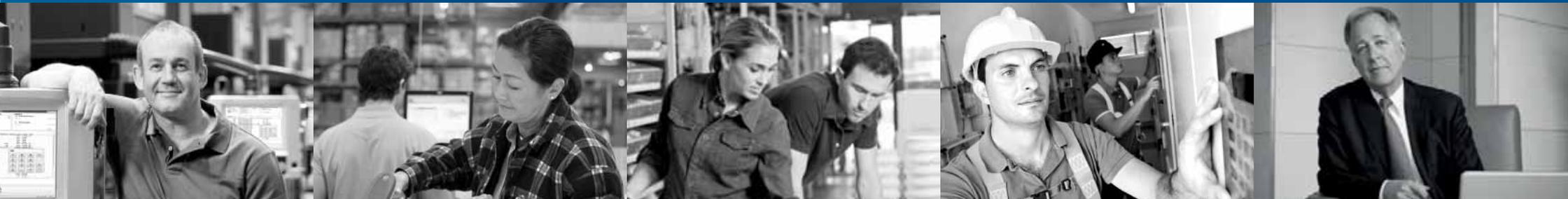


Microsoft Dynamics AX 2012

POWERFUL. AGILE. SIMPLE.



Microsoft Dynamics® AX is the Microsoft® enterprise resource planning (ERP) solution for enterprises that empowers your people to anticipate and embrace change so your business can thrive. By combining comprehensive ERP with purpose-built industry capabilities, this single powerful solution delivers value across your business quickly, the agility to maximise opportunities in a changing market and the simplicity to drive innovation – today and tomorrow.

GAIN VALUE FAST WITH A SINGLE POWERFUL SOLUTION

Gain value quickly with a single powerful solution that supports industry-specific and operational business processes across your global enterprise:

- Meet your business requirements easily with purpose-built capabilities for five industries. Combined with rich ERP capabilities, including human capital management, financials, and employee self-service, you can support people and processes across your organisation.
- Scale your organisation with a global solution. Comply with local regulations, and harmonise and standardise business processes across multiple entities.
- Gain immediate insight with an intuitive Microsoft Dynamics RoleTailored user experience and self-service business intelligence and reporting capabilities.

BE AGILE – AND MAKE THE MOST OF OPPORTUNITIES

Maximise business opportunities with an ERP solution that can be adapted to meet your specific needs today and easily changed as your business grows:

- Respond quickly with unified natural models that let you see, measure and change your business. These models easily represent your business and structure, as well as processes and policies.
- Extend these models with industry-specific capabilities when the nature of your business evolves.
- Differentiate your business with customisations in a layered architecture that separates these customisations from the standard to simplify maintenance and upgrades.

DRIVE USER INVOLVEMENT AND INNOVATION WITH AN EASY-TO-USE SOLUTION

Work with simplicity on every level – from deployment to daily use and upgrades to encourage users and drive innovation across your business:

- Get people up to speed quickly with a familiar solution that looks and works like Microsoft Office.
- Give people quick access to data and connect them with customers, suppliers, partners and team members through self-service collaboration tools such as Microsoft SharePoint® and Microsoft Lync™.
- Simplify management of your ERP solution at every stage of the life cycle, from implementation to upgrades.

Transform your business with Microsoft Dynamics AX.

INDUSTRY-SPECIFIC CAPABILITIES

MANUFACTURING

Lean, process and discrete manufacturing

DISTRIBUTION

Wholesale, warehouse management and distribution

RETAIL

Merchandising, point of sale and store management

SERVICES

Project and resources operations; talent and skills management

PUBLIC SECTOR

Grants management, commitment and fund accounting

CORE ERP CAPABILITIES

FINANCIAL MANAGEMENT

- General ledger
- Accounts receivable and payable
- Bank management
- Budgetary control
- Share service support
- Compliance management

PRODUCTION

- Material and capacity planning
- Resource management
- Job scheduling and sequencing
- Product configuration
- Shop floor management

PROJECT MANAGEMENT AND ACCOUNTING

- Project accounting and invoicing
- Project cost control
- Work breakdown structures
- Integration with Microsoft Project

HUMAN CAPITAL MANAGEMENT

- Organisational and workforce management
- Recruitment and selection
- Development, training and performance management
- Employee self-service portal
- Expense management

SUPPLY CHAIN MANAGEMENT

- Inventory management
- Multisite warehouse management
- Trade agreements
- Order promising
- Distribution planning
- Quality management

SALES AND MARKETING

- Sales force and marketing automation
- Lead and opportunity management
- Sales management
- Microsoft Dynamics CRM connector

BUSINESS INTELLIGENCE AND REPORTING

- Standard, ad hoc and analytical reports with Microsoft SQL Server® Reporting Services
- Role Tailored, predefined, multidimensional data cubes
- Dashboard views of key performance indicators

PROCUREMENT AND SOURCING

- Direct and indirect procurement
- Purchase requisitions
- Supplier relationship management
- Vendor self-service portal

SERVICE MANAGEMENT

- Service orders and contracts
- Service calls and dispatching
- Repair management
- Service subscription

“We’re rapidly adapting to change, and we needed to be able to build something that delivers value without taking so long that it’s obsolete by the time it goes live – and the Microsoft Dynamics AX solution allows that.”

GREG SMITH, CHIEF INFORMATION OFFICER, ROYAL CANADIAN MINT

Get the power you need to take your business forward. Work with a standard Microsoft technology platform to maximise your investments and simplify deployment. Then optimise as you grow with incremental changes that reflect the evolution of your business – including the ability to deploy on-premises, in the cloud* or using a hybrid model. Your people will work proactively with a familiar, easy-to-use solution that works like and with Microsoft business productivity solutions. With Microsoft, you can build your business on a unified solution that is backed by an ongoing commitment to research, development and technology innovation.

COMBINE MICROSOFT DYNAMICS AX WITH OTHER MICROSOFT PRODUCTS AND TECHNOLOGIES

BUSINESS PRODUCTIVITY SOLUTIONS:

- Microsoft Outlook®
- Microsoft Excel®
- Microsoft Word
- Microsoft Lync
- Microsoft SharePoint

APPLICATION PLATFORM:

- Microsoft SQL Server
- Microsoft BizTalk®

IT INFRASTRUCTURE:

- Windows®
- Windows Server®

DEVELOPER TOOLS:

- Microsoft Visual Studio®
- Microsoft .NET
- Windows Communication Foundation
- Windows Workflow Foundation

Microsoft®
SharePoint Server 2010

Find, use, and share information from Microsoft Dynamics AX using SharePoint.



Microsoft®
Excel 2010

Easily export data from Microsoft Dynamics AX into Excel for manipulation and then add it back into your ERP database.



Microsoft®
SQL Server 2008 R2

Access current data while enforcing ERP security settings by combining SQL Server with Microsoft Dynamics AX.



Microsoft®
Visual Studio 2010

Tailor Microsoft Dynamics AX to fit your unique business needs by using familiar tools such as Visual Studio.



Drive innovation – today and tomorrow.

Microsoft Dynamics AX is a powerful ERP solution designed to work the way you do. Gain value quickly with rapid-implementation tools and a simplified licensing and support model that makes it easy to install, get started or upgrade. And it all comes with the support of one of the largest worldwide partner ecosystems, which includes global systems integrators (GSIs), independent software vendors (ISVs) and value-added resellers (VARs).

CENTRALISE ON A SINGLE ERP SOLUTION

If disparate systems are causing you to lose a grip on your business, it's time to replace those systems with one solution and gain unified insight into your global organisation. The richness of Microsoft Dynamics AX supports your business nearly end to end, with the flexibility for an incremental approach instead of a high-risk big-bang implementation.

STANDARDISE WITH A TWO-TIER ERP STRATEGY

If you have reached the limitations of your legacy ERP solution, Microsoft Dynamics AX offers a flexible, highly scalable, yet cost-effective solution for your operations, subsidiaries, or divisions while retaining your headquarters' legacy ERP. Build your dynamic business by using two ERP standards across your entire enterprise.

CHOOSE THE SOLUTION THAT FITS YOUR NEEDS

The simplified Business Value Licensing Model is based on your organisation's individual users and their needs. You purchase the exact number of licenses needed – no more, no less – and you have the option to easily add more licences as your business grows.

HELP SECURE CONTINUING VALUE

The Business Ready Enhancement Plan provides upgrades, updates and support to help you stay current with the latest technologies and compliant with regulatory changes. The plan includes service packs and regulatory and tax updates, along with investment protection, life-cycle support and much more. Equally importantly, you can reduce training costs and increase productivity with CustomerSource, a self-service portal that offers unlimited online training, a knowledge base and newsgroups.

GET UP AND RUNNING QUICKLY

Improve your time to value with Microsoft Dynamics ERP RapidStart Services, designed to help ensure a fast, reliable implementation or migration. Speed time to deployment while minimising risks and costs with Microsoft Dynamics Sure Step, a proven methodology for high-quality implementation, migration and upgrades.

WORK WITH A WORLDWIDE PARTNER ECOSYSTEM

A worldwide network of certified Microsoft Dynamics partners has the industry expertise and technical knowledge to help you select, implement and maintain a solution to meet your specific business needs. This partner ecosystem can help you with:

- Solution selection
- Packaged partner solutions
- Planning and design
- Customisation and configuration
- Implementation
- Training
- Microsoft Financing
- Ongoing support

"As large and enterprise-sized companies continue to experience difficulty with existing systems, Microsoft Dynamics AX 2009 will play an increasing role as a key alternative for divisions and subsidiaries looking for lower-cost and more effective alternatives."

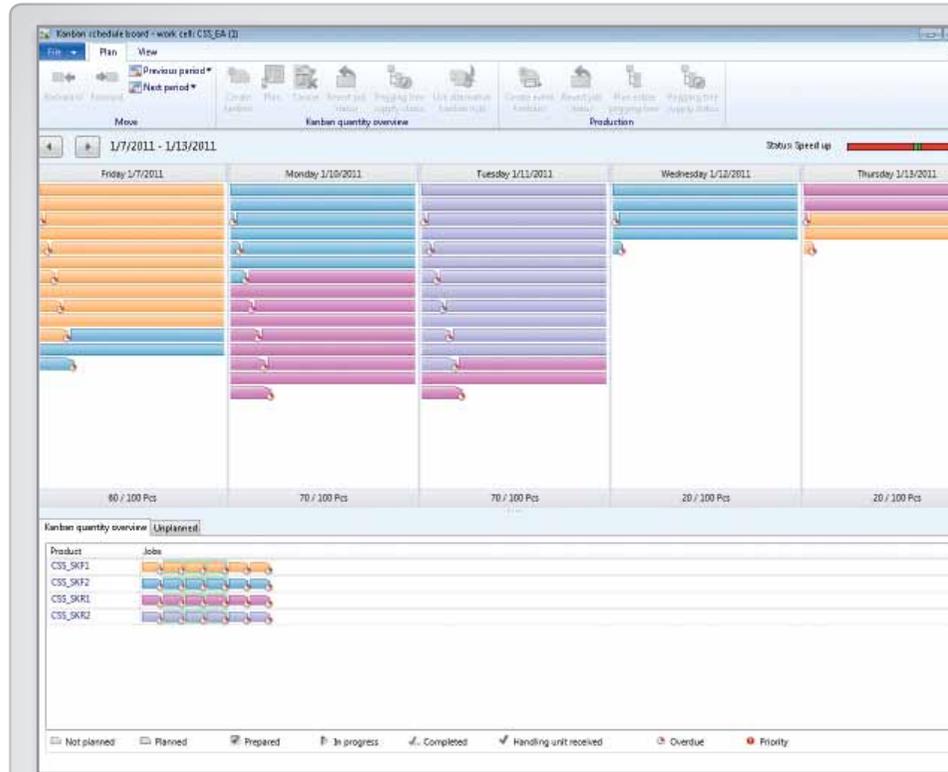
"THE FORRESTER WAVE™: ORDER MANAGEMENT HUBS, Q3 2010," FORRESTER RESEARCH, INC., 19TH AUGUST 2010



Microsoft Dynamics AX for Manufacturing Organisations

Manufacturers have always worked to improve performance against traditional benchmarks such as cost, time to market, product quality and inventory optimisation. Adding new degrees of difficulty are recent trends in globalisation, contract manufacturing and growing environmental and social awareness, all combined with the need for real-time business intelligence.

Microsoft Dynamics AX delivers powerful operational functionality that includes discrete, process, and lean manufacturing capabilities in a single unified solution. With real-time access to role-based information and tools, your employees can improve operational efficiency across your business – whether in the office, on the shop floor, or at any location around the world. Integrated supply chain management, inventory management, shop floor management and financial management tools are designed to help grow your business. And with the familiar user experience of Microsoft Office and Microsoft SharePoint, you can accelerate adoption time for all generations of users.



The kanban scheduling board features intuitive visualisation.

IMPROVE AGILITY BY UNIFYING DISCRETE, PROCESS AND LEAN MANUFACTURING IN ONE SOLUTION

Microsoft Dynamics AX is designed to help you meet current and future manufacturing demands and respond to changes in supply, customer needs and capacities:

- Scale your manufacturing organisation quickly and expand into new geographies with a global solution.
- Adapt to changing process and regulatory requirements with ease.
- Improve visibility and gain shop floor control with visual kanban boards.
- Move to a greener and more environmentally aware enterprise with the Environmental Sustainability Dashboard.

“The ability to view and apply various manufacturing processes through a single ERP is the best solution for our business. We are confident Microsoft will help us remain on the cutting edge of technology.”

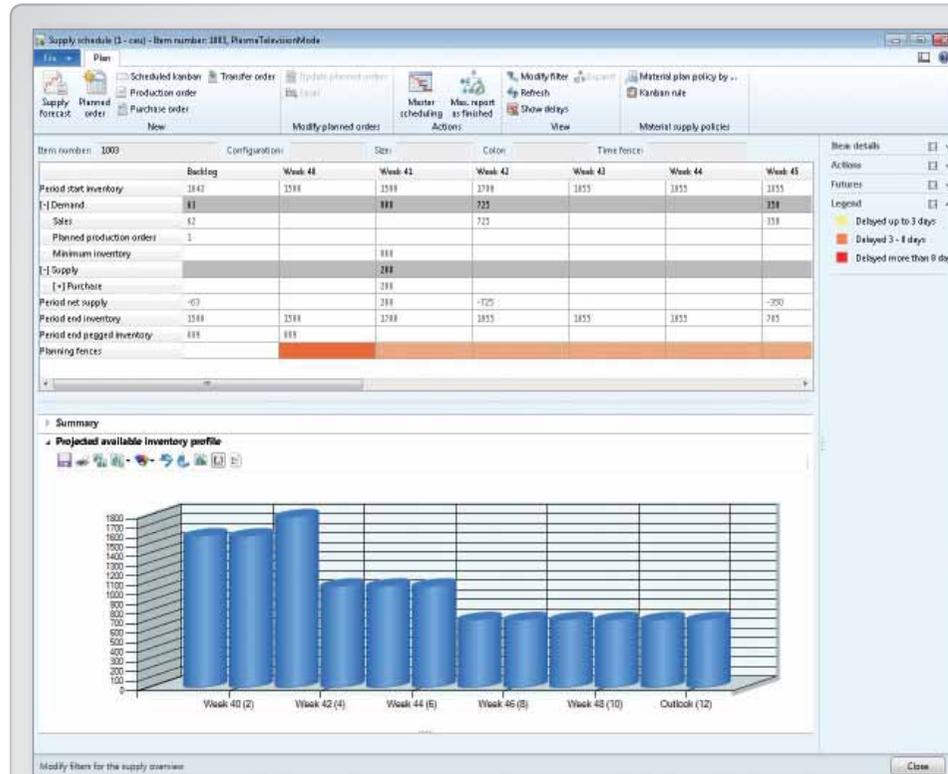
HUBERTUS MEISTERJAHN, CHIEF INFORMATION OFFICER, DORNBRACHT



Microsoft Dynamics AX for Distribution Organisations

Today's business landscape is creating new risks – along with unparalleled opportunities for distributors worldwide. To stay ahead, distributors must manage multiple challenges, from global sourcing and supply chain complexity to regulatory compliance and sustainability, cost volatility and multichannel pressures.

Microsoft Dynamics AX connects your people, operations and partners with a single unified solution to help you manage global complexity and make the most of new opportunities. Streamline business processes across the extended supply chain with unified natural models that deliver operational visibility. Support rapidly changing conditions in a demand-driven environment using work flows that can be implemented without IT assistance, and use self-service business intelligence to improve demand planning and respond to unique customer requests. And scale your global business quickly with multisite capabilities and flexible deployment options that reduce risk.



Planners can view supply and demand and take action from a single form.

OPTIMISE YOUR SUPPLY CHAIN AND EXCEED CUSTOMER EXPECTATIONS WITH POWERFUL CONNECTIVITY

Microsoft Dynamics AX transforms your supply chain with real-time business intelligence and the agility to meet changing demand:

- Simplify food and beverage management with batch traceability, shelf-life tracking and weight recordings.
- Streamline operations with multisite capabilities, advanced warehouse management and service management.
- Manage consumer goods with item dimensions; freight integration; and pricing, rebate and multichannel management.
- Drive productivity with familiar products such as Microsoft Office.

“The addition of Microsoft Dynamics AX to our business lets us approach the future with even more confidence, knowing that we have the IT infrastructure in place to support us... We know that Microsoft Dynamics AX has the robustness and flexibility to help us meet changing compliance and reporting guidelines.” CHRIS NOWAK, CHIEF TECHNOLOGY OFFICER, ANTHONY MARANO COMPANY



Microsoft Dynamics AX
for Retail Organisations

Retail has evolved into a multichannel experience for today's informed shoppers – whether it's in-store, digital, social or mobile. Faced with educated, digitally empowered consumers, retailers must operate faster and smarter across their organisations to achieve deeper customer loyalty and maintain a competitive edge.

To stay ahead, retail businesses need to improve agility and drive customer-centricity as a core value. Microsoft Dynamics AX offers specialty retailers a single unified solution with point-of-sale (POS), store management, supply chain, merchandising and financial capabilities to drive business productivity and customer service. You can also scale quickly to expand into other retail channels or across multiple global sites or add new stores – all while staying in front of demand with self-service business intelligence and reporting tools.



A flexible RoleTailored interface can help employees work productively and provide faster customer service.

ENHANCE CUSTOMER CENTRICITY WITH A UNIFIED RETAIL SOLUTION

Microsoft Dynamics AX connects your critical POS and head office processes with a comprehensive solution:

- Standardise processes with POS, store and inventory management, merchandising and ERP capabilities.
- Improve customer satisfaction, provide faster service and reduce training time with an intuitive RoleTailored user interface.
- Track sales and inventory by store, product, location and pricing for advanced control.
- Gain insight with shared data that spans your general ledger, supply chain and products.

“We can take action and meet demand in situations where we might have lost sales in the past. With early visibility, we see very clearly where we have too much of a product or lack supply.”

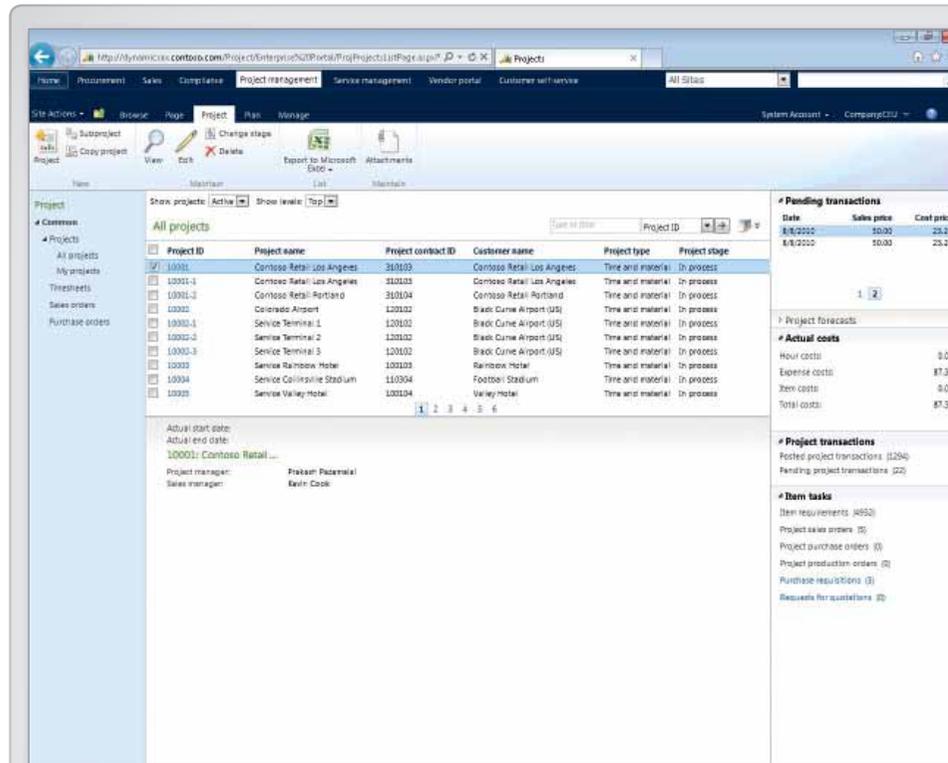
MIKE BUSCH, GLOBAL DIRECTOR OF TECHNOLOGY, PATAGONIA



Microsoft Dynamics AX
for Services Organisations

As clients increase their national and global distribution, services organisations must stay agile to meet new business demands and remain competitive. Changing work-force demographics and regional imbalances in available talent are posing new resource utilisation challenges. Meanwhile, clients are demanding greater transparency into service processes, just as governments are requiring greater accountability from businesses.

To help you meet these complex challenges, Microsoft Dynamics AX delivers a comprehensive ERP solution that is designed to drive service delivery efficiencies across your organisation's distributed work force. Streamline key business processes to meet a range of changing market and client demands – from client relationship management and talent management to project accounting and financial reporting. Scale quickly to respond to new opportunities and reduce risk across your organisation with the ability to gain deep operational insight using self-service business intelligence tools, and promote rapid adoption working with the familiar look and feel of Microsoft Office.



Project managers are able to see project details remotely through the enterprise portal.

INCREASE PROFITABILITY THROUGHOUT THE ENTIRE SERVICE VALUE CHAIN

Microsoft Dynamics AX is designed to help you optimise process efficiencies and build greater value across your services organisation:

- Scale to new opportunities and serve expanding clients with a global-by-design solution.
- Respond precisely to changing client needs and drive cross-sales with integrated relationship management.
- Drive success with template-based project management for estimates, and skills- and availability-based resource assignments.
- Facilitate timely decision making with financial and operational insight gained from advanced reporting tools.

“With Microsoft Dynamics AX, our agencies have a financial system that can evolve and adapt to their ever-changing business needs.”

RANDY WEISENBURGER, GLOBAL CHIEF FINANCIAL OFFICER, OMNICOM

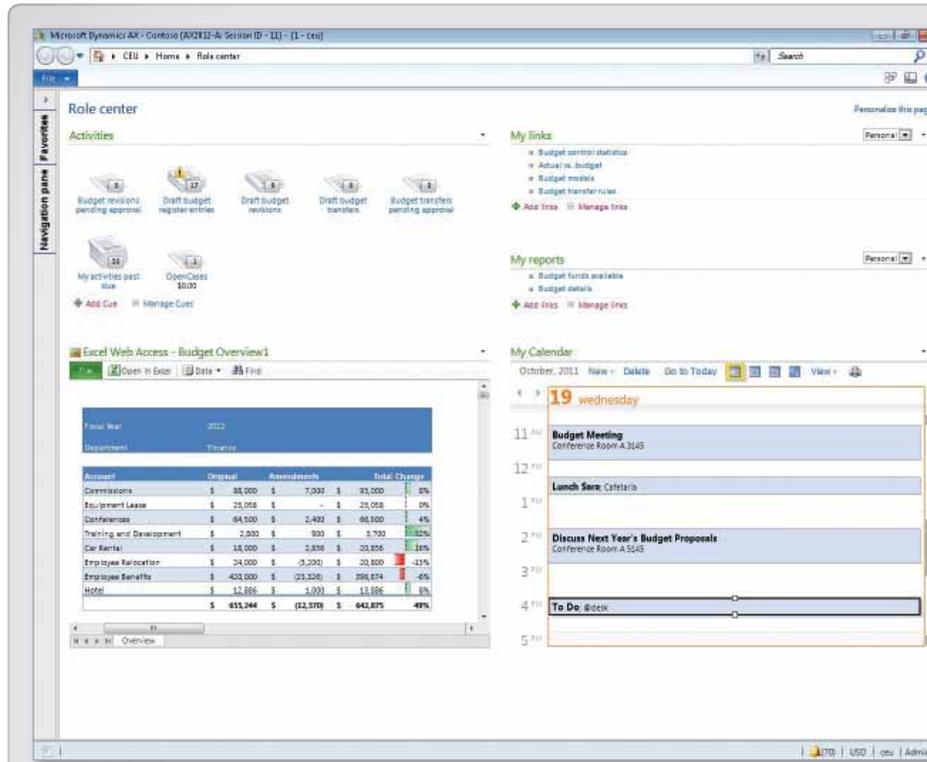
A man with short, light-colored hair, wearing a dark suit, white shirt, and patterned tie, is seated in a modern office chair. He is looking slightly to the left of the camera with a thoughtful expression. The background consists of a light-colored wall with a grid pattern. A blue horizontal band is visible at the bottom of the image, partially overlapping the text.

Microsoft Dynamics AX for Public Sector Organisations

Today's public sector organisations are required to balance increased citizen demands with reduced budget – all while addressing rising mandates for transparency, fiscal accountability, and compliance. To succeed, public sector organisations must execute on a number of strategic imperatives:

- Reduction of overheads and increased cost savings
- Greater control and flexibility to adapt quickly to changes
- Enabling transparency and governance with fiscal accountability
- Protecting and enhancing frontline services

Microsoft Dynamics AX offers a single unified solution that is purpose-built for the public sector. Use familiar everyday tools such as Microsoft Office to share data, and connect your employees, partners, and citizens using accessible collaboration tools. Gain immediate insight with role-based data and tasks, and achieve the transparency you need to keep up with legislation and reduce costs. With self-service business intelligence and reporting tools, you can maintain financial accountability, gain budgetary control, and meet growing compliance regulations.



Role Centers for budgeting activities help people prioritise work and gain relevant information.

ENHANCE RESPONSIVENESS TO MEET CITIZEN NEEDS AND LEGISLATIVE MANDATES

Microsoft Dynamics AX is designed to help you increase accountability, transparency, and performance across your entire organisation:

- Built for government, delivering faster operational efficiency and with increased reliability
- Helps you respond quickly to citizen needs and legislative mandates with reduced risk
- Provides a common, innovative, user interface that includes visualisations and looks and works like the Microsoft products you already use

“Seizing the opportunity to share and support ICT services is not just the logical response to funding cuts in an austere economy, but it is also the face of public sector service delivery and efficiency moving forward.”

COUNCILLOR PAUL PRZYSZLAK, CHAIRMAN OF THE BOARD OF COMPASS POINT BUSINESS SERVICES

FOR MORE INFORMATION

To find out more about Microsoft Dynamics AX,
contact your Microsoft sales representative or
Microsoft partner or visit www.microsoft.com/en-gb/dynamics

Call now on: **0845 67 11 078**