Microsoft Dynamics AX

Factsheet
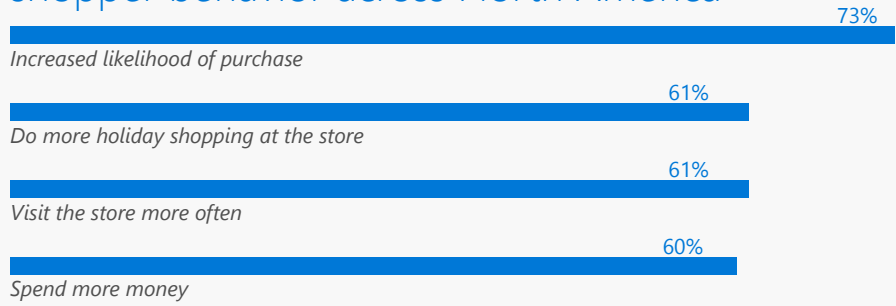
EMPOWERING
RETAIL

Microsoft

Emerging tends in retail
By the numbers

How beacon marketing campaigns influence shopper behavior across North America [1]

Increased likelihood of purchase — 73%

Do more holiday shopping at the store — 61%

Visit the store more often — 61%

Spend more money — 60%

Biggest opportunity for big data in retail according to U.S. retail executives [2]

- Merchandising — 53%
- Marketing — 48%
- Store operations — 42%
- E-commerce — 42%
- Supply chain — 27%
- Finance — 23%
- Loss prevention — 21%
- Other — 11%
- HR — 11%

The average cost of a data breach in 2015 is **$3.8 million.**[3]

Half of customer expect retailers to have options to buy online and pick up in store**.**[4]

In October 2015, smartphones accounted for **42% of U.S. retailer traffic** and 16**% of online revenue**.[5]

5.9%
E-commerce only makes up 5.9% of global retail sales, but that number is growing.[6]

46%
Percent of American's who admitted to showrooming.[7]

Sources:
1. Swirl Networks, 2014
2. 1010data, 2014 Big Data in Retail Study, 2014
3. IBM, 2015 Cost of Data Breach Study, 2015
4. Accenture, Customer Desires vs. Retailer Capabilities, 2014
5. Brand Building, October 2015 On-line Shopping Trends, October 2015
6. eMarketer, December 2014
7. Harris Interactive, 2014

Microsoft Dynamics AX

Factsheet

EMPOWERING
RETAIL

Contents

Amazing customer experiences through intelligent operations

Delivering customer experiences is top of mind for every retail organization, and the use of technology is a talisman for the delivery of this. Building on the Microsoft vision around a desire for 'more personal computing,' retail is at the forefront as retail organizations respond to the need for customers to shop in a mode, on a device, and at time convenient to them. Offering a frictionless and rewarding experience to your customers regardless of their shopping style during the purchase cycle is a key differentiator to keep them coming back to you, with increasing their spend, their frequency and be-coming advocates of your brand being your reward for their trust in you. Offering the right tools to your customers and associates to enable this is of para-mount importance, whether it's the in-store experience arming associates with intelligent tools to deliver exemplary service, to providing scalable computing through the cloud to enable high, but elastic volumes of computing needs as customers use their own devices to transact. Customers move from social networks, to online stores, to in-store experiences, and they expect a seam-less, integrated, and consistent engagement with you. little

Create amazing customer experiences through intelligent operations

Global expansion with flexible deployments

Accelerate innovation and future growth through a dynamic and agile solution that adapts to business needs, offer limitless cloud scalability, delivers compliance and data security at the same time as providing seamless experiences for customers and empowering your employees to be truly productive. Microsoft helps you to manage the complexities of multiple languages, multiple sites, multiple companies and complex international taxation and regulatory requirements as your business grows and you enter new markets. All of this is delivered through a single, comprehensive cloud commerce platform that offers virtually limitless cloud scale, industry-leading security, enabling real time, connected solutions across any device and any location, all with the predictability and repeatability needed to drive rapid speed-to-value. With the new Dynamics AX, customers will reduce deployment efforts the complexity for retail HQ components. Native deployment to the Microsoft Cloud and improved self-service installation of in-store components could make configurations easier and more intuitive.

―――――――

Seamless commerce & omni-channel excellence

Modern Retail is now digital, with customers and retail employees demanding intuitive, engaging, and informative solutions that make the shopping experience fun, rewarding and ultimately lead to a sustainable competitive ad-

vantage. Customers want to shop on their terms – what they want, where, when, and on the device of their choice as they move across multiple channels during their engagement with your brand. Arm your employees with modern, connected, mobile-enabled solutions to give them the 360 degree view of the customer they need to operate at unprecedented levels of productivity and offer world-class customer service within and beyond the store. Microsoft offers role optimized productivity, collaboration, social solutions that engage and empower your people and delight your customers with just the right information at just the right time regardless of channel and in this release customers will have the ability to host scalable e-commerce services in the cloud and leverage 3rd party online stores. In addition, Payment integration will allow customers to precess credit/debit card transaction for payments directly out of the box.

―――――――

Effective merchandise management

Be ready for what's next. With new channels, new geos and new products or services appearing constantly you need to continually anticipate trends in the retail marketplace and have the ability to adapt quickly to maintain market leadership. Microsoft helps you to execute with the insight you need to provide powerful merchandising capabilities that include global and local management of products and custom attributes; unlimited categories for enhanced category and assortment management; and innovation to manage

matrix and other types of inventory. Also, with the addition of new Workspaces, customers will improve the efficiency and productivity of workers by allowing manage centrally the majority of tasks and actions related to channel deployment and operations.

―――――――

Intelligent operations

By delivering the tools and solutions for retail employees to save time, they are able to serve customers better more informed decisions to drive growth through deep data insights, powerful analytics coupled with intuitive recommendations. Using a natural workflow tailored to their needs, through front office operations, right into key operations like inventory and vendor management, your empowered workforce will be driving efficiencies in their tasks, higher engagement in their workflow , ultimately delivering more revenue and higher margins to your business. With the introduction of Dynamics AX, we are bringing Workspaces that could improve the efficiency and productivity of workers by letting them centrally manage most of their tasks and actions that are related to channel deployment, operations, and retail IT operations. Also, with the use of streamlined configurations and a streamlined UI for retail-specific implementations, enable greater out of the box channel support specifically around configuration options for retail-specific implementations.

Global expansion with flexible deployments

Deployment flexibility

Customers can deploy a complete solution to run their entire retail operation or they can deploy specific business functions with the option to expand into others later. Unlike the best-of-breed approach where multiple solutions have to be integrated with middleware that causes an added layer of complexity and disconnect,, Microsoft Dynamics AX offers a more accurate, timely, and consistent user experience with a single data model, business rules, and architecture. Start with the components most critical to your business and proceed at a pace that's right for you. Microsoft Dynamics AX can be deployed on the cloud, through third party hosted partner clouds or Microsoft Azure via Infrastructure as a Service (IaaS). This brings customer's true choice and portability between on-premises and private cloud deployments, along with all the benefits and security features that come with the world-class Microsoft Azure service.

The cloud deployment services provide several new benefits, such as reduced deployment efforts and complexity for Retail HQ components, native deployment to the Microsoft Azure public cloud and improved self-service installation of in-store components to make configuration easier and more intuitive. Also, we provide with several topologies that can be deployed to the Microsoft Cloud:

- *Retail 1-box trial topology*
- *Retail multi-box high availability topology*
- *Developer topology with the Retail SDK*

Additionally, there is an improved "low-touch" client component installation via self-service installation for Retail Modern POS, Retail Hardware Station, and Support for the upload and distribution of customized packages through self-service installation.

Partners

Microsoft Dynamics AX is delivered through a global network of partners with deep vertical experience. These business partners can provide you with assistance tailored to your specific needs—including solution selection, planning and design, customization and configuration, implementation, training, and ongoing support. This means you can get world-class business solutions from professionals who understand how your business works. To find a local Microsoft Dynamics AX partner and solutions for your business, visit http://dynamics.pinpoint.microsoft.com.

Mobile solutions

Having access to the same line-of-business applications employees rely upon in the office while they're away is a critical component of many companies today. Mobile access to these applications was once a competitive advantage, but today, it's a business essential. For those organizations with field sales reps, mobile professionals, mobile service technicians, or support staff, connected mobile solutions based on Microsoft Dynamics AX and the Windows Mobile platform create greater efficiencies, which help open new business opportunities, drive increased productivity, and reduce costs. Mobile solutions for Microsoft Dynamics AX provide a familiar, flexible, and financially compelling mobile solutions platform.

Global expansion with flexible deployments

Interoperability

Microsoft Dynamics AX, and other Microsoft products and technologies, are built to deliver pervasive interoperability. This gives users a consistent, familiar experience that seamless integrates with Microsoft Office, which allows for improved collaboration across the extended supply chain.

Microsoft Office integration

In this release, we are bringing new capabilities to increase the integration with Microsoft Office. We are now including the Excel Data Connector app, Workbook Designer page, Export API, and Document management that will let you create productivity solutions for your end users, allowing them to maximize their time.

The flexibility of the new Microsoft Dynamics AX client will give develoeprs the ability to embed business intelligence (BI) reports and data visualizations directly in the Microsoft Dynamics AX client, providing highly-intuitive and fluid visuals.

Services

Microsoft Services is the consulting and enterprise support division of Microsoft. Microsoft consultants help businesses around the world maximize return on their investment in Microsoft products and technologies. This means helping with deploying and optimizing IT, as well as helping businesses move forward with IT initiatives that deliver the most business value. Microsoft Dynamics AX solutions for Retail are a specific area of focus for Microsoft Services, who can offer a number of options to organizations interested in Microsoft project management, Microsoft solution deployment, or supplemental support of a Microsoft Dynamics AX partner. For more information: http://www.microsoft.com/services.

One Microsoft

Microsoft Azure

Microsoft Dynamics AX
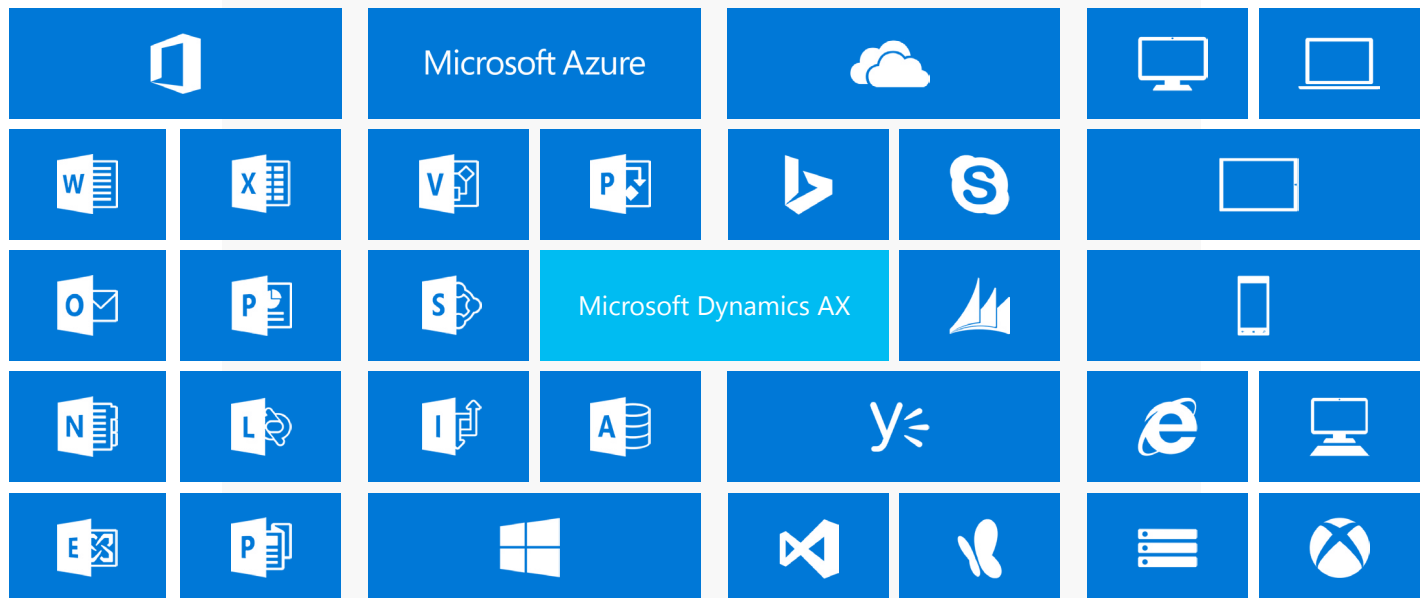
Build. Deploy. Operate.

Seamless commerce and omni-channel excellence

Modern point of sale (MPOS)

Superior store systems consolidate customers' purchase information, such as sales history, transaction details, and wish list. They provide the right information at the right time on any device, enabling sales associates to better assist their customers and make recommendations based on purchase patterns and preferences. With Microsoft Dynamics AX, we offer the well known MPOS solution with new features, such as payment integration and offline capabilities. Additionally, we have introduced a cloud based POS that has functionality compatible with MPOS and can be used across platforms and browsers to help reduce deployment cost.

- *Transaction, gift, and loyalty processing*
- *Cash and drawer management*
- *Customer data capture, purchase history, and wishlists*
- *Recommendations*
- *Inventory receipt, reporting, and stock counts*
- *Clientelling*
- *Mobile and tablet-optimized*
- *Device activation by using AAD*
- *Responsive layout design*
- *Cloud POS support for Internet Explorer and Edge browsers*

E-commerce

Take your e-commerce strategy to the next level with an e-commerce platform that offers support for third-party storefronts, including features such as a rich consumer API, authentication integration to any third-party open ID providers, and payment integration with search-based technology that offers accurate, timely, and consistent performance.

- *Web content management and site development*
- *Destination based taxation*
- *Reserve and collect*
- *Dynamic refiners and recommendations*
- *Real-time inventory updates and catalogue management*
- *Shopping cart, payments*
- *A rich consumer API to connect with third party providers*
- *Authentication integration to any third-party open ID providers*
- *Payment integration*

Order management and payment processing

Create orders and quotes without leaving the customer's side using POS-based order support capabilities. Accept, fulfill, and track standard and special orders with a 360-degree business view. Manage and apply required tax schemas, perform price and inventory checks, and manage inventory reservations. Orders can be retrieved at a store independent of their source of creation (e.g., created at the same store, created at another store, created at online store, or created at Dynamics AX client). Payment Services have also been enhanced to support credit card tokenization, and it is integrated with a new unified payment interface to support payment processing for POS, A/R, online channel, and cross-channel payment settlement.

Additionally, Microsoft Dynamics AX supports all existing Microsoft Dynamics AX for Retail 2012 credit and debit card features. It also includes some new enhancements that let customer process credit and debit card transactions for payments, as well as support plug-and-play and semi-integrated cross-channel payment processing by using the payment SDK.

Seamless commerce and omni-channel excellence

Call center

Even when the feature parity with the AX 2012 Call Center solution is available (with the exception of price overrides), users can deploy a call center to let workers take orders from customers directly over the phone and create orders, target customers via mail catalogs and streamline operations through fast order entry, assisted sales and fulfillment by using this call center module. All this thanks to a responsive and redesigned UI based on HTML5 that can be accessible via any browser.

Social integration

In today's social and mobile world, businesses need to move faster and share knowledge more broadly than ever before. They also need to connect to customers on their customers' terms, which means including social channels in your omni-channel strategy.

- *Social insights can facilitate amazing customer experiences, ensuring that messages resonate while highlighting trends that impact your brand*
- *Implement promotions, discounts, coupons, and more via social sites*
- *Monitor, publish content, knowledge management, and brand awareness*

Effective merchandise management

Catalog management

A Catalog Manager can create product catalogs and categorization schemes that can be targeted to or shared between channels. A Catalog Manager can also enrich products with descriptions, specifications, product relationships, images, videos, rich text contents, and other data. This is all centrally and easily managed. In this latest release, some additional capabilities have been added that will let organizations better define and manage mail-order catalogs, including the products associated to the catalog, specific catalog pricing, catalog related call scripts, and ability to link a catalog to one or more targeted mailing lists. Gain insight into promotional response rates by creating specific key codes or source codes tied to the catalog, which can be linked to the sale in order entry. Last but not least, retailers can define an ongoing product club or continuity program (i.e., book of the month) and schedule products to be sent to customers who buy into the program. And in Microsoft Dynamics AX, the new catalog management workspace enables functionality, including a summary of active catalogs and catalog lifecycle tracking, in a single location.

Merchandising

Use category management to centrally manage your assortment, including creation, scheduling, tracking, and using n-level deep item hierarchies and category management. Optimize for profitability with multifaceted discounts, coupons, mix-and-match, and buy-one-get-one scenarios. Another scenario introduced in this release is related to the ability to define coupons as single use or multi-use and to make them specific to products or promotions. Retails now have the option to manage fraud prevention across channel (e.g., the ability to flag orders as potential fraud online or at POS).

Workspaces can help improve the efficiency and productivity of workers as they perform merchandising operations by letting them centrally manage the tasks and actions that are related to their merchandising role. The price and discount priorities feature gives customers more control over how prices and discounts are used.

Loyalty capabilities

Loyalty capabilities allow retailers to run a global loyalty program; configure various loyalty programs, loyalty tiers, and loyalty tier rules; manually set a loyalty card tier for a period of time; associate discounts to loyalty programs and loyalty tiers; issue loyalty card and view loyalty card details in any channel; as well as option of accrual and redemption of loyalty points. In addition, Gift Cards allow companies to manage gift cards seamlessly, regardless of channel. For example, sell and accept gift cards in retail channels that span legal entities (i.e., e-commerce, web store fronts, and physical stores) and support gift cards across all channels, including POS, mobile POS, e-commerce, and call centers.

Pricing and promotions

Pricing and promotions enhancements that will allow organizations to offer threshold discounts: Discounts based on the total transaction value. (e.g., $10 off when you buy $100 or more). Set category pricing rules; mix and match discounts; participate in retail discount concurrency rules; manage pricing and discounts for catalogs, catalog products, and affiliations; and record all discounts across all channels and report on them.

Intelligent operations

Workspaces

Our lastest version of Microsoft Dynamics AX adds three workspaces to let employees centrally manage their tasks:

The Category and Product Management Workspace *enables the following functionality:*
- *Assortment management*
- *Assortment lifecycle tracking*

The Prices and Discounts Workspace *enables the following functionality:*
- *Price and discount management for a given channel and category*
- *Category price rule management*
- *Price and discount priorities, which let you assign priorities to price groups and discounts to control the order in which they are applied*

The Catalog Management Workspace *enables the following functionality:*
- *Summary of active catalogs*
- *Catalog lifecycle tracking in a single location*

Centralized store management

Centralized POS terminal management includes visual and functional profiles, user interface layouts, and employee permissions. Consistent store/ERP data model and business rules facilitate accurate, timely data. Data replication helps ensure critical updates across the organization including inventory and financial updates, sales order payments, gift card usage, and updates to loyalty programs. Maintain staff information at store, regional, and global levels. Additionally, Microsoft Dynamics AX enriches specific retail scenarios, including pricing and promotions, assortment and catalog, BI and reporting, loyalty, gift cards and seasonality, and markdowns enhancements. Kitting is also being introduced in this release. Kitting entails grouping individual items into a "Kit" that can then be sold in various channels.

Supply chain & logistics

To better run your business, you need to have access to a real-time view of your organization and products. With this better view, you can have more efficient people and processes, a better handle on costs, happier customers, and ultimately, greater profits.

- *Buying*
- *Replenishment*
- *Order management*
- *Warehouse and transportation logistics*

Intelligent operations

Store operations

Helps retailers track inventory real time, maintain accounts receivables, keep customers coming back with customer loyalty, save time by maintaining labor records, track layaways, track work orders, back orders, sales orders, quotes, and much more. The new Workspaces could help improve the efficiency and productivity of workers by letting them centrally manage their tasks and actions.

The new channel operations workspace lets you perform tasks, such as create post statements for a given channel, track shift status for a given store, manage worker point of sale (POS) permissions for a given store and quickly access all related pages.

Also, MPOS and Cloud POS will allow store managers to manage some store operations, such as process sales transactions and customer orders, and perform daily operations and inventory management. These tasks can be done using the same application on a mobile devices, from anywhere in the store.

- *Statements and cash reconciliation*
- *POS profile & UI management*
- *Loyalty execution and program management*
- *Pricing, promotions, and offer management*
- *Store configuration and assortment management*
- *Create post statements for a given channel*
- *Track shift status for a given store*
- *Manage worker point of sale (POS) permissions for a given store*
- *Quickly access all related pages*

Business intelligence

Take the data you are capturing across all of your channels, combine it with data from other data sources, and display it in meaningful visualizations and reports to drive your business forward and turn insight into action. Simply put, get to know your customer better and see more clearly how your company is performing. You'll have a wealth of insights presented through familiar self-service capabilities, dashboards, and reports. Our role-tailored, personalized dashboards are designed specifically for individual jobs, so people get the information most relevant to them. We put the data that they need at their fingertips—literally—providing them with the right information, at the right time, helping them to convert insights into impact.

And with the introduction of this new release and the redesigned UI, the two AX 2012 clients have been replaced by a single, standards-based web client that provides the full set of functionality of the desktop client together with the reach of the Enterprise Portal client. By making this change, we are also preventing development efforts from being split between two UI platforms, which eliminates the need for a terminal server by using standard web interfaces.

Intelligent operations

Hardware and payment compliance

Support retail industry standards, including object linking and embedding (OLE) point of sale (OPOS) to maximize POS hardware and peripheral choice. Manage peripheral component interconnect (PCI) data security standards compliance and ongoing support. Enhancements were made to support new types of hardware along with existing hardware, including dual shift/cash drawer—enabling two cashiers to use a POS register off and on while maintaining their own cash drawer—dual printer support, support for signature capture, and dual scanner.

Additionally, the support for device activation can be made using Microsoft Azure Active Directory, increasing security and cloud-based activation, enhancing security for token management, impoving reliability, and troubleshooting and error messaging during the activation process. It also offers a simplified process for IT administrative tasks related to the activation of the device. In terms of security, these enhancements can help to stop unauthorized remote use of MPOS and help to track MPOS devices for PCI compliance purposes. It maps physical devices with a business entity, and it reports device information from headquarters.

Because there are only two installation packages, one for MPOS client and the other for the Retail Hardware Station component, self-service has reduced the amount of work that is required at every level to install these client components. For more information, see Retail Modern POS and device activation scenarios and Retail Hardware Station configuration and installation. Additionally, organizations will be able to create, configure, download, and install Retail Hardware Station and devices by using self-service. With this new feature, self-service aims to minimize requirements and make it easier for a user to perform an installation.

Microsoft Dynamics AX
What's new?

EMPOWERED
by **DIGITAL**

Retail HQ

Azure-hosted Retail HQ offers centralized management and complete visibility of all aspects of commerce operations through a web client.

Workspaces

Workspaces could help to improve the efficiency and productivity of workers to perform merchandising operations by letting them centrally manage their tasks and actions that are related to the merchandising role. Also, the price and discount priorities feature gives customers more control over how prices and discounts are used. The feature also enables new scenarios where higher store prices win over standard prices. Last but not least, it will allow to centrally manage most of their tasks and actions that are related to channel deployment, operations and retail IT operations.

Category and product management workspace

The **Category and product management workspace** enables the following functionality:
- *Assortment management*
- *Assortment lifecycle*
- *Tracking*

Retail HQ

Prices and discounts workspace

The **Prices and discounts workspace** enables the following functionality:
- *Price and discount management for a given channel and category*
- *Category price rule management*
- *Price and discount priorities, which let you assign priorities to price groups and discounts to control the order in which they are applied*

Catalog management workspace

The **Catalog management workspace** enables the following functionality:
- *Summary of active catalogs*
- *Catalog lifecycle tracking in a single location*

Channel deployment workspace

The **Channel deployment workspace** lets you perform the following tasks:
- *Track channel configuration progress.*
- *Take the required steps to complete a task, or provide information to complete the task.*
- *Directly download the Retail Modern POS (MPOS) program installation in stores.*
- *Access all related pages.*

Channel operations workspace

The **Channel operations workspace** lets you perform the following tasks:
- *Create post statements for a given channel.*
- *Track shift status for a given store.*
- *Manage worker point of sale (POS) permissions for a given store.*
- *Quickly access all related pages.*

EPOS client is replaced with MPOS

The EPOS client is replaced with MPOS and the eCommerce channel has also been added to Retail Essentials by default enabling greater out-of-box channel support and providing a streamlined configuration option for retail-specific implementations and allowing streamlined configurations and a streamlined UI for retail-specific implementations through Microsoft Dynamics Retail Essentials.

Enhanced support for data entities

Retail data entities have been expanded to support all master and reference data that is related to retail. There is also enhanced support for data entities across the entire Microsoft Dynamics AX solution. This enhancement will let Data entities customers have metadata-driven import and export of data and OData entities also let customers integrate Microsoft Dynamics AX with third-party programs.

Retail HQ

BI reports	More than 30 back-office reports and 10 channel-side reports are available in this new version letting customers to access to BI reports to better predict trends, uncover insights and operation at the best possible performance.
Consumer-level permission POS	Retailers can choose whether POS operations can be available to consumers for self-service scenarios. The new Dynamics AX provides the ability to configure this new scenario. Retail Server uses permissions for application programming interface (API) calls.
Configuration manager and validator	The configuration manager and validator feature provides the ability to bootstrap the configuration, validate the status and completeness of the configuration for the various configuration element, Manage and validate entity configurations. This feature enables Bulk configuration data upload and business entity validation.

Retail hardware station

New hardware profile	An added hardware profile supports more diverse hardware from one station to the next. A new hardware station profile supports a unique terminal ID for each hardware station when electronic funds transfer (EFT) transactions are processed. EFT support has been merged into hardware station to reduce the involvement of MPOS in EFT payment processing enabling POS devices to connect to peripherals such as printers, cash drawers, or payment devices. It provides greater flexibility for implementations and also provides enhanced security and reduced exposure to credit card data.

Retail server and data management

OData V4 support	Connect to a Commerce Runtime (CRT) database that stores business data for the channel by using CRT services. This new support will help the customer stay current with OData standards and also could help to create a robust omni-channel experience by integrating sales across in-store, mobile, and online channels.
E-commerce API	The E-commerce API is now available through Retail Server to support online scenarios and also provides hosted and scalable e-commerce services that can be used with third-party online stores.

Retail server and data management

Cloud re-engineered Commerce Data Exchange

Even when the functional parity is similar to Microsoft Dynamics AX 2012 CU8, Commerce Data Exchange has been re-engineered for the cloud and still responsible for managing the data transfer between Microsoft Dynamics AX and retails channels such as online stores or brick-and-mortar stores but allowing the Async service to use direct access to the channel database, enabling Commerce Data Exchange to become a real-time service that is hosted as a Microsoft Dynamics AX custom service and letting MPOS manage synchronization between offline databases and Retail Server.

Credit/debit card features enhancements

Dynamics AX supports all existing Microsoft Dynamics AX for Retail 2012 credit/debit card features plus some new enhancements letting customer process credit/debit card transactions for payments, support plug and play, and semi-integrated cross-channel payment processing by using the payment SDK.

Device activation

In this new version of Dynamics AX, the device activation can be made using Microsoft Azure Active Directory increasing security and cloud-based activation, Enhanced security for token management, Improved reliability, troubleshooting and error messaging during the activation process. It also offers a simplified process to IT administrative tasks related to the activation of the device. In terms of security, these enhancements can help to stop unauthorized remote use of mPOS and help to track mPOS devices for PCI compliance purposes, it maps physical devices with a business entity and it reports device information from headquarters.

Rich media content support

Manage rich media content for authoring and serving through Media Gallery. I help to address pain points around externally hosted images managing them from a single place. It provides powerful content management through Media Gallery for uploaded and externally hosted images, and filtering to find images; lets you easily create bulk associations between externally hosted images and entities such as products and catalogs and also supports Retail-hosted storage for images, and Excel integration for easy updates. Some detailed support can be found in the list below:
- *Image upload, view, manage, and delete from Media Gallery for both externally hosted and Retail-hosted images.*
- *Image upload and view from entity pages (Products, Catalogs, and so on) by linking an image from the gallery and uploading an image from the desktop.*
- *Optimize the images for thumbnail, custom size, and original.*
- *Bulk link entities by using a template and background jobs for bulk association.*
- *Excel integration overwrites the attribute group limitation of naming conventions and predefined paths.*
- *Supports for Offline images and secure images for personally identifiable*
- *Information (PII) content, such as Retail-hosted employee and customer images*

Rich clientele experience

Retail offers immersive mobile experiences anywhere, any time, and on any device. In this new version we are providing with a new enhanced shopping and store experiences across all channels.

Modern POS

Even when we are providing functional parity with AX 2012 MPOS, we have made some enhancement to add some new features for sales staff to process sales transactions, customer orders, and perform daily operations and inventory management, by using mobile devices anywhere in the store. With the new Dynamics AX version, we are including the following features:

- *Customer lookup across stores/channels*
- *The ability to create customer orders without accessing Real-time Service*
- *Improved device activation workflows, status, and error messages*
- *Extensibility improvements, such as pre/post triggers and activity support to improve customization.*

Cloud POS

Thanks to the unique architecture provided in this version of Dynamics AX, we are introducing a browser based POS with functional parity similar to mPOS and device activation support using AAD. Thanks to the responsive layout design, it can be used in mobile devices and support cross-platform browsers. This new cloud-based POS could help to enable retails to easily activate remote POS stations as needed lowering and reducing deployment costs.

Flexible e-commerce platform

In this release customers now have the flexibility to use the content management system of their choice. A robust e-commerce platform is provided to support third-party storefronts letting customers integrate with content management systems to create an omni-channel E-commerce website thanks to the following features added to this e-Commerce platform:

- *A rich consumer API*
- *Authentication integration to any third-party open ID providers*
- *Payment integration*

Call Center

Even when the feature parity with the AX 2012 Call Center solution is available (with the exception of price overrides), users can deploy a call center to let workers take orders from customers directly over the phone and create orders, target customers via mail catalogs and streamline operations through fast order entry, assisted sales and fulfillment by using this call center module. All this thanks to a responsive and redesigned UI based on HTML5 that can be accessible via any browser.

Warehouse management

Warehouse Mobile Devices Portal	In this version of Dynamics AX, a stand-alone installer can be downloaded directly through a menu item in Warehouse management instead of the standard Dynamics AX setup process. It's designed for self-driven on-premises deployment and configuration. During the enabling process of the Warehouse management module to use the mobile device functionality, you need to install and configure the Warehouse Mobile Devices Portal locally and get a connection to the Microsoft Dynamics AX program in the cloud.

Sales

Delivery alternatives page	Based on the existing algorithms for delivery date calculation, the Delivery alternatives page offers a new user experience for order promising. As part of the new experience, this page consolidates relevant information from multiple forms onto one space, shows "ready-made" alternative delivery packages, such as a combination site/warehouse/variant/transport mode, based on the fastest delivery (earliest available date) criterion that the user can choose from and let the user select options from the simulation interface and transfer them to the sales order line.

This new experience can help organizations that aspire to provide high customer service while committing to an inventory optimization strategy could now promise orders reliably and competitively. After all, their customers' own business requires that products be available on time. The Delivery alternatives task page makes the order promising task quicker, easier, and more systematic by identifying and recommending the best alternative order delivery dates in one interactive place. |

Microsoft Dynamics AX

Grow at your pace
Helps your businesses grow at your pace with the choice and flexibility to modernize your business.

Transform business faster
Enables businesses to simplify and speed up their business processes.

Make smarter decisions quicker
Empowers your people to make smarter decisions quicker, so they are ready for anything.

Grow at your pace

Evolve your business with the choice & flexibility of the cloud

- *With the same code base, data model and technical infrastructure across deployments, you can easily deploy and/ or move from private to public cloud when your business requires you to do so.*

- *Get the flexibility, speed and cost benefits of running your ERP solution private cloud (on-premises) and your development, test and DR in the public cloud.*

- *Keep your business running while taking advantage of cutting edge technology as you help your business migrate from and connect with existing/ legacy systems in heterogeneous landscapes integrate with cloud through a modern integration platform.*

Get peace of mind with trusted cloud

- *Easily set up segregation of duty with minimal maintenance of user accounts with a simple single sign-on through Azure Active directory in the cloud and federation to your people using an on-premises deployment.*

- *Get the peace of mind with Azure SLA for uptime, disaster recovery in the cloud across both public and private cloud deployments.*

- *Get the security and compliance of the Microsoft Azure cloud with adherence to WW security standards.*

Scale your business operations globally

- *Get the flexibility to deploy or expand your business operations globally with Microsoft Azure availability in 140 countries, including China, all backed by Microsoft's $15 billion investment in global data center infrastructure.*

- *Match your business growth by easily adding users and business scenarios in a "pay as you go" model.*

Transform business faster

Improve business planning with predictable implementations

- *Support your end-to-end application lifecycle through an extension of Lifecycle Services with new methodologies and best practices driven tool sets for implementation, updates and support.*

- *Support your business in the cloud and on-premises with Microsoft Lifecycle Services (LCS).*

- *Reduce risk to your organization with a flexible solution architecture that enables incremental implementations, changes, or updates.*

- *Use telemetry and diagnostics, to improve product usage and identify issues so you can proactively minimize downtime.*

Faster time to value from technology investments

- *Easily validate predefined and automate deployment of business processes and data to get your business up and running faster.*

- *Enable business analysts to streamline business processes and respond rapidly to changing business conditions.*

- *Simplify and accelerate your updates through predefined methodologies, automated testing and code merge while minimizing business disruption.*

- *Provide self-service learning and resources to your people to optimize system usage and ultimately streamline business processes.*

Readily available resources and solutions

- *With new added support for Visual Studio on-premises or in the cloud your people can use their existing skill set to optimize processes to meet your business needs.*

Make smarter decisions quicker

Enable people to quickly get operational insights

- *Dynamics AX uses in-memory BI to give your people real time operational insights so they can make informed decisions.*

- *Enable people to find, sort, visualize, and use information easily with an intuitive user interface that provides contextual insights through Power BI.*

- *Plan and anticipate customer needs through the use of Azure machine learning capabilities.*

Empower people to work and collaborate faster

- *A new guided user experience gets your people up to speed quickly with an easy-to-use, and familiar solution that looks and works like Microsoft Office 365.*

- *Enable your people to be more productive with activity-based workspaces to provide a task specific experience, new user task guide), and integration with O365 productivity and collaboration applications.*

- *Work faster, enable collaboration and get insights by seamlessly sharing information between Microsoft Dynamics AX and Dynamics. CRM, Office 365 and Power BI.*

Access your information nearly anywhere on any device

- *A fully browser based, new html5 client that runs across browsers, devices and platforms gives your people to access their business application regardless of the device or platform.*

- *Give your business the capability to extend and build business specific mobile apps through a mobile SDK and make them available to your employees through a private marketplace.*

Microsoft Dynamics AX

Use the cloud your way
Run your business and operations across mixed IT environments in a secure and trusted cloud from Microsoft.

Simplify your application lifecycle
Change the economics of deployment, operations and support.

Reinvent your productivity with intelligence
Boost productivity with broad adoption and re-al-time operational insights on nearly any device, anywhere.

Use the cloud your way

Gain the choice and flexibility of hybrid cloud

With the same code base, data model and technical infrastructure across deployments, you can easily deploy and/ or move from private to public cloud when your business requires you to do so.

Get the flexibility, speed and cost benefits of running your ERP solution private cloud (on-premises) and your development, test and DR in the public cloud.

Keep your business running while taking advantage of cutting edge technology as you help your business migrate from and connect with existing/ legacy systems in heterogeneous landscapes integrate with cloud through a modern integration platform.

Get the peace of mind with trusted cloud

Easily set up segregation of duty with minimal maintenance of user accounts with a simple single sign-on through Azure Active directory in the cloud and federation to your people using an on-premises deployment.

Get the peace of mind with Azure SLA for uptime, disaster recovery in the cloud across both public and private cloud deployments

Get the security and compliance of the Microsoft Azure cloud with adherence to WW security standards.

Match your business growth with a single global solution

Get the flexibility to deploy or expand your business operations globally with Microsoft Azure availability in 140 countries, including China, all backed by Microsoft's $15 billion investment in global data center infrastructure.

Match your business growth by easily adding users and business scenarios in a "pay as you go" model.

Simplify your application lifecycle

Predictable implementations and updates

Support your end-to-end application lifecycle through an extension of Lifecycle Services with new methodologies and best practices driven tool sets for implementation, updates and support.

Support your business in the cloud and on-premises with Microsoft Lifecycle Services (LCS).

Reduce risk to your organization with a flexible solution architecture that enables incremental implementations, changes, or updates.

Get from planning to production faster than ever

Easily validate predefined and automate deployment of business processes and data to get your business up and running faster.

Enable business analysts to streamline business processes and respond rapidly to changing business conditions.

With new added support for Visual Studio on-premises or in the cloud your people can use their existing skill set to optimize processes to meet your business needs.

Lower the cost of maintaining by automating processes

Simplify and accelerate your updates through predefined methodologies, automated testing and code merge while minimizing business disruption.

Use telemetry and diagnostics, to improve product usage and identify issues so you can proactively minimize downtime.

Provide self-service learning and resources to your people to optimize system usage and ultimately streamline business processes.

Reinvent your productivity with intelligence

Greater user adoption and collaboration

A new guided user experience gets your people up to speed quickly with an easy-to-use, and familiar solution that looks and works like Microsoft Office 365.

Enable your people to be more productive with activity-based workspaces to provide a task specific experience, new user task guide), and integration with O365 productivity and collaboration applications.

Work faster, enable collaboration and get insights by seamlessly sharing information between Microsoft Dynamics AX and Dynamics. CRM, Office 365 and Power BI.

Real-time access to analytics to drive intelligent operations

Microsoft Dynamics AX uses in-memory BI to give your people real time operational insights so they can make informed decisions.

Enable people to find, sort, visualize, and use information easily with an intuitive user interface that provides contextual insights through Power BI.

Plan and anticipate customer needs through the use of Azure machine learning capabilities.

Access to business info on nearly any device, anywhere

A fully browser based, new html5 client that runs across browsers, devices and platforms gives your people to access their business application regardless of the device or platform.

Give your business the capability to extend and build business specific mobile apps through a mobile SDK and make them available to your employees through a private marketplace.

Microsoft

Why Microsoft?

Microsoft Dynamics AX is the Microsoft's business solution for enterprises that enables people to make smarter decisions faster with access to real-time insights and intelligence on nearly any device, anywhere. It enables business to redesign their business processes faster so they can innovate and get quick time to value to stay ahead of the competition. It gives businesses the flexibility to grow at their pace through the choice and flexibility of the cloud, allowing them to scale their operations globally to meet business needs.

Microsoft Dynamics AX

Factsheet

EMPOWERING
RETAIL

Microsoft