

# Top 10 Reasons for Choosing Microsoft Dynamics GP

Microsoft Dynamics® GP is a comprehensive ERP solution that goes beyond basic business management and reporting to help your people—and your organization—work at peak performance. Designed for rapid implementation and ease of use, Microsoft Dynamics GP gives all your people fast, familiar ways to access and work with business information and processes, and it delivers ongoing innovation that can work for you now and into the future.

## 1 Meet unique needs from the start

Name your business process, and we can help you manage it. Microsoft Dynamics GP offers proven capabilities that automate and connect the full range of financial management, supply chain management, human resource and payroll management, manufacturing, and project management. Out of the box, you can adapt functionality to meet unique needs, backed by industry-specific expertise and support from a worldwide ecosystem of Microsoft Certified Partners and independent software vendors (ISVs).

## 2 Give people a solution they'll want to use

Success starts when people actually take full advantage of your business systems. Designed to work like and with Microsoft® Office Word, Microsoft Office Excel®, and Microsoft Office Outlook®, Microsoft Dynamics GP helps reduce training time and costs. People can focus on their responsibilities, rather than on chasing information and juggling applications, with RoleTailored home pages and graphical dashboards that deliver personalized access to information. And they'll keep critical tasks on track and ensure consistent processes with automated notifications and alerts.

## 3 Tailor your solution to work the way your business does—without complicated IT efforts

No two businesses are alike—and industry-specific needs vary widely. With Microsoft Dynamics GP, you can quickly add new capabilities using built-in personalization tools: Create specialized views and new windows, automate tasks specific to your business, and even build light applications. Using web services and the Microsoft .NET Framework, you can integrate with many data sources and applications, even if they're built on non-Microsoft platforms. You'll also find custom development is easier and more cost-effective with familiar Microsoft technologies and industry standards such as XML.

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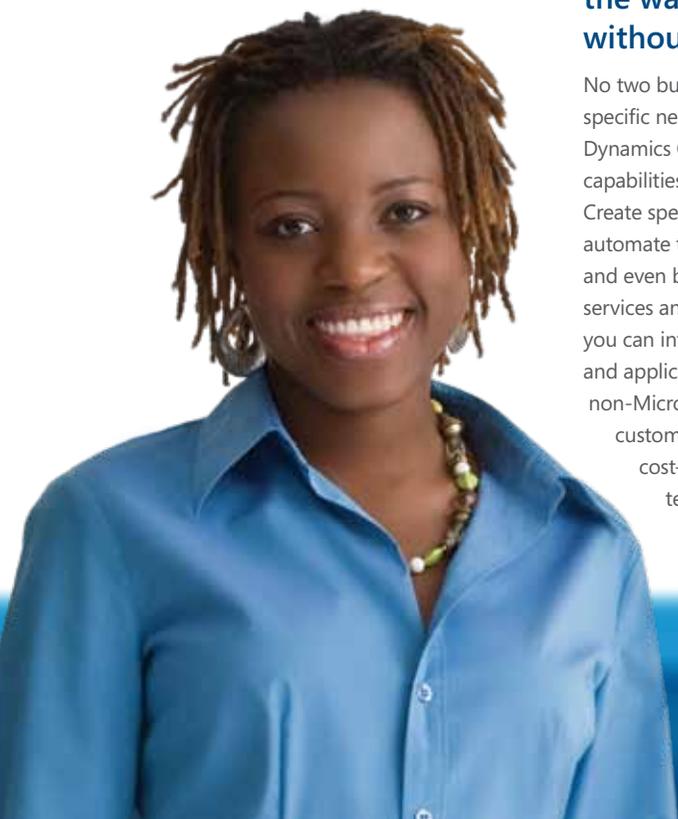
*"The dashboard reporting in Microsoft Dynamics GP 2010 will be very helpful for our management team. They rely on live and accurate management information at any particular time. One of the mantras we have here in management is...if you don't know it, you can't manage it."*

— **David Thompson**  
Corporate Services Director,  
Central YMCA London

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## 4 Make it easy to access critical information

Stay connected, speed planning, and fuel performance with role-based dashboards and KPIs that include gauges, charts, and graphs relevant to people's roles. Stay current—but keep it simple—with more than 220 out-of-the-box Office Excel reports that can be instantly refreshed. View and analyze data from a summary pulse down to a specific source record, with drill-back views into Microsoft Dynamics GP from Office Excel, Microsoft SharePoint® Foundation, Microsoft SharePoint Server, and Microsoft SQL Server® Reporting Services.

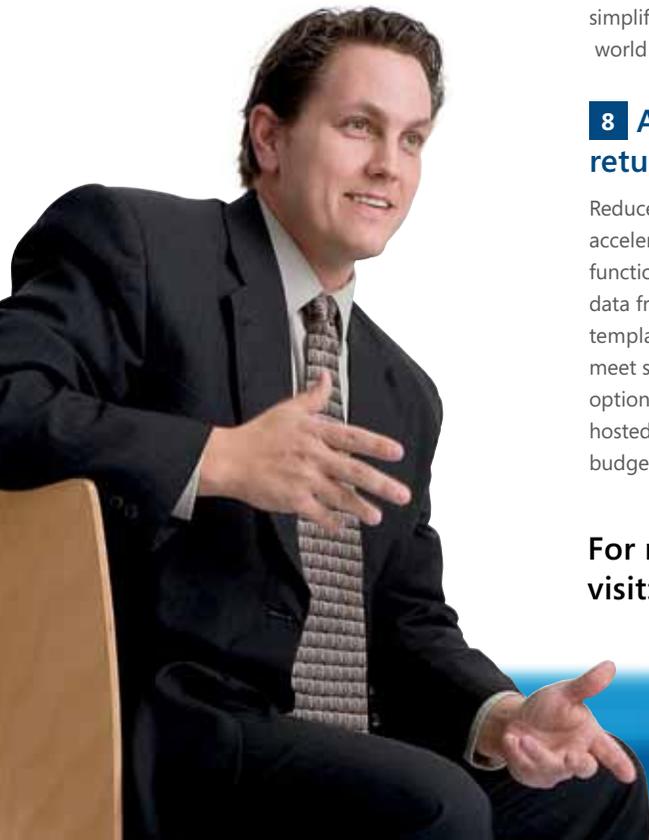


## 5 Beyond basic reporting

Today's businesses simply expect real-time access to decision-driving information and reports. With Microsoft Dynamics GP, you can go well beyond basic reporting and use familiar tools and formats to make decisions that can take your business further, faster. Transform sales strategies with advanced analytics such as predictive modeling and shopping basket analysis. Stay current with refreshable Office Excel reports that include multiple data sources. Turn unwieldy volumes of data into relevant information that can be shared across your organization through SQL Server Analysis Services. And that's just a glimpse.

## 6 Extend insight across your entire organization

Open the flow of information to people—you won't need a full user license or need to log on to Microsoft Dynamics GP. With secure access through the Microsoft Dynamics GP Business Analyzer from virtually any location, employees can view critical role-based information, assign tasks, access templates for charts and KPIs, and collaborate with others from their desktop or mobile device.



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*"Our stores connect seamlessly to Microsoft Dynamics GP to manage our warehouse, wholesale, web business, purchasing, payables, banking, and financial reporting. We haven't found anything this system can't handle."*

— **Rex Bratton**  
Vice President of Finance,  
Peekay

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## 7 Connect your people and systems

Bring together employees, customers, and vendors to strengthen all aspects of business performance and relationships. To start, teams can quickly and accurately move tasks from first step through final approval with built-in workflows. Sales, service, and business management staff can collaborate through built-in integration with Microsoft Dynamics CRM. Without writing new code, you can centralize specific information—for example, details related to a customer, client, or vendor—previously housed in separate systems, simplifying tracking and helping people work across teams and departments. Plus the latest innovations mean that developers can choose from more than 350 web services and use a simplified architecture to integrate with a world of applications and data sources.

## 8 Accelerate your return on investment

Reduce deployment time with tools that help accelerate installation time, quickly set up core functionality, and efficiently migrate and update data from legacy systems. Industry installation templates help you adapt your system to meet specific needs, and flexible deployment options—including on-premise or partner-hosted—make it easier to optimize your IT budget and resources.

## 9 Ensure scalability and performance as your business grows

Don't settle today for a quick fix or alternative that won't meet your needs tomorrow. Microsoft Dynamics GP, combined with Microsoft SQL Server, can scale easily—from 1 to 1,000 users—without compromising system performance, as well as manage high-speed, high-volume transactions. And with flexible Business Ready Licensing, you can buy what you need today, and quickly add capabilities and additional users as your business changes and grows.

## 10 Count on innovation now and into the future

Microsoft Dynamics GP delivers a long-term return on investment through consistent product releases and rich integration with Microsoft technology innovations. You can run your business knowing that you're backed by a Microsoft commitment to a 10-year support lifecycle for each major release, as well as a rich Business Ready Enhancement Plan that includes unlimited online training, access to self-service support, and more.

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

— **Phil Hodges**  
IT Director, Clean Burn

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For more information about Microsoft Dynamics GP visit: [www.microsoft.com/dynamics/gp](http://www.microsoft.com/dynamics/gp).