Tools
for Microsoft Dynamics GP

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

Microsoft Dynamics GP

▸ 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 companies like yours, with a host of tools that enable businesses to tailor solutions that go beyond basic financial management and reporting to help people companywide work faster and smarter, without requiring constant care from IT and increased budgets.

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 insight into effective decisions and increasing efficiency.

> "Our business has grown more than 60 percent in the last three years, but we haven't needed to add anyone to our accounting and IT team."
>
> —Steve Marsh,
> Controller, Taylor Shellfish

More than
220
The number of built-in, customizable Microsoft Office Excel® 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 the performance of 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 your systems, fueling teamwork, increasing accuracy, and reducing steps for routine tasks—freeing employees to focus on what matters most to your company.

▶ More bang for your buck.
Less budget sinkhole.

IT should be a strategic investment to help automate and streamline processes and free your organization of time-consuming tasks, so that employees can spend their valuable time taking your business forward. With the Microsoft technology platform and Microsoft Dynamics GP, you can maximize your technology investments with applications and systems designed to work together—turning IT into a strategic tool rather than a budget sinkhole.

"It's not as though you need a huge IT department in order to be successful doing what we've done. I think that's an important point to make, because a lot of people think that it requires more people and is more costly than it really is."

—Michael Johnson, Chief Information Officer, Gibson Guitar Corporation

TOP FIVE REASONS

to use Tools for Microsoft Dynamics GP to gain business advantage:

- **Empower your people** to securely access real-time reports inside or outside of Microsoft Dynamics GP, without requiring IT time and resources.

- **Get up and running quickly** with rapid configuration and migration tools that help you apply best practices to your implementation.

- **Go beyond basic customization** when needed, and add windows and fields—without a developer.

- **Connect information sources:** online storefronts, customer relationship management (CRM) applications, point-of-sale systems, legacy applications, and more.

- **Streamline IT management,** with integration and customization tools that reduce costs and keep IT resources focused on strategic initiatives.

Microsoft Dynamics GP empowers individual employees to extract and analyze the information they need, without requiring IT support, and it gives IT powerful optimization, management, and integration tools that can free up their time for more strategic tasks.

▶ Share insights.
Without sharing too much.

Microsoft Dynamics GP enables your people to easily create their own customized reports that pinpoint the exact information they need to make confident business decisions that improve company operations. The Microsoft Dynamics RoleTailored interface helps all employees access the right information and contribute their insights using role-based, personalized dashboards and key performance indicators targeted to the specific jobs people do, without opening the door and sharing restricted information.

▶ Tools they know and use.
Today—and tomorrow.

With Microsoft Dynamics GP, your people can use the tools they already know to customize the infrastructure to meet today's business requirements. It lets people easily add new capabilities using built-in personalization tools, create personalized reports or views, automate routine tasks—even create "light" applications—without a developer.

And when changing business needs arise, your people are ready, using tools they already know and use, to customize, personalize, and optimize your Microsoft Dynamics GP system.

▶ Customize, personalize, and optimize your system.
And leave IT time to do more important things.

Microsoft Dynamics GP lets you go beyond basic customization when you need to. Go ahead: Modify and personalize existing Microsoft Dynamics GP windows. Add custom fields to meet your unique business needs. Remove default fields to streamline data entry.

It is straightforward to adapt Microsoft Dynamics GP to your needs by adding additional business logic that is specific to your unique processes and operations. Best of all, you won't be monopolizing IT resources.

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Lucky? You'll think so, when you consider that this is the smallest number of clicks possible that it can take to configure the core Microsoft Dynamics GP system using the Rapid Configuration Tool.

▶ It adapts to your needs.
Not the other way around.

Microsoft Dynamics GP helps integrate business data from almost any source. The system ensures data integrity by passing integrated data through checkpoints to ensure that key data criteria are met. It adapts to your needs and provides flexible integration options to enable your IT staff to select the tools best suited for your business. So you can take advantage of your existing applications or the latest technologies.

▶ Better management tools.
Better strategic initiatives.

With Microsoft Dynamics GP, you can maximize system performance, simplify integration, and improve data access quickly and easily. Standard methodologies along with efficient install, configuration, and migration capabilities enable you to get your systems up to speed quickly and less expensively. Plus streamlined upgrade processes let your business stay current with the latest innovations with minimal downtime. And strong security protocols help you comply with regulations and compliance standards while keeping your data safe.

The net result? More time, better spent, for more strategic initiatives.

"We faced a number of structural challenges that our previous IT configuration didn't adequately address. We needed to do a better job of capitalizing on the power and flexibility of existing systems, and also bring in new technologies to complement and extend the functionality of these systems."

—Mark Serwinowski, Vice President of Information Technology and Chief Information Officer, Global Tower Partners

Global Tower Partners:

Boosts efficiency and profitability with integrated enterprise resource planning.

Global Tower Partners is a leading provider of outsourced antenna site facilities to the wireless communications industry. The company used Microsoft Dynamics GP alongside a number of disparate systems to streamline data processing and scale its analysis and reporting capabilities to prepare for continued growth. Microsoft Gold Certified Partner the FAS Group helped Global Tower Partners tailor Microsoft Dynamics GP and implement Microsoft Office SharePoint® Server 2007 to extend the functionality in the business solution to more of its employees. With a simplified and fully integrated business solutions infrastructure, Global Tower Partners saves US$125,000 each year and benefits from faster reporting, increased efficiency, and improved workforce collaboration.

Information access

Excel Report Builder: Lets employees easily create and customize reports 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.

Personalization, customization, and integration

Extensible Web Services and eConnect: Ties systems together with multiple integration points, reduces system complexity, and shortens developer time for lower integration, development, and maintenance costs.

Modifier with VBA: Enables application customization with the ability to add custom fields or business logic to existing windows, or to remove default fields to streamline data entry.

Extender: Enables employees to create and link additional windows, without a developer, to save unique business information traditionally stored in Microsoft Office Excel or Access® database software—plus employees can easily launch ad hoc queries against the data using SmartLists.

Microsoft Dynamics GP Software Developer Kit: Helps IT create easily extended customizations and integrations.

Integration Manager: Easily automates the integration of external data across Microsoft Dynamics GP.

Management, security, and performance optimization

System Manager: Uses the familiar look and feel of the Microsoft Office Outlook® messaging and collaboration client to help IT configure and manage systems quickly and easily.

Security Management: Controls access to data, applications, and tools to provide a high level of protection for business systems.

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.

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