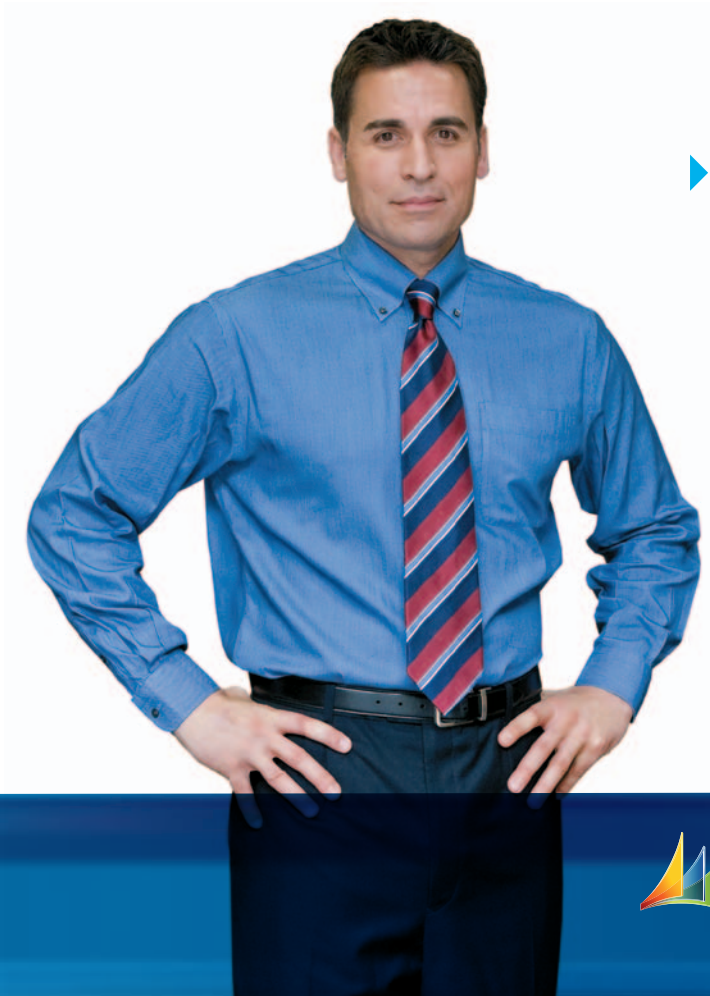


Business intelligence

with Microsoft Dynamics GP



- ▶ Microsoft Dynamics GP:
The proven solution for efficiency
and insight across your business.



▶ More than 40,000 customers use Microsoft Dynamics GP.
And for almost that many reasons.

Why do tens of thousands of customers rely on Microsoft Dynamics® GP business management solutions? The reasons are diverse. For many, it's because it's backed with years of proven performance, while continually being a leading innovator. Another reason is that it meets the needs of many businesses like yours, with easily customizable solutions that go beyond basic business management and reporting to help people companywide to work faster and smarter.

Many more customers are moving to Microsoft Dynamics GP right now because it excels at meeting the business needs that are particularly relevant today, such as turning data into insight, making smarter decisions, and increasing efficiency.

**More than
220**

The number of built-in, customizable reports included in Microsoft Dynamics GP—designed to work in the familiar Microsoft Office interface.

Creates insight. From built-in reporting to sophisticated data analysis, Microsoft Dynamics GP helps identify trends and risks proactively rather than reactively. With inventory, for example, it means knowing ahead of time what stock levels are in jeopardy, rather than facing under or over supply. It means being able to project gross profit trends, determine when it's time to add another product or service, and understand fiscal target goals before it's too late to take action.

Increases efficiency. Microsoft Dynamics GP looks like, and works with, the Microsoft® Office applications people already know and use. Easy customization gives your employees the exact information and tools they need to maximize their effectiveness and efficiency. Microsoft Dynamics GP also connects your people and systems, fueling teamwork, increasing accuracy, and reducing steps for routine tasks—freeing them to focus on what matters most to your company.

“With the Microsoft solution, small and midsize businesses now have the **business intelligence capabilities once available only to Fortune 500 companies, and at a fraction of the cost.**”

—Scott Mitchell, Senior IT Manager, Heel, Inc.



▶ More visibility into your data.
Less time hunting for answers.

Business analytics aren't just for big companies anymore. Microsoft Dynamics GP provides cost-effective business intelligence (BI) and reporting solutions that can be put to work immediately. It can help your organization look deeper into key performance factors to pinpoint your most profitable customers and most efficient vendors—and potential issues within your organization that require fast action.

With Microsoft Dynamics GP, you can move forward with confidence, knowing that you and your people are equipped to make fast, informed business decisions.

“With Microsoft Dynamics GP, we now have powerful drill-down capabilities. We can drill through an invoice down to the individual products, and even see the margins of each product with just a few clicks of the mouse.”

—Nelson Young, Deputy Managing Director, Able Enterprise

THREE TOP REASONS

to use Microsoft Dynamics GP to gain the BI advantage:

- **Find answers and trends.** Get the insight you need to run your business at peak performance.
- **Plan for success.** Capitalize on trends and predict potential futures.
- **Improve agility.** Implement new processes, monitor the results against statistical goals, and adapt business strategies.

▶ Find opportunities in historical trends.
And ad hoc answers too.

Microsoft Dynamics GP enables more people in your organization to go beyond basic reporting to identify important trends in your business. Now executives can analyze all orders over the past year—and find if the orders are priced competitively and if their warehouse is working at peak performance. Salespeople can analyze how quickly products are moving, without additional support from IT. In short, Microsoft Dynamics GP erases barriers throughout your organization, between those who have information and those who don't.

And it gives your people easy access to the ad hoc information that powers your day-to-day operations, such as credit balance inquiries and vendor pricing.

► Collaborate better.
Predict easier.

With Microsoft Dynamics GP, people all across your organization can contribute to the planning process. The Microsoft Dynamics RoleTailored interface helps your team access the right information and contribute to the corporate plan using role-based, personalized dashboards and key performance indicators targeted to the specific jobs people do.

Microsoft Dynamics GP helps you use this information to create a variety of what-if scenarios that analyze the impact of alternative decisions using predictive modeling.

New Belgium Brewing:
Being smart about what
goes into the brew.

New Belgium Brewing, makers of Fat Tire Amber Ale and other craft beers, has experienced double-digit year-over-year growth. And Microsoft Dynamics GP has helped control costs and increase sales-force effectiveness along the way, as well as improve access to information and enhance communication and collaboration across the company. For manufacturing in specific, Microsoft Dynamics has created access to the most current information about inventory levels and production and made that information available to anyone in the brewery at any point in time. This real-time access to critical data has helped in minimizing inventory costs and creating visibility into shrinkage—which in turn has resulted in smarter manufacturing-related business decisions, in real time.



► BI AND REPORTING

Business Alerts: Alerts that can be set up to automatically notify you and your employees about business changes via e-mail or through Microsoft Dynamics GP.

SmartLists: A querying tool that allows employees to instantly create sophisticated queries to find detailed information about customers, vendors, inventory items, and employee records, as well as general ledger accounts.

SmartList Builder: Lets employees build customized SmartLists that quickly link to Microsoft Dynamics GP and other data sources, and retrieve data according to defined criteria.

Executive Center Dashboard with Charts and KPIs: Displays and monitors key business metrics, in real time, on a single, intuitive screen.

Microsoft Office Excel Reports: Provides more than 220 built-in, refreshable reports that let business users work in the familiar Microsoft Office user interface.

Excel Report Builder: Lets employees easily create and customize reports from multiple data sources, using the formatting and presentation capabilities of Microsoft Office Excel®.

SQL Server Reporting Services: Expands report writing flexibility with more than 90 built-in Microsoft SQL Server® Reporting Services reports and a step-by-step wizard that makes it easy to deploy reports within Microsoft Dynamics GP.

SQL Server Report Builder: Enables employees to easily create new reports or modify the chart, key performance indicator, and report formats that are included in Microsoft Dynamics GP, without having to go to a developer.

Analysis Cubes for Microsoft Dynamics GP and Analysis Cubes Library: Enables employees to analyze information from multiple angles and formats with a report creation wizard for easy report creation, including pivot tables.

SQL Add-Ins for Excel: Enables predictive modeling, without requiring you or your employees to learn complex data mining concepts or techniques.

PowerPivot: Delivers unmatched computational power by enabling users to analyze extremely large amounts of data within familiar applications.

For more information:

Visit www.microsoft.com/dynamics/en/us/products/gp-demos.aspx, or contact Microsoft at (888) 477-7989, option 1, to connect with a reseller in your area.