Microsoft Dynamics NAV 2009

Business Intelligence

Driving insight for more confident results

White Paper

November 2008

www.microsoft.com/dynamics/nav

Microsoft Dynamics NAV

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Overview

The ever-growing need for access to essential business data and the insight it can provide has made business intelligence (BI) an important business management tool. With BI, people can use information to help them make well-informed decisions that ultimately improve performance and drive business success.

When it comes to acquiring business intelligence, many small to midsized companies are at a disadvantage. Compared to larger companies, they may lack the resources, appropriate systems, or BI tools needed to gain a deep understanding of business data. Or the systems and methods they use cannot keep pace with their company's growth and changing needs, limiting their ability to use information to optimize performance and compete effectively.

Microsoft understands that business intelligence is essential to helping organizations of all sizes meet their strategic objectives. By delivering flexible and scalable solutions and cross-product integration, Microsoft® BI can transform how companies use business intelligence by giving employees access to the data they need.

Microsoft Dynamics® NAV 2009, a comprehensive business management solution, provides businesses with powerful, built-in BI functionality that can be extended through integration with key Microsoft BI software and technology. With access to real-time, integrated data and a wide range of analytical and reporting tools, people at all levels of the organization can gain the insight they need to collaborate effectively, make confident decisions, and help drive business success. Both businesses that need simple-to-use, effective tools and organizations requiring the most technically advanced BI capabilities, can benefit from the comprehensive, flexible BI delivered by Microsoft Dynamics NAV 2009.

What Is Business Intelligence?

When people think of business intelligence, they commonly think of data, information, reporting, analysis, and even online analytical processing (OLAP) cubes. But BI plays a crucial role in helping companies make use of the enormous amounts of data and information generated by their enterprise resource planning (ERP) systems and other applications. In fact, a recent survey of 1,400 CIOs by Gartner, an independent IT research firm, showed BI surpassing security as the top technology priority in 2006[1] and 2007.[2] BI is an essential part of both strategic and tactical business management.

Gain Insight

Business intelligence delivers insight throughout an organization by enabling people at all levels to access the right information at the right time, with tools that help them develop knowledge about current and future activities that will drive business success.

Strengthen Business Performance

BI makes it possible to access, use, and share data and information in efficient and meaningful ways that improve performance. BI helps employees at every level of the organization:

- Align day-to-day operations with overall company strategy and objectives.

- Identify and understand the relationship between business processes and their affect on performance.

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[1] Gartner, Inc. *Gartner Survey of 1,400 CIOs Shows Transformation of IT Organisation is Accelerating*. Press Release, January 23, 2006.

[2] Gartner, Inc. *Gartner EXP Survey of More than 1,400 CIOs Shows CIOs Must Create Leverage to Remain Relevant to the Business.* Press Release, February 14, 2007.

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- Access information relevant to specific user roles and responsibilities.

- Analyze data from documents and spreadsheets easily.

- Gain contextual insight into business drivers.

- Monitor the vital business indicators that are needed to move an organization forward such as:

    o Current status and trend of essential financial ratios.

    o Effectiveness and profitability of sales channels.

    o Crucial operational metrics.

Make Better Decisions

With access to information and the right BI tools and capabilities, employees can gain a comprehensive and integrated view of the business. With this view, they can be more effective and make more confident decisions, whether they're planning overall strategy or optimizing how they spend their time each day.

The Microsoft Business Intelligence Strategy

In the past, gaining insight into business data was the privilege of finance departments and business analysts. But that's not sufficient for today's growing and rapidly changing world. Businesses need robust BI solutions that are user-friendly and scalable, and that provide rich analytics that extend insight to users throughout the organization.

The Microsoft business intelligence strategy supports all facets of decision-making with fully integrated BI technologies that bring together different applications such as Microsoft Dynamics NAV, Microsoft® Office SharePoint® Server, and Microsoft Office PerformancePoint™ Server 2007 on the Microsoft SQL Server® platform. In addition:

- Microsoft BI supports information workers, IT professionals, *and* developers with a single offering. Smooth integration with SQL Server makes it possible to extend the benefits of BI by getting more value from the data in each application. This helps reduce total cost of ownership and makes it easier to expand the solution with new tools as business requirements change.

- Microsoft BI has the flexibility to work the way people do and delivers business intelligence where the majority of them want it—inside the Microsoft Office applications they're already using.

- Microsoft BI benefits the entire organization with easy access to data that delivers business intelligence to all decision-makers, along with attractive pricing that enables organizations to provide BI across their extended enterprise.

Three Types of Key Decisions

To enable confident decision-making throughout the organization, the Microsoft BI strategy supports three types of key decisions: strategic, tactical, and operational. Whichever level employees work at, Microsoft BI tools and solutions can help make well-informed decisions part of their everyday work.

Microsoft BI provides an essential infrastructure to deliver insight for all three types of decisions and enables the entire organization to achieve better results.

Strategic decisions are the big decisions that organizations make. For example, should we buy a partner, enter a new market, or move to a new location? These decisions are few in number, but their value to a company is significant.

Figure 1. Microsoft BI supports three types of key decisions for improved business results.

Tactical decisions give a business short-term advantage. For example, a product manager decides what discount schedule to put in place or makes a pricing decision for a new product. BI has traditionally been implemented at the tactical level.

Operational decisions are made daily by people who typically have not worked with traditional business intelligence. The decisions may have smaller business impact when measured by themselves. However, in aggregate, multiple operational decisions add up to a lot of value—and can drive stronger overall business performance.

The BI Continuum: Personal, Team, Organizational

One challenge for effective BI is how to go beyond simply managing the flood of data—whether from the Internet or in data systems, documents, e-mail messages, or spreadsheets—to harnessing the power of the information. People make operational, tactical, and strategic decisions along a continuum, with information and insight flowing steadily among three main categories of BI—personal (individual), team, and organizational. For BI to fit with the way people work and make decisions, it must support all three categories to deliver insight throughout the entire organization.

Personal BI

Tailored to how people work individually, Personal BI enables employees to access the information they need to make the right decision within the everyday context of their jobs. Whether working with a Microsoft Office Outlook® task list, a customer relationship management (CRM) call sheet, a production report, a spreadsheet, or a diagram of how all the pieces of a project fit together, everyone in the company needs trusted, security-enhanced information so they can spot trends, research hunches, verify important data, and improve productivity and performance. From the employee perspective, Personal BI is "built for me and by me and used only by me."

Team BI

With critical content locked away on individual desktops, lack of centralized information can inhibit team collaboration. For security and efficiency, information needs to be in one central place. An effective team BI solution provides the ability to centrally store, share, and collaborate with BI and non-BI content. It provides the flexibility to collaborate within the natural flow of people's work, without compromising security and trust, and helping to ensure that all team members have the latest, most reliable information. Whether analyzing team budget information, evaluating the latest scorecard, or viewing the latest team report, individuals working toward a common goal can benefit from the team perspective. Team BI is built by someone on the team for use by all team members.

Organizational BI

Organizational BI sets the corporate context for how information is viewed by employees throughout the organization. Centrally managed—Organizational BI may be built, for example by the IT department—and with centralized analysis, measurements, plans, reports, key performance indicators (KPIs), and other information teams and individuals need, Organizational BI provides a single view of information across the business.

For examples of the BI continuum in practice, see "Scenarios: Microsoft Dynamics NAV BI at Work" later in this paper.

Business Intelligence in Microsoft Dynamics NAV 2009

Microsoft Dynamics NAV 2009 is one example of how cross-product integration helps companies optimize their business intelligence. Microsoft Dynamics NAV is an integrated business management solution ideally suited to businesses looking for a single solution that is fast and easy to implement, customize, use, and maintain. Built on Microsoft technology, Microsoft Dynamics NAV integrates with key Microsoft products and technologies to help employees work productively; connect people, processes, and information throughout the business; and provide employees with the insight they need to make informed decisions.

Build a Foundation for Essential Intelligence

Microsoft Dynamics NAV supports decision-making at the personal, team, and organizational levels. Based on research into the way employees *really* work, Microsoft Dynamics NAV delivers access to RoleTailored views and business processes through 21 Role Centers. The Role Centers help people work effectively by providing a single, integrated view of job-specific information and activities. They can help employees organize and prioritize their work, access relevant information, and manage tasks quickly and effectively. Role Centers deliver business intelligence directly to the people who need it by providing targeted information that can help them work fast and smart.

Other Microsoft Dynamics NAV built-in BI functionality includes flexible views of data, standard reports, and easy-to-use ad-hoc reporting tools. Record Links tie together structured and unstructured information and transactional insight can help people find documents related to specific transactions.

Real–Time Access to Information

Microsoft Dynamics NAV automates processes across the organization, providing real-time access to integrated information. Built-in analysis tools make it easy to drill down into the details of transactions, customer records, histories, and more. Employees can monitor important events, such as product or item shortages, cash shortages, and production bottlenecks, and use filters to get the data they need to take action and meet business goals. Built-in account schedules, analysis reports, and analysis by dimensions simplify the process of monitoring budgets to actual. Flexible, contextual views of the data—for example, a view of sales related to a particular region, item, and time period—can then be exported to Microsoft Office Excel® for further analysis. Microsoft Dynamics NAV also provides a wide range of standard reports and an easy-to-use wizard that simplifies creating customized reports.

Tight Integration with Microsoft Office

Because Microsoft Dynamics NAV integrates tightly with the familiar Microsoft Office system, people can quickly and easily analyze information in a unified environment without having to switch back and forth between applications. This simplifies decision-making at any level—personal, team, or organizational—whether drilling into sales metrics with Microsoft Dynamics NAV, creating financial reports in Excel, consolidating enterprise-wide KPIs into customized scorecards, or collaborating through Web portals.

Integration with Microsoft Office SharePoint® Server makes it easy for team members to access all their structured and unstructured data. With built-in workflow, teams can assign tasks and set priorities for every team member, and security can be set by role, group, or individual.

Extend to Meet Growth and Changing Needs

Microsoft Dynamics NAV is easy to scale to accommodate growth or extend to meet changing business needs. For more complex views of data and access to "big-picture" views, organizations can extend BI capabilities by using dedicated intelligence tools built on SQL Server technologies. Microsoft Dynamics NAV works with powerful Microsoft BI applications to help businesses monitor complex processes, deliver information to individuals and teams, and combine historical data with forward-looking trends and indicators.

Business Analytics in Microsoft Dynamics NAV

With Business Analytics in Microsoft Dynamics NAV, people across the organization can transform company data from almost any source into insightful analysis and easy-to-use reports. With just a few clicks, employees can swiftly set up targeted analyses with predefined or customizable information units—OLAP cubes—delivered to the desktop through SQL Server Analysis Services and viewed through a variety of applications, such as Excel, SQL Server Reporting Services, and PerformancePoint Server. RoleTailored views provide intelligent dashboards, generate e-mail notifications when conditions change, and schedule the creation and delivery of reports, graphs, and Excel files. Business Analytics is available in two levels of functionality: Basic and Advanced.

Business Analytics Advanced makes it easy for decision-makers to work offline or with Web-based clients to create 360-degree views of business performance; set up and review graphical displays and reports; and perform targeted analyses of detailed information.

Integration with Other Microsoft BI Technology

By combining Microsoft Dynamics NAV with SQL Server Analysis Services and SQL Server Reporting Services, organizations can expand the value of business data even further. Combined with PerformancePoint Server, people across the organization can use data from Microsoft Dynamics NAV to monitor, analyze, and plan.

See "Appendix: BI Functionality in Microsoft Dynamics NAV" later in this paper for more detail about each of these powerful BI applications.
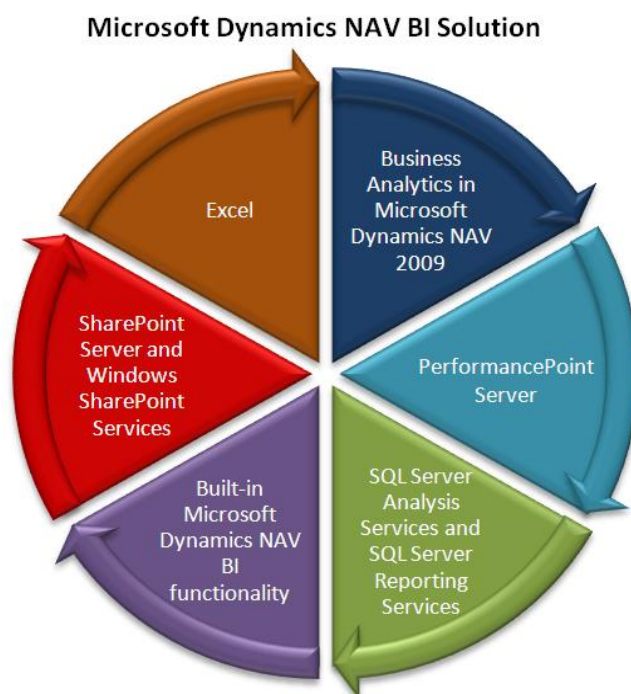

Figure 2. Microsoft Dynamics NAV integrates smoothly with other powerful Microsoft applications that can extend BI capabilities throughout the organization.

Scenarios: Microsoft Dynamics NAV BI at Work

The following scenarios show how BI has moved from being controlled by the IT department to the personal level where it is based on job roles and context. BI can have different meanings to different users throughout the company. Microsoft Dynamics NAV offers a flexible BI solution that can help people throughout the organization address issues that arise in the course of running a company—at the individual, team, and organizational levels.

Scenario 1: Personal BI at Work

Personal BI is based on people's need for immediate information and enables critical decision-making that is local, relevant, and rapid. It is content created "for me" or "by me"—such as an Excel spreadsheet, an e-mail message, a Microsoft Office PowerPoint® presentation, or a Microsoft Office Word document. Of course, BI is still related in some way to team and corporate goals. Increasing the speed and quality of decision-making can help increase productivity and improve business performance overall.

Take, for example, Phyllis, the Accounting Manager, who uses one of the 21 Role Centers provided with Microsoft Dynamics NAV 2009. On a daily basis, Phyllis needs to have specific details on forecasts made against the actual status of the business, up-to-date sales statistics based on sales locations and regions, and a current view of the company budget. Business Analytics Advanced, with its customizable viewer and graphical displays and reports, can provide a personalized overview of the data an accounting manager needs in whatever graphical shape she prefers. Figure 3 shows how Phyllis prefers to receive her information.
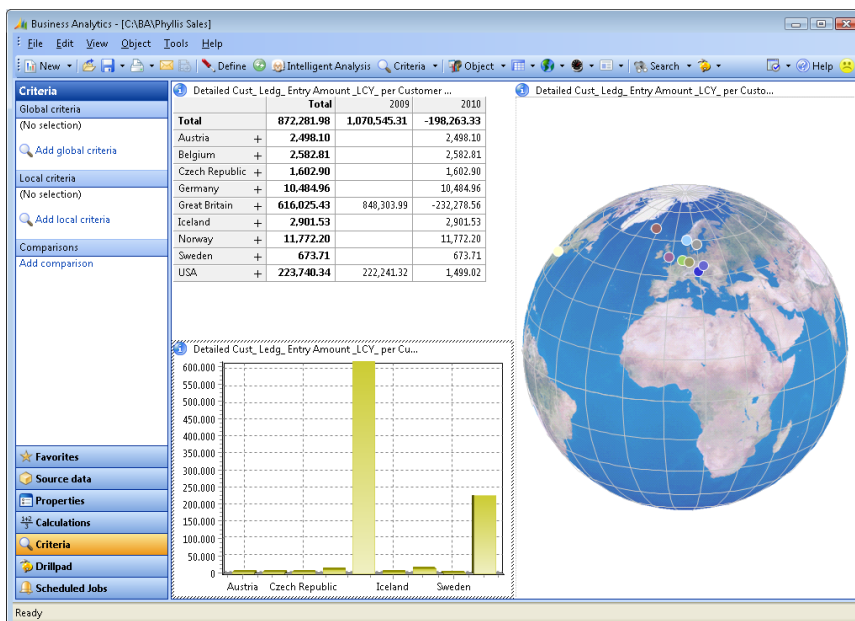

Figure 3. Business Analytics Advanced provides information to Phyllis, the Accounting Manager, with information that is tailored specifically to her.

Business Analytics Basic delivers information in predefined or easy-to-customize information units (OLAP cubes) directly to SQL Server. Phyllis can access and analyze data within a familiar Excel interface or another front-end solution, such as Business Analytics Advanced in Microsoft Dynamics NAV, with easy-to-use tools that enable straightforward analysis and provide a quick overview of business conditions.

Personal BI includes easy-to-deploy and essential BI capabilities that combine Microsoft Dynamics NAV, SQL Server, and Microsoft Office programs. Phyllis or any other employee might also use:

- Standard Reports for distribution.

- Report Wizard for building My Day-to-Day Tasks.

- Account Schedules, Analysis Reports, and Analysis by Dimensions with drill-down capabilities for more detail.

- Transactional insight for finding exact numbers or understanding the affect of specific transactions on accounts.

- SQL Server Reporting Services for creating, managing, and distributing reports.

- Excel with Smart Tags and PivotTable® views.

- Business Analytics Basic and Advanced for customizing views.

See "Appendix: Basic BI Functionality in Microsoft Dynamics NAV" later in this paper for more information about each of these tools and applications.

Scenario 2: Team BI at Work

For teams to be effective and work toward a common goal, they must be able to collaborate easily. Everyone needs to have information relevant to their role on the team, and the ability to aggregate and share data. Employee Portal in Microsoft Dynamics NAV uses the integration between SQL Server and SharePoint Server to facilitate true team collaboration through information access and sharing. SQL Server Reporting Services enables you to use a range of data sources to create intuitive, interactive reports that can then be distributed to the team.

For example, Phyllis needs to be able to easily analyze information from the team's budget, get the latest version of a scorecard that monitors performance, or see the latest PowerPoint presentation in context with team goals. Tight integration between Microsoft Dynamics NAV, SharePoint Server, and SQL Server, the foundation of an organization's BI architecture, helps teams easily access and consume data and then publish it to a shared site.

As Figure 4 shows, Phyllis wants a graphical representation of data. She can do this by exporting the data created through the Analysis by Dimensions in Microsoft Dynamics NAV to Excel, because Microsoft Dynamics NAV facilitates the analysis of data in raw format and integrates tightly with Excel.

Figure 4. Team BI–level financial analyses and reports can be created in graphical form and easily shared with team members.

Excel is the most commonly used analysis tool for individual productivity—it is key to analyzing BI data in Microsoft Dynamics NAV. Excel helps Phyllis move the decision-making process forward by combining centralized, security-enhanced data from Microsoft Dynamics NAV with other disparate data she receives.

Phyllis could also use built-in account schedules to compare actual costs versus budget and then present the results to her team so they can determine whether the business is on plan and see the effects of marketing initiatives.

With Microsoft Dynamics NAV, a Team BI solution can be flexible and easy to use, and employees can easily access and share data with team members. When Phyllis gains insight that affects the direction of her team's projects, she can share the analysis. Her team can adjust its plans and reallocate resources—and stay on track to deliver on corporate-level goals.

Team BI includes BI capabilities that extend beyond Microsoft Dynamics NAV, SQL Server, and Microsoft Office, and can include:

- SQL Server Analysis Services.
- SQL Server Reporting Services for distribution of reports to people who are dependent on the data, but are not Microsoft Dynamics NAV users.
- Employee Portal in Microsoft Dynamics NAV for light users of ERP data.
- Business Analytics Basic and Advanced for shared reports.
- Excel with Smart Tags and PivotTable views for distribution purposes.

See "Appendix: Basic BI Functionality in Microsoft Dynamics NAV" later in this paper for more information about each of these tools and applications.

Scenario 3: Organizational BI at Work

Organizational BI supports corporate and strategic planning by providing a single view of information and KPIs across the organization. For broad adoption, Organizational BI needs to support business processes as part of the fabric of how people perform their daily work.

For example, Charlie, President, who uses another of the 21 Role Centers in Microsoft Dynamics NAV 2009, needs access to aggregated data for the company to monitor performance and drive business strategy. Charlie can also use Business Analytics Advanced for Microsoft Dynamics NAV to align corporate goals and objectives with the rest of the organization through easy-to-display gauges, graphs, and objects, collecting even more valuable insight for future decision-making on the corporate level.

Charlie takes advantage of SQL Server and SharePoint technology to broaden business insight across the organization. He combines historical patterns with forward-looking trends and indicators that are vital to sound decision-making.

Organizational BI in Microsoft Dynamics NAV uses the security-enhanced and highly scalable SQL Server platform. Whether building a trusted data warehouse, producing high-quality managed reports, or using OLAP for data analysis, SQL Server is the underlying infrastructure that provides capabilities for effective decision-making across the organization. SQL Server also provides people with access to data from multiple sources through familiar applications like Excel.

In this example, Organizational BI provides full business insight capabilities by combining Microsoft Dynamics NAV with Microsoft Office, dedicated BI applications, and Web solutions, including:

- SQL Server Analysis Services.
- Business Analytics Basic and Advanced.

- SQL Server Reporting Services.

- Microsoft Windows® SharePoint Services.

- SharePoint Server.

- Excel with Smart Tags and PivotTable views for distribution purposes.

See "Appendix: Basic BI Functionality in Microsoft Dynamics NAV" later in this paper for more information about each of these tools and applications.

Conclusion

Business intelligence can mean the difference between an organization's modest performance and real success. A business that can use its own data and information to help employees gain insight and make smart decisions will have a clear competitive advantage. Powerful BI solutions that include Microsoft Dynamics NAV make it easy for *all* employees—not just a select few—to access, work with, share, understand, and interpret data and information from across the organization.

To empower your entire organization with insight—at the personal, team, and organizational levels—business intelligence tools should be where your employees need them—on the desktop. Making BI tools accessible and easy to use no matter what application is used is paramount to making the most of data and information. Microsoft Dynamics NAV provides extensive built-in BI functionality with capabilities that enhance productivity and facilitate collaboration.

Simplicity, ease of integration, and flexibility are Microsoft Dynamics NAV hallmarks. Because Microsoft Dynamics NAV can be integrated smoothly with other applications, businesses can deliver essential intelligence throughout the entire organization. Businesses can also take advantage of their existing IT investments and grow and extend to meet changing needs, so that everyone throughout your organization is empowered to make better, more confident decisions.

Appendix: BI Functionality in Microsoft Dynamics NAV

Microsoft Dynamics NAV offers a range of business intelligence capabilities that spans from built-in reports and wizards to advanced tools that enable people to gain the insight required to optimize performance across the entire organization. Built on industry-standard Microsoft technology, the solution integrates smoothly with other Microsoft BI products and technologies to extend intelligence capabilities.

The following tables describe built-in BI capabilities provided by Microsoft Dynamics NAV and other Microsoft BI tools and applications that work with Microsoft Dynamics NAV.

Table 1: Built-in BI Features and Functionality in Microsoft Dynamics NAV

Built-in BI Feature	Function
Flexible Views	Viewing information in different ways can lead to deeper insight. With Microsoft Dynamics NAV, people can sort and filter data, drill down to details, create graphical displays to powerfully view and analyze trends, manage inventory, view order and fulfillment status, and understand the results of marketing campaigns.
Role Centers	With 21 out-of-the-box Role Centers based on individual roles within the company, people can access information tailored specifically to their jobs. Employees can easily find, use, and share information with access to Outlook, Excel, and Word from their Role Center.
Standard Reports	Get generic and predefined analytical reports on the state of business. There are more than 300 standard reports across the functional areas of Microsoft Dynamics NAV.
Report Wizards and Report Designer	Create reports using wizards, or use Report Designer to quickly extract information on an as-needed basis to build ad-hoc, customized, context-sensitive reports that can meet demanding requirements (for example, order summaries and inventory availability). Other report tools are useful for moving reports from previous systems to a new Microsoft Dynamics NAV implementation.
Account Schedules and Analysis Reports	Analyze general ledger, sales, purchase, and inventory data. Compare data to budgets across time, departments, projects, campaigns, and other dimensions. The easily defined line and column layout provides users with a comprehensive and tabular form of analysis. Results can be presented in print, in a window from which users can easily navigate to original entries and documents, and in Excel for further processing.
Analysis by Dimensions	Gain a comprehensive understanding of the business and its activities with this multilevel and multidimensional business insight functionality. Create different analysis views for different purposes. For example, users can see an analysis view relating to sales in a particular area for a particular time period and for a particular group of customers. The views can easily be sent to Excel, where automatically created, relevant PivotTable views enable people to drag fields and use additional measures, dimensions, and criteria.
Navigating Transactional Insight	Find—from any transaction or document in the system—all other related transactions or documents. Easily understand the impact of a transaction on other accounts or simply find the original documents for further analysis. Also help users find the exact numbers they are looking for.
Record Links	Add links in Microsoft Dynamics NAV records to external information. Then

	store the data on SharePoint Server for easy access and collaboration.
Integrated Development Environment (IDE)	Streamline development to make it easy to adapt to special requirements as the business grows and changes.

Integration with Other Applications

In addition to its many built-in capabilities, Microsoft Dynamics NAV integrates with a range of other applications to extend BI capabilities.

Table 2: BI Tools and Applications That Work with Microsoft Dynamics NAV

Integrated Applications	Function
Microsoft Office Excel	Export Microsoft Dynamics NAV data from Account Schedules, Analysis Reports, and Analysis by Dimensions to Excel for further processing, analysis, and presentation.
Business Analytics in Microsoft Dynamics NAV	Business Analytics Basic and Advanced and quickly turn data into powerful business information. An intuitive Outlook interface enables people to build targeted analyses using predefined or customized OLAP cubes that can be delivered directly to employees' desktops for further analysis. Both give users a deeper understanding of the information stored in Microsoft Dynamics NAV. **Business Analytics Basic** enables the transformation of business data into information on SQL Server. Users can then access the information they need and work with it in the familiar user interface of Microsoft Dynamics NAV. Business Analytics Basic simplifies the complexity of setting up OLAP cubes on SQL Server. **Business Analytics Advanced** supports more complex reporting and analysis needs. People can obtain a 360-degree view of business performance and quickly set up and review graphical displays and reports to perform targeted analysis of any detailed information in Microsoft Dynamics NAV to gain even deeper insight into the business.
Open Database Connectivity (ODBC)	Use the Microsoft Dynamics NAV ODBC Driver (NODBC) to extract data from Microsoft Dynamics NAV running on its native server so that the raw data can be moved to Excel, Word, or other Microsoft Office applications. This enables users to create relationships between transactions. NODBC works with Microsoft BI tools and with most third-party BI tools to enhance reporting and analytics capability.
SQL Server Reporting Services	SQL Server Reporting Services is a comprehensive, server-based solution that enables the creation, management, and delivery of both traditional, paper-oriented reports and interactive, Web-based reports. SQL Server Reporting Services supports the full reporting lifecycle, including report authoring, management, delivery, and security.
SQL Server Analysis Services	By combining Microsoft Dynamics NAV and SQL Server Analysis Services, companies can leverage the data in OLAP cubes for more sophisticated analysis and reporting in applications such as Excel and SQL Server Reporting Services. Users can access the cubes through a variety of applications to see different views of the data.
Employee Portal in	Employee Portal simplifies how employees can work with business information on the company intranet. Using the Web-based interface, people

Microsoft Dynamics NAV	can access real-time data, reports, and collaboration tools online. And because access is level- and role-based, users see only the data relevant to their jobs.
Microsoft Office PerformancePoint Server 2007	People across the organization can use flexible, intuitive tools to build relevant scorecards, dashboards, plans, and budgets that help them monitor, analyze, and plan. With PerformancePoint Server, SQL Server Analysis Services, and OLAP technology in Microsoft Dynamics NAV, users can quickly populate cubes with data from Microsoft Dynamics NAV to perform analyses. The results are delivered using SharePoint Server and Windows SharePoint Services. SQL Server provides the data integration and collection engine.

About Microsoft Dynamics

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

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