly with other Microsoft products, including Microsoft SQL Server 2008 R2 data management software, SharePoint Server 2010, and the Windows® 7 operating system.
- Add new users, locations, or functionality easily by scaling your solution as your business grows.
- Choose the best way to deploy, use, and manage your solution with flexible options, including cloud computing, subscription-based, or on-premises.









## What Works for Your Organization?

*Microsoft Dynamics ERP offers solutions that can fit your specific needs with options that work the way your business works. Microsoft Dynamics ERP is especially suited to the customer organizations described on the following pages. Which one best fits you?*

# Centralize ERP for Multiple Sites

If your business is exploring major new growth initiatives or expanding across borders to pursue new business opportunities, Microsoft Dynamics ERP solutions can help you manage operations across multiple entities with a single, adaptable solution with built-in capabilities that:

- **Provide real-time visibility into business performance across entities**—Get a comprehensive view of your financials and operations across your entire organization.
- **Consolidate and standardize processes**—Optimize business processes and bring consistency across intercompany transactions and multiple sites; and enable shared services, planning, and budgeting.
- **Scale operations quickly**—Manage change effectively and rapidly scale your ERP solution to support new locations, geographies, and industries.
- **Make it easy to work across borders**—Work smoothly with customers and suppliers around the world with intercompany, multisite, multilanguage, and multicurrency capabilities; and easily manage local tax, regulatory, and market requirements.

“We needed a flexible, affordable ERP system that could give us visibility throughout a complex, international supply chain that involves multiple trading partners in various high-tech industries.”

Scott Howarth,  
President and CEO, ISSI

## *ISSI: Fabless Manufacturer Gains Visibility into Global Operations*

Integrated Silicon Solution, Inc., (ISSI) designs and markets high-performance integrated circuits for a variety of consumer, medical, and industrial applications.

### **Business Challenges**

As ISSI grew through acquisition into a global enterprise, multiple disparate ERP systems made conducting business across global business units difficult.

### **Solution**

ISSI deployed Microsoft Dynamics AX with an industry-specific partner solution that provides a single, global database for companies with intercompany orders and multicurrency and multisite needs.

### **Benefits:**

- Lower total cost of ownership (TCO), with deployment at nearly half the estimated cost of Oracle or SAP, and tailored, industry-specific functionality.
- Ability to analyze and manage global performance.
- Standardized global operations and optimized business processes.
- Quick adoption across sites, with a familiar user interface and easy-to-use tools.



# Connect Local Entities to Headquarters

Does your organization want to connect local entities to the headquarters ERP solution? You may have already discovered that your headquarters solution is too complex—and too costly—to adapt easily to specialized local requirements. Microsoft Dynamics ERP delivers flexible, affordable, and scalable two-tier ERP solutions that can help you optimize your operations, so you can:

- **Integrate globally, optimize locally**—Customize for local requirements while meeting enterprise-level needs to consolidate financial and operational data.
- **Reduce complexity and simplify compliance** by managing local tax, regulatory, and market requirements with multisite, multilanguage, and multicurrency capabilities.
- **Scale quickly and deliver industry-specific solutions** where they are needed, and add new functionality as business requirements change.
- **Lower TCO** through reduced training and familiar, easy-to-use solutions, and by maximizing your current IT investments with other Microsoft applications and technologies.

“With Microsoft Dynamics AX, we can integrate new businesses into the group practically at the touch of a button. Industry-specific characteristics can be easily implemented.”

*Bernd Herrmann,  
CEO and Board Member, Würth Group*

## *Würth Group: Expanding with Two-Tier ERP Deployment Strategy*

The Würth Group is the world leader in mounters and fasteners, with revenues in 2008 of €8.82 billion and business spanning 400 companies in 84 countries.

### **Business Challenges:**

Rapid international expansion made it difficult to:

- Integrate local offices and subsidiaries with headquarters systems.
- Manage diverse customer and complex vendor relationships.
- Comply with various tax laws.
- Accommodate industry-specific requirements.

### **Solution:**

- Deployment of SAP and Microsoft Dynamics AX in a two-tier implementation, with Microsoft Dynamics AX as the solution at the company's subsidiaries and branch offices.
- Development and implementation by an internal IT team of a fully integrated, industry-specific solution for Microsoft Dynamics AX that extended inventory control and business intelligence functionality.

### **Benefits:**

- Corporate managers have real-time access to data from across the organization.
- Local managers gain from standardized processes that increase efficiencies and improve access to information.

## Target Specialized Business Needs

Are you a growing midsize organization with highly specialized business processes—for example, book publishing, commercial construction, or apparel manufacturing? Microsoft Dynamics ERP software, combined with software from specialized Microsoft partners, can deliver targeted, cost-effective solutions that meet the specific needs of your vertical business. They can also:

- **Streamline business processes across your entire business**—Improve efficiency and gain real-time visibility into inventory, sales, purchasing, and financial data.
- **Implement an easy-to-use solution**—Microsoft Dynamics ERP offers solutions people want to use, so they are readily adopted across your organization.
- **Deploy vertical functionality quickly and with reduced risk**—Microsoft Dynamics Sure Step, a streamlined deployment methodology, improves the speed and quality of your implementation.
- **Work with an expert implementation partner**—Microsoft Dynamics partners have the business and technical expertise to deliver a solution that fits your unique business.

“Microsoft Dynamics NAV 2009 has given us a big boost in terms of efficiency by helping us streamline our process flow and making it easier for our employees to be successful.”

*Henrik Dam Jespersen,  
Owner and CEO, Hurup*

### ***Hurup:** Capitalizing on Growth Opportunities*

Hurup is a custom furniture manufacturer and retailer based in Denmark with 11 stores and 75 employees.

#### **Business Challenges**

With a projected growth rate of 40 percent, Hurup needed to increase efficiency to keep costs down and maintain its high standard of customer service.

#### **Solution**

Hurup worked with a Microsoft partner to implement a combined solution that extends Microsoft Dynamics NAV 2009 with TRIMIT, an industry-specific solution for furniture manufacturing.

#### **Benefits:**

- Process flow automation from sales order to customer delivery.
- Increased efficiency, including reduced delivery time on some items by up to 33 percent, and reduced charge-backs from inaccurate orders.
- Integrated solution platform that supports future growth, including plans for e-commerce initiatives.

# Go Beyond Basic Financials and Operations

Have you outgrown your entry-level accounting software? Are outdated proprietary systems hindering your ability to expand? Graduate to an ERP system that connects key areas of your organization and gives you room to grow. Microsoft Dynamics ERP can deliver a straightforward, affordable solution out of the box so you can:

- **Streamline and connect core financial, supply chain, operations, payroll, and human resource processes**—Improve data accuracy and efficiency by automating key processes.
- **Use Microsoft Excel® spreadsheet software for reporting and analysis**—Gain improved insight into business performance from all areas of your business.
- **Work with familiar business software**—Improve productivity, reduce costs, and limit risk by using applications such as Microsoft Word and Excel directly within Microsoft Dynamics ERP solutions.
- **Implement your solution on time and on budget**—Deploy quickly and easily with Sure Step, a proven deployment methodology.

“With Microsoft Dynamics GP, very difficult processes are handled in a simple way. Everything is straightforward, with minimum data entry and maximum visibility.”

*Vladimir Fedorov,  
Director of Finance, Winncom*

## *Winncom Technologies: Connecting Business Processes*

Winncom Technologies distributes networking solutions through 8,000 resellers. The company has 200 employees and annual revenue of US\$70 million.

### **Business Challenges:**

- With revenue predicted to more than double in six years, Winncom's Sage MAS 90 system struggled to keep up.
- Because order processing was largely manual, Winncom was sometimes unable to offer same-day shipping and lacked real-time insight into sales.

### **Solution:**

- Winncom deployed Microsoft Dynamics GP to run core business functions, including order processing, project accounting, finances, vendor rebates, and inventory and warehouse management.
- Winncom added Microsoft Dynamics CRM and add-on vSync vShip for an end-to-end automated distribution system.

### **Benefits:**

- Reduced order processing from hours to seconds, reduced errors from between 15 and 20 percent to 0.0001 percent, and enhanced insight into operations.
- Savings of US\$150,000 in annual payroll.
- Improved customer service with growth of 10 to 15 percent in different product lines.



# Delivering Cloud Computing on Your Terms

Software-plus-Services for Microsoft Dynamics ERP is based on a hybrid model of on-premises and off-premises resources. Move as much or as little functionality as you want to the cloud, making specialized business processes available across the Internet or your company intranet.

With Software-plus-Services for Microsoft Dynamics ERP you can make cloud computing a flexible component of your ERP solution—on your terms. Implement the way that best fits your business now, and then easily migrate to a different approach as your business needs change.

## Partner-Hosted Software-as-a-Service

Host part or all of your ERP software online with a Microsoft Dynamics partner for a predictable monthly subscription fee. You get the benefits of your Microsoft Dynamics ERP solution with less risk and reduced initial investment.

## Online Services for Microsoft Dynamics ERP\*

Extend your Microsoft Dynamics ERP and retail solution with specialized services that take advantage of the Internet, including:

- **Connect Services**—Provide easy access to Microsoft Dynamics online training, support, and communities from within your ERP solution.
- **Payment Services**—Easily accept credit and debit transactions across multiple channels, including online storefront, call center, and in-store point of sale.

- **Commerce Services**—Extend your sales reach across multiple channels, including online merchandising and horizontal and vertical marketplaces, with potential for social networking options.
- **Sites Services**—Easily build your own microsites that extend business processes to the cloud and integrate smoothly with your Microsoft Dynamics ERP solution—without requiring IT support.

*\*Online services for Microsoft Dynamics ERP are available to customers with an active Microsoft Dynamics Business Ready Enhancement Plan.*

## On-Premises

You always have the option to deploy your Microsoft Dynamics ERP solution on-site and behind your company's firewall. Built on Microsoft SQL Server and the Microsoft .NET Framework, and enabled for web services, Microsoft Dynamics ERP applications are designed to support business growth and technical enhancements.

# Get More from Your Microsoft Dynamics ERP Solution

A Microsoft Dynamics ERP solution is a great investment. Not only can it improve the way your business performs, but you can maximize your investments in other Microsoft technologies to help ensure fast ROI. Also, with predictable release schedules and industry-leading support, you can rely on Microsoft Dynamics ERP for your long-term goals.

## Extend the Value of Your ERP Solution

Microsoft Dynamics ERP solutions work with or run on the latest Microsoft products and technologies. Take advantage of new innovations by combining your Microsoft Dynamics ERP solution with:

- Microsoft Office 2010
- Microsoft SharePoint Server 2010
- Microsoft SQL Server 2008 R2
- Microsoft BizTalk® Server 2009
- Microsoft Communicator
- Microsoft Exchange Server 2010
- Windows 7
- Windows Server® 2008

## Protect Your Investment

Microsoft Dynamics Business Ready Enhancement Plans offer a broad range of support benefits. For example, your plan can provide unlimited online training, access to self-service support, transition investment credits when you transfer to a different product or edition, and downloads of service packs and new releases.

## Move Confidently into the Future

With Microsoft Dynamics ERP, you can count on ongoing innovation and value for your solution with predictable product releases that provide long-term ROI. In addition, Microsoft Dynamics ERP solutions are backed by a commitment from Microsoft to a 10-year support life cycle for each major release.



Whether you are expanding your business into new markets or managing complex global supply chains, your organization can achieve the agility you require and provide the value you demand with Microsoft Dynamics ERP solutions.





# About Microsoft Dynamics ERP Solutions

Microsoft Dynamics ERP offers several solutions designed to meet the needs of your unique organization, including:

**Microsoft Dynamics AX** is designed to help organizations operate across locations and countries by standardizing processes, providing visibility across the business, and helping to simplify compliance.

**Microsoft Dynamics GP** helps you connect business processes, gain insight with robust reporting and business intelligence tools, meet industry-specific needs, and adapt your solution easily and cost-effectively.

**Microsoft Dynamics NAV** is fast to implement, easy to configure, and simple to use. Available in more than 40 country versions, the solution can help organizations streamline specialized business processes.

**Microsoft Dynamics SL** is specialized to help project-driven organizations manage people, projects, and profitability and is particularly suited for professional services, operations, field services, and construction management companies.

# About Microsoft Dynamics

Microsoft Dynamics is a line of business management solutions that 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.

## Learn More

Contact Microsoft for help choosing the right ERP solution to fit your business. Or to find out more about Microsoft Dynamics ERP, visit [www.microsoft.com/erp](http://www.microsoft.com/erp).

*U.S. and Canada toll-free: (1) (888) 477-7989*

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