

Make technology your  
business advantage

Microsoft Dynamics



# Make technology your business advantage

Microsoft helps small and midsize businesses (SMBs) make the use of technology a business advantage. Modernizing your systems and business processes can set you apart from your competitors, whatever size they may be. With Microsoft, you can choose your own path to modern with flexible, familiar and trusted solutions that support your business goals—growing sales, increasing efficiency, protecting your data, or enabling a mobile workforce,

A complete business solution from Microsoft, uniquely brings together business applications, data, documents and devices with people at the center. Helping them do more with what is becoming an increasingly scarce commodity—time.

A business solution from Microsoft puts you on a path to modern by helping small and mid-sized businesses:

- **Grow efficiently** – Use technology to reduce costs and be a real enabler of your business growth.
- **Connect with customers** – Gain the competitive advantage of understanding your customers and making meaningful connections to build long-term relationships.
- **Do business anywhere** – Get the benefits of a productive mobile team that can work together, wherever they are.
- **Safeguard your business** – Keep your data protected and be prepared for the unexpected, so you know your business never misses a beat.

Read on to find out how you can use technology to create your own path to modern.

An illustration showing a purple business building with a grey roof and two grey wings. To the left are two green trees. A grey path leads from the building down to two stylized human figures, a man in a green shirt and purple pants, and a woman in an orange jacket and red skirt. The background is a solid blue color.

# 57%

of businesses move to the cloud because it provides competitive advantage

# Grow efficiently

## Grow your business without growing the payroll

As your company grows, processes become more complex, transactions and inventory levels increase, and managing it all becomes harder each day. If your systems can't keep up regardless of how many people you hire, it's time to automate repetitive tasks, create efficient workflows and streamline your business. Simplify your financial processes, automate your supply chain and focus on customers instead of administrative tasks.

## Spot trends and act on them quickly

To remain competitive in today's world, you need to use data proactively to anticipate the needs and wants of your customers. Analyze customer purchase history to forecast and adjust demand. Or cut production as needed during seasonal swings. Turn your data into business insight that is easy to access, understand, and share with the people who need it most.

## Make sure your technology works as hard as you do

Wearing many different hats isn't a fashion statement—it's a way of life. So you need technology that multi-tasks the way you do. That means more mobility and scalability, but with less hassle. No big spending, no worrying about upgrades. Just the tools you need to do what you do best

## Get the most out of your technology

Technology should be an asset—one that helps you to anticipate, manage, and respond quickly to change. Technology should make life easier, and provide the flexibility to adapt quickly to changing business needs—whether expanding the infrastructure that powers your business applications, or adding the new PCs, devices and apps that help your employees do their best work. Microsoft offers a platform for growth—with solutions that help you adapt quickly to changing business needs and move faster than your competitors. And because it's Microsoft, it's built on software you know.

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93%

of businesses move to the cloud because it increases productivity outside the office

Source: IDC: Successful Cloud Partners. Higher, Faster, Stronger



# Connect with customers

## Understand and engage your customers

Customers today expect a higher level of engagement with vendors and service providers. They are happy to hear from you if the message is targeted to their interests and deliver value. And, since your customers are more connected today than ever before, your messages need to be delivered consistently across a variety of devices. Build more profitable customer relationships through better customer intelligence and more engaging communications.

## Get into their heads and stay in their hearts

You don't have to be a mind-reader to get into your customers' heads. You just need the right tools to give them what they want, when they want it. It's not all about data and insights. It's about serving your customers and earning their loyalty, every single day.

## Know your customers better than they do

Through the course of business, you collect lots of data about your customers and their purchases. Isn't it time you put that data to work? With the combined sales history of all your customers, you can use the data to predict future purchases. Use data to expand relationships with your customers through cross sell and up sell.

## Create amazing customer experiences

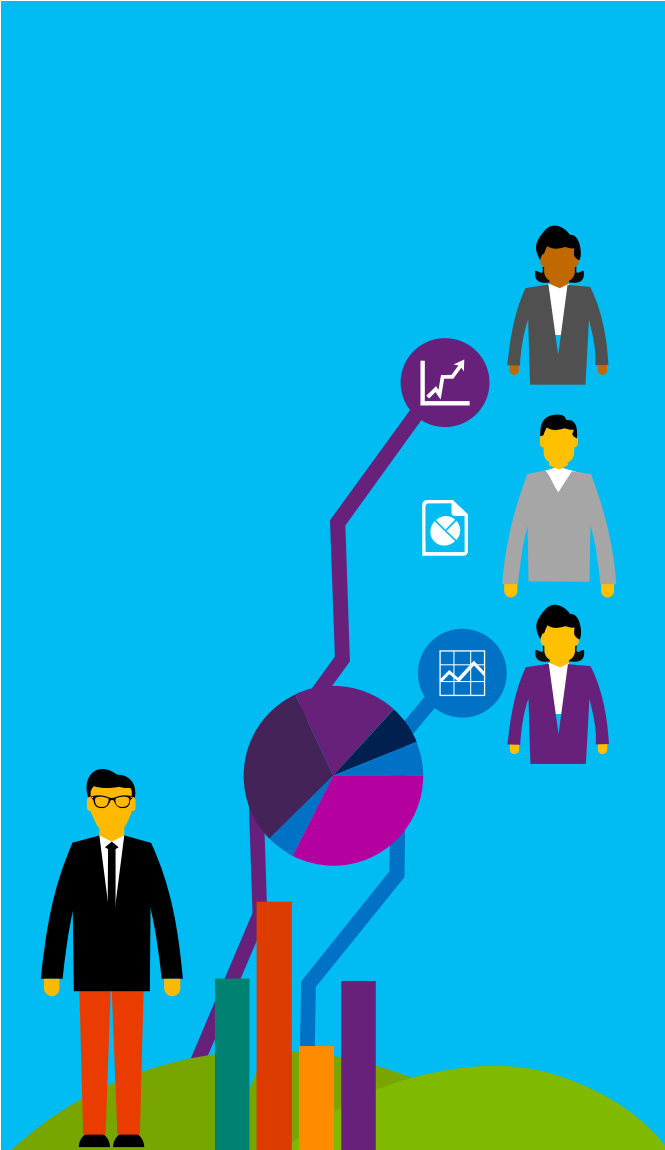
With Microsoft, you can easily use your data to help you target and win customers and keep them for the long-term. You're probably sitting on a goldmine of data about your customers. The challenge is using it to your advantage. With Microsoft, you can easily use your data to help you target and win customers and keep them for the long-term. That's because Microsoft enables you to get to your data and put it to use with the familiar tools you already know. So you can make data-driven decisions a part of your day-to-day activities.

# 60%

of businesses move to the cloud because it frees up IT resources to work on more strategic tasks

Source: IDC: Successful Cloud Partners. Higher, Faster, Stronger

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# Business anywhere

## Work and connect with your team from anywhere

The traditional workplace isn't so traditional anymore, and business doesn't stop because you're on the road or working from home. Work and connect with your team from virtually anywhere and improve productivity by enabling employees to get their work done on any device. Access your business management systems and documents from home or on the road to submit or approve orders, and collaborate with others.

## Open for business...anywhere

Opportunities can present when you least expect them. With the ability to work from virtually anywhere, you're just a few simple clicks away from accessing your data, holding meetings, and collaborating anytime, on any device. Access customer records to provide accurate, timely service and extend sales opportunities. Today, we all want more flexibility to get our work done wherever we need to be, whether in the office, at home, or on the road. Across PCs and devices—or even business applications on your servers—Microsoft offers a complete platform to help you to get to your latest files and applications, and connect with your team. You have everything you need to get your job done from wherever you need to be.

# 67%

of employers report increased productivity from telecommuters

<http://globalworkplaceanalytics.com/telecommuting-statistics>

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# Safeguard your business

## Internal controls reduce risks

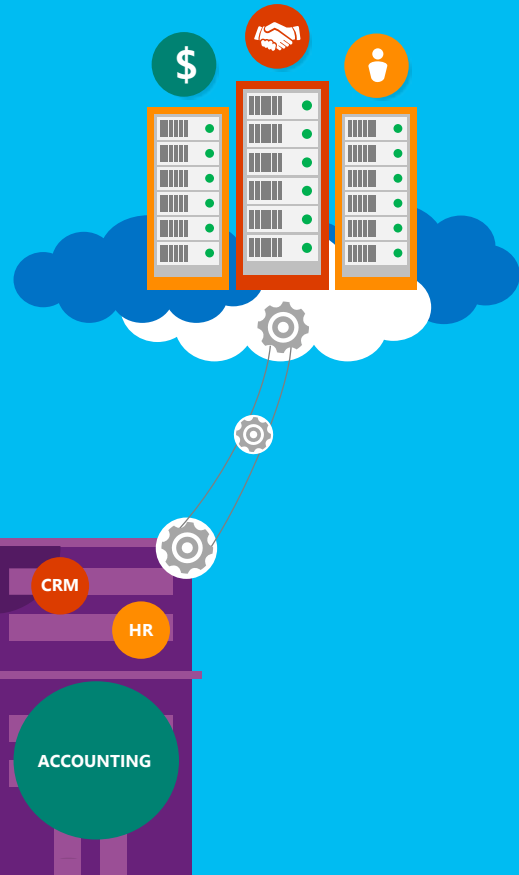
As your company grows so do the risks of doing business. More employees mean that you can't personally watch over every transaction. And new markets and product lines mean additional regulations and compliance requirements. You need a solution that provides audit trails and formal business processes that a growing business needs to manage and control risk.

## Adapt to changes

As regulations and business requirements change, you can't afford to be locked into a system that won't adapt. A business solution from Microsoft is flexible, so you can modify your workflows and processes to keep your business compliant and responsive without costly development work and system changes.

## Protect and control your data

Microsoft helps secure your technology platform, from the server to the cloud. Have peace of mind that a trusted vendor is supporting your business processes and keeping you connected and informed when you need it most. Microsoft provides built-in protection at every level of your technology platform, from the server to PCs and mobile devices. Because it's all Microsoft, you have peace of mind that it works together—and that right people can access the right files and information.



# 63%

of growing companies believe  
technology is critical to their  
future.

Source: How the Cloud Looks from the Top: Achieving Competitive Advantage In the Age of Cloud Computing. A Harvard Business Review Analytic Services Report.

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## Choose your own path to modern

Managing your business just got easier when your calendar, email, and business management systems all work together—and are delivered from one trusted source. Microsoft Dynamics business applications (Microsoft Dynamics ERP and Microsoft Dynamics CRM) give small and midsize businesses complete control over their finances, inventory, operations and customers with solutions that are fast to deploy, easy to use and powerful enough to support your growth ambitions. And, only Microsoft offers a complete, flexible, and trusted platform that spans the entire IT ecosystem, from server to cloud, and desktop to mobile devices.

With Microsoft, you can choose your own path to modern with solutions that address your business goals—whether growing sales, increasing efficiency, reducing business risk or enabling a mobile workforce. Change doesn't have to come with a huge amount of additional training and costs or related business disruptions. This means you can use technology to adapt more quickly to changing business needs and move more quickly than your competitors. Let us help you get started with what you need now and add capabilities or users as your requirements change and your business grows. In the cloud, on your servers, or a hybrid approach—the choice is yours.

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