# Turn Your Business Vision into Reality with Microsoft Dynamics

Microsoft Dynamics

# Introduction

You've worked hard to build your small or midsize business and when it comes to the technology that helps you run it, there's no reason to compromise. Whether you are outgrowing entry-level accounting software, rubber-banding a legacy solution, or simply tired of paying annual maintenance fees to a vendor that provides little to no value for your money—now is the time to take the next step and give your people the tools to propel your business.

You're likely in the market for new business software because your current solution is no longer able to keep up with your business potential. It does the basic job, but not efficiently or cost-effectively. It's creating roadblocks to growth: slow performance, transaction limitations, or disconnected data that requires reentry and additional people time.

One way that small and midsize businesses can meet these challenges head-on is by implementing a business solution from Microsoft. Microsoft Dynamics ERP is an innovative, flexible, end-to-end solution that is fast to configure and deploy. Easy-to-use tools—available when and where people want to use them—provide the forward-looking insight you need to drive business growth.

So let's take a deeper look at the top reasons to consider a business solution from Microsoft for your small or midsize business.

# It's More Than Just ERP

As you continue the process of evaluating technology vendors to find the right solution for your business, you will find a long list of options. Each of these solutions can help you balance your books, manage your inventory, create a budget, and do what you would expect a software package to do. Although it may be hard to tell the difference between many of the alternatives, it is clear that a business solution from Microsoft is more than just ERP.

Microsoft has a complete vision for business applications, which goes beyond what a simple stand-alone ERP solution can do. The vision starts with a unique combination of business intelligence, collaboration, and communication tools embedded across your business processes. In addition, this connected experience helps to blur the lines between personal and professional applications, making it easier to transform the way you and your people work.

The results? More insight, a greater level of control over your business, higher profitability, increased employee and customer satisfaction, and new opportunities to grow your business.

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# Helps Your People Work Better, Faster, and Smarter

The most successful businesses are powered by passionate individuals who are engaged, committed to their organization's success, and working at their maximum potential. Microsoft Dynamics ERP makes your people more proactive and productive by giving them personalized, agile tools that work seamlessly with the Microsoft technologies they work with every day.

In addition, the RoleTailored experience surfaces the information and tasks relevant to specific job functions, right on the user's home page. By putting the resources you need most at your fingertips, training time is replaced with an intuitive experience that helps people work better, faster, and smarter right from the start.

*"In our operation, the payback period for Microsoft Dynamics ERP with the RoleTailored interface was less than one year. The solution fits very closely to people's functions, which makes our work extremely efficient."*

**– Jan Hessellund, Billund Airport**

# Looks Forward, Not Backward

With Microsoft Dynamics, you get a system that is proactive and predictive, with built-in workflows that guide users forward through their work. It gives your people powerful embedded business intelligence tools that help transform data into insight. In turn, your teams not only can solve problems, but they also can prevent them from occurring in the first place.

As an example, Microsoft Dynamics features intuitive workflows that give your employees a clear view of business operations. The solution integrates systems and provides drill-down capabilities for better visibility into transactions and more detailed audit trails. As a result, your business can have more confidence that the right people are making the right decisions.

*"As the CEO, I love Microsoft Dynamics solutions because they present a wealth of extremely useful information in simple ways and much earlier in the business cycle. We can look at our business in new ways, easily identifying opportunities for top-line growth and bottom-line savings."*

**– C. Jeffery Wright, Urban Ministries Inc.**

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# Gets You Up and Running in Days, Not Weeks

To run a business in today's fast-paced, ever-changing world, it's important to keep your business nimble with easy to deploy technologies. Microsoft Dynamics ERP combines comprehensive, out-of-the-box financial and operations management capabilities with rapid, flexible cloud or on-premises deployment options designed to get you up and running quickly and affordably. You can be working in days instead of weeks.

In addition, many Microsoft partners can provide fixed-scope implementations that can help your business focus on what matters most to you now and easily modify or expand when your needs change in the future.

*"The ability to have an ERP solution based in the cloud was critical for us, as it allowed us to deploy the software very quickly. And we were confident knowing that it was a proven product from Microsoft."*

**– Paul Mooty, Faribault Woolen Mill**

# Works the Way You Do

Name your business process and we can help you manage it—on your terms. Microsoft Dynamics has established a track record by meeting the needs of more than 350,000 customers and 5 million users worldwide. We've been serving small and midsize businesses for more than 25 years, winning customer references across all types of businesses including manufacturing, distribution, retail, public sector, and services.

We also understand that no two businesses are exactly alike and industry-specific needs vary widely. Our global network of Microsoft partners has built a broad range of targeted solutions on top of our business applications, designed to meet the needs of companies doing business in a wide variety of industries. These partners are there to provide local resources and expertise specific to your business needs. Additionally, with Microsoft Dynamics ERP you can easily integrate many data sources and applications, even if they're built on non-Microsoft platforms, using web services and the Microsoft .NET Framework.

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# Transforms the Way You Work and Connect

These days, being "connected" does not mean the same thing it did just a few years ago. The opportunity to use technology to interact at any time, in any place, is changing the way your people work and how customers want to connect and interact.

Microsoft Dynamics ERP helps transform the way your people do business with a solution that works the way they want to use it—over the web, through a SharePoint portal, or using a traditional desktop computer. With a business solution from Microsoft, employees can perform business processes and connect through the tools and channels they're used to—such as instant messaging, email, voice, and presence. And remote staff members have the flexibility they expect, so they can work and be productive wherever they are.

With these tools at their fingertips, your people can have more timely communications with customers, suppliers, and other business partners, with the assurance that every single interaction will have greater context and insight.

# Drives and Supports Your Business Growth

Businesses with a vision for the future don't let systems hold them back. Microsoft Dynamics is a solution that supports and propels your business goals and overall growth. It easily accommodates new processes and additional lines of business, and it scales to meet higher demands, without sacrificing performance or incurring major increases to your original technology investment—or your payroll.

At the same time, Microsoft Dynamics offers a standardized environment that reduces training and support requirements while building on the value of existing IT investments, so your business can achieve a fast time-to-value and a lower total cost of ownership.

*"Microsoft Dynamics ERP has played a critical role in our successful growth. With this solution, we can do business effectively with enterprises by offering resources and service levels that one would expect from a company much larger than ours. We quadrupled our business without adding people to the finance and IT departments."*

– **Ron Wollner, Computer Data Source**

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## Provides a Flexible Deployment Model

When deploying new technologies, businesses are demanding flexibility. It is one of many factors to consider when choosing the deployment model that is right for your business.

With Microsoft Dynamics, you can choose the model that makes the most sense for your business, whether on-premises or in the cloud, or a combination of both. Plus, you'll have the elasticity to adjust as your needs change. With the ability to choose your deployment model, you can realize rapid time-to-value.

And if you do choose a cloud-based implementation, you will see that the cloud has a lot more to offer than just a deployment preference. You can now take advantage of the unique combination of business intelligence, collaboration, and communication tools offered by Microsoft by bringing them all together. A complete cloud offering can be implemented that includes Microsoft Dynamics, Microsoft Office 365, and Windows Azure to take advantage of the power and productivity the cloud has to offer.

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# Reduces Your Risk

When considering business technologies, companies are looking for a solution offered by a provider they can trust, one that shows a long-term commitment to their business so they can concentrate on success without worrying about risk.

Millions of users around the world already trust Microsoft to deliver innovative consumer and business solutions. Our global partner network provides you with easy access to the local resources and expertise you need to support your unique business needs. And, when you purchase a Microsoft Dynamics ERP solution, you can be assured of support for the version you buy for up to 10 years after its release.

You also have visibility into product life cycles and roadmaps describing how Microsoft Dynamics ERP solutions will evolve, 12 to 18 months in advance of the next version releases. A strong and upfront product roadmap enables you to undertake your own IT planning with greater confidence.

In addition, you can be confident that the deep thinking and extensive R&D investments that have made Microsoft a global technology leader will continue to drive your business platform forward, ultimately contributing to your long-term success.

*"After considering our options, we chose Microsoft Dynamics ERP over competing offerings for three reasons: superior technical flexibility, the partner ecosystem, and a long-term cost advantage."*

**– James O'Brien Print Management Partners**

# Conclusion

With a Microsoft Dynamics ERP solution, your people will have the innovative, flexible tools they need to work faster and more proactively. No matter where they are working or how they choose to communicate, they can take advantage of forward-looking tools that make it easy for them to turn insight into action, making every interaction and transaction productive. In addition, you can set a new pace for your business while uncovering and creating new opportunities that set you apart from your competition and drive your long-term growth.

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