

# Microsoft Dynamics AX 2012

POWERFUL. AGILE. SIMPLE.



Microsoft Dynamics® AX is the Microsoft® enterprise resource planning (ERP) solution for enterprises that empowers your people to anticipate and embrace change so your business can thrive. By combining comprehensive ERP with purpose-built industry capabilities, this single powerful solution delivers value across your business quickly, the agility to maximize opportunities in a changing market, and the simplicity to drive innovation—today and tomorrow.

#### **GAIN VALUE FAST WITH A SINGLE POWERFUL SOLUTION**

Gain value quickly with a single powerful solution that supports industry-specific and operational business processes across your global enterprise:

- Meet your business requirements easily with purpose-built capabilities for five industries. Combined with rich ERP capabilities, including human capital management, financials, and employee self-service, you can support people and processes across your organization.
- Scale your organization with a global solution. Comply with local regulations, and harmonize and standardize business processes across multiple entities.
- Gain immediate insight with an intuitive Microsoft Dynamics RoleTailored user experience and self-service business intelligence and reporting capabilities.

#### **BE AGILE—AND MAKE THE MOST OF OPPORTUNITIES**

Maximize business opportunities with an ERP solution that can be adapted to meet your specific needs today and easily changed as your business grows:

- Respond quickly with unified natural models that let you see, measure, and change your business. These models easily represent your business and structure, as well as processes and policies.
- Extend these models with industry-specific capabilities when the nature of your business evolves.
- Differentiate your business with customizations in a layered architecture that separates these customizations from the standard to simplify maintenance and upgrades.

#### **DRIVE USER INVOLVEMENT AND INNOVATION WITH AN EASY-TO-USE SOLUTION**

Work with simplicity on every level—from deployment to daily use and upgrades to encourage users and drive innovation across your business:

- Get people up to speed quickly with a familiar solution that looks and works like Microsoft Office.
- Give people quick access to data and connect them with customers, suppliers, partners, and team members through self-service collaboration tools such as Microsoft SharePoint® and Microsoft Lync™.
- Simplify management of your ERP solution at every stage of the life cycle, from implementation to upgrades.

# Transform your business with Microsoft Dynamics AX.

## INDUSTRY-SPECIFIC CAPABILITIES

### MANUFACTURING

Lean, process, and discrete manufacturing

### DISTRIBUTION

Wholesale, warehouse management, and distribution

### RETAIL

Merchandizing, point of sale, and store management

### SERVICES

Project and resources operations; talent and skills management

### PUBLIC SECTOR

Grants management, commitment, and fund accounting

## CORE ERP CAPABILITIES

### FINANCIAL MANAGEMENT

- General ledger
- Accounts receivable and payable
- Bank management
- Budgetary control
- Share service support
- Compliance management

### PRODUCTION

- Material and capacity planning
- Resource management
- Job scheduling and sequencing
- Product configuration
- Shop floor management

### PROJECT MANAGEMENT AND ACCOUNTING

- Project accounting and invoicing
- Project cost control
- Work breakdown structures
- Integration with Microsoft Project

### HUMAN CAPITAL MANAGEMENT

- Organizational and workforce management
- Recruitment and selection
- Development, training, and performance management
- Employee self-service portal
- Expense management

### SUPPLY CHAIN MANAGEMENT

- Inventory management
- Multisite warehouse management
- Trade agreements
- Order promising
- Distribution planning
- Quality management

### SALES AND MARKETING

- Sales force and marketing automation
- Lead and opportunity management
- Sales management
- Microsoft Dynamics CRM connector

### BUSINESS INTELLIGENCE AND REPORTING

- Standard, ad hoc, and analytical reports with Microsoft SQL Server® Reporting Services
- RoleTailored, predefined, multidimensional data cubes
- Dashboard views of key performance indicators

### PROCUREMENT AND SOURCING

- Direct and indirect procurement
- Purchase requisitions
- Supplier relationship management
- Vendor self-service portal

### SERVICE MANAGEMENT

- Service orders and contracts
- Service calls and dispatching
- Repair management
- Service subscription

"We're rapidly adapting to change, and we needed to be able to build something that delivers value without taking so long that it's obsolete by the time it goes live—and the Microsoft Dynamics AX solution allows that."

GREG SMITH, CHIEF INFORMATION OFFICER, ROYAL CANADIAN MINT

Get the power you need to take your business forward. Work with a standard Microsoft technology platform to maximize your investments and simplify deployment. Then, optimize as you grow with incremental changes that reflect the evolution of your business—including the ability to deploy on-premises, in the cloud,\* or using a hybrid model. Your people will work proactively with a familiar, easy-to-use solution that works like and with Microsoft business productivity solutions. With Microsoft, you can build your business on a unified solution that is backed by an ongoing commitment to research, development, and technology innovation.

**COMBINE MICROSOFT DYNAMICS AX WITH OTHER MICROSOFT PRODUCTS AND TECHNOLOGIES**

**BUSINESS PRODUCTIVITY SOLUTIONS:**

- Microsoft Outlook®
- Microsoft Excel®
- Microsoft Word
- Microsoft Lync
- Microsoft SharePoint

**APPLICATION PLATFORM:**

- Microsoft SQL Server
- Microsoft BizTalk®

**IT INFRASTRUCTURE:**

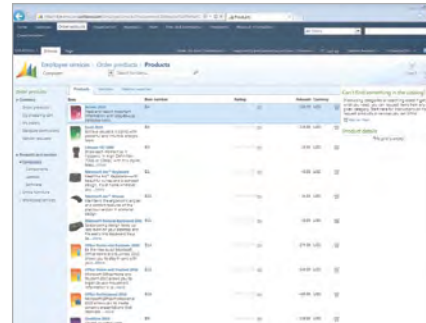
- Windows®
- Windows Server®

**DEVELOPER TOOLS:**

- Microsoft Visual Studio®
- Microsoft .NET
- Windows Communication Foundation
- Windows Workflow Foundation

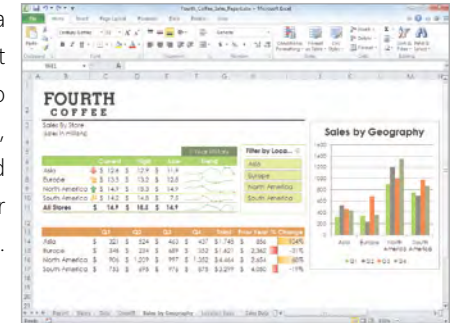
Microsoft  
**SharePoint Server 2010**

Find, use, and share information from Microsoft Dynamics AX using SharePoint.



Microsoft  
**Excel 2010**

Easily export data from Microsoft Dynamics AX into Excel for manipulation, and then add it back into your ERP database.



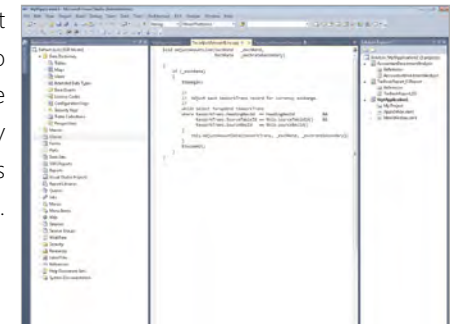
Microsoft  
**SQL Server 2008 R2**

Access current data while enforcing ERP security settings by combining SQL Server with Microsoft Dynamics AX.



Microsoft  
**Visual Studio 2010**

Tailor Microsoft Dynamics AX to fit your unique business needs by using familiar tools such as Visual Studio.



Drive innovation—  
today and tomorrow.

Microsoft Dynamics AX is a powerful ERP solution designed to work the way you do. Gain value quickly with rapid-implementation tools and a simplified licensing and support model that makes it easy to install, get started, or upgrade. And it all comes with the support of one of the largest worldwide partner ecosystems, which includes global systems integrators (GSIs), independent software vendors (ISVs), and value-added resellers (VARs).

#### **CENTRALIZE ON A SINGLE ERP SOLUTION**

If disparate systems are causing you to lose a grip on your business, it's time to replace those systems with one solution and gain unified insight into your global organization. The richness of Microsoft Dynamics AX supports your business nearly end to end, with the flexibility for an incremental approach instead of a high-risk big-bang implementation.

#### **STANDARDIZE WITH A TWO-TIER ERP STRATEGY**

If you have reached the limitations of your legacy ERP solution, Microsoft Dynamics AX offers a flexible, highly scalable, yet cost-effective solution for your operations, subsidiaries, or divisions while retaining your headquarters' legacy ERP. Build your dynamic business by using two ERP standards across your entire enterprise.

#### **CHOOSE THE SOLUTION THAT FITS YOUR NEEDS**

The simplified Business Value Licensing Model is based on your organization's individual users and their needs. You purchase the exact number of licenses needed—no more, no less—and you have the option to easily add more licenses as your business grows.

#### **HELP SECURE CONTINUING VALUE**

The Business Ready Enhancement Plan provides upgrades, updates, and support to help you stay current with the latest technologies and compliant with regulatory changes. The plan includes service packs and regulatory and tax updates, along with investment protection, life-cycle support, and much more. Equally important, you can reduce training costs and increase productivity with CustomerSource, a self-service portal that offers unlimited online training, a knowledge base, and newsgroups.

#### **GET UP AND RUNNING QUICKLY**

Improve your time to value with Microsoft Dynamics ERP RapidStart Services, designed to help ensure a fast, reliable implementation or migration. Speed time to deployment while minimizing risks and costs with Microsoft Dynamics Sure Step, a proven methodology for high-quality implementation, migration, and upgrades.

#### **WORK WITH A WORLDWIDE PARTNER ECOSYSTEM**

A worldwide network of certified Microsoft Dynamics partners has the industry expertise and technical knowledge to help you select, implement, and maintain a solution to meet your specific business needs. This partner ecosystem can help you with:

- Solution selection
- Packaged partner solutions
- Planning and design
- Customization and configuration
- Implementation
- Training
- Microsoft Financing
- Ongoing support

“As large and enterprise-sized companies continue to experience difficulty with existing systems, Microsoft Dynamics AX 2009 will play an increasing role as a key alternative for divisions and subsidiaries looking for lower-cost and more effective alternatives.”

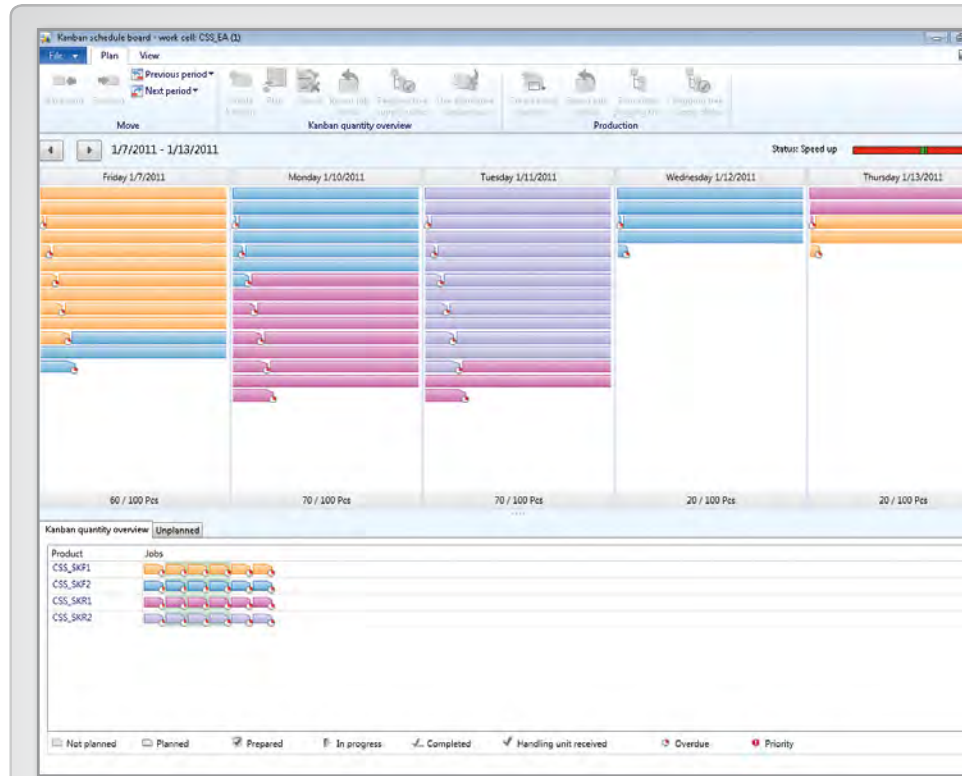
“THE FORRESTER WAVE™: ORDER MANAGEMENT HUBS, Q3 2010,” FORRESTER RESEARCH, INC., AUGUST 19, 2010



# Microsoft Dynamics AX for Manufacturing Organizations

Manufacturers have always worked to improve performance against traditional benchmarks such as cost, time to market, product quality, and inventory optimization. Adding new degrees of difficulty are recent trends in globalization, contract manufacturing, and growing environmental and social awareness, all combined with the need for real-time business intelligence.

Microsoft Dynamics AX delivers powerful operational functionality that includes discrete, process, and lean manufacturing capabilities in a single unified solution. With real-time access to role-based information and tools, your employees can improve operational efficiency across your business—whether in the office, on the shop floor, or at any location around the world. Integrated supply chain management, inventory management, shop floor management, and financial management tools are designed to help grow your business. And with the familiar user experience of Microsoft Office and Microsoft SharePoint, you can accelerate ramp-up time for all generations of users.



The kanban scheduling board features intuitive visualization.

### IMPROVE AGILITY BY UNIFYING DISCRETE, PROCESS, AND LEAN MANUFACTURING IN ONE SOLUTION

Microsoft Dynamics AX is designed to help you meet current and future manufacturing demands and respond to changes in supply, customer needs, and capacities:

- Scale your manufacturing organization quickly and expand into new geographies with a global solution.
- Adapt to changing process and regulatory requirements with ease.
- Improve visibility and gain shop floor control with visual kanban boards.
- Move to a greener and more environmentally aware enterprise with the Environmental Sustainability Dashboard.

“The ability to view and apply various manufacturing processes through a single ERP is the best solution for our business. We are confident Microsoft will help us remain on the cutting edge of technology.”

HUBERTUS MEISTERJAHN, CHIEF INFORMATION OFFICER, DORNBRACHT



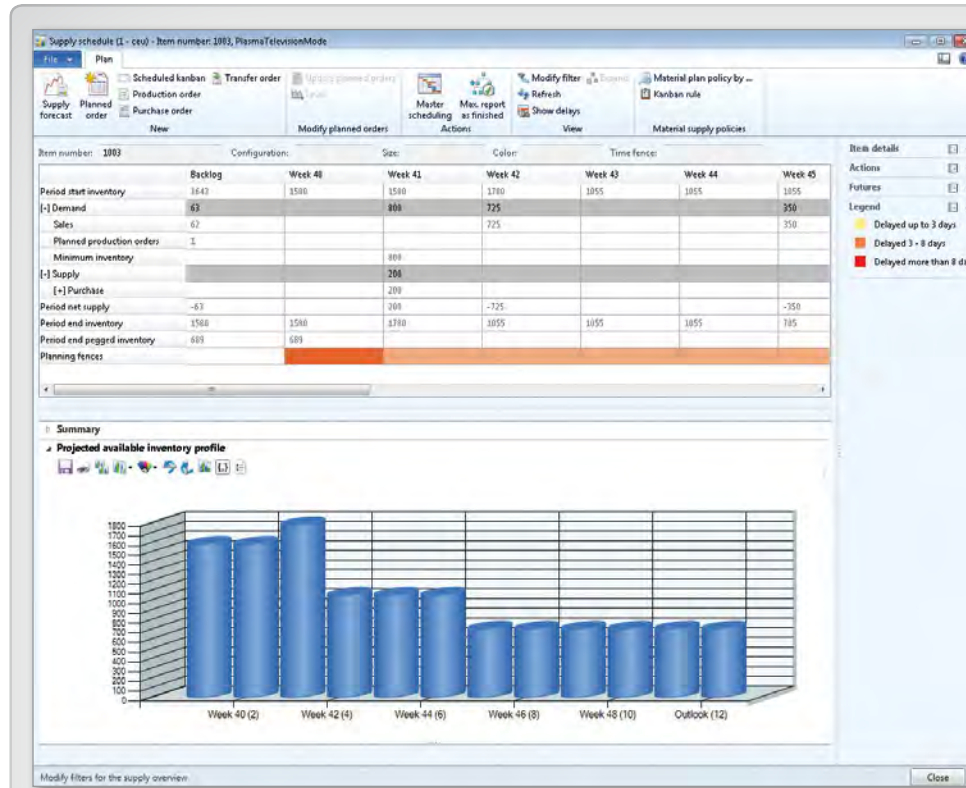
# Microsoft Dynamics AX for Distribution Organizations

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Today's business landscape is creating new risks—along with unparalleled opportunities for distributors worldwide. To stay ahead, distributors must manage multiple challenges, from global sourcing and supply chain complexity to regulatory compliance and sustainability, cost volatility, and multichannel pressures.

Microsoft Dynamics AX connects your people, operations, and partners with a single unified solution to help you manage global complexity and make the most of new opportunities. Streamline business processes across the extended supply chain with unified natural models that deliver operational visibility. Support rapidly changing conditions in a demand-driven environment using work flows that can be implemented without IT assistance, and use self-service business intelligence to improve demand planning and respond to unique customer requests. And scale your global business quickly with multisite capabilities and flexible deployment options that reduce risk.



Planners can view supply and demand and take action from a single form.

### OPTIMIZE YOUR SUPPLY CHAIN AND EXCEED CUSTOMER EXPECTATIONS WITH POWERFUL CONNECTIVITY

Microsoft Dynamics AX transforms your supply chain with real-time business intelligence and the agility to meet changing demand:

- Simplify food and beverage management with batch traceability, shelf-life tracking, and weight recordings.
- Streamline operations with multisite capabilities, advanced warehouse management, and service management.
- Manage consumer goods with item dimensions; freight integration; and pricing, rebate, and multichannel management.
- Drive productivity with familiar products such as Microsoft Office.

“The addition of Microsoft Dynamics AX to our business lets us approach the future with even more confidence, knowing that we have the IT infrastructure in place to support us... We know that Microsoft Dynamics AX has the robustness and flexibility to help us meet changing compliance and reporting guidelines.” CHRIS NOWAK, CHIEF TECHNOLOGY OFFICER, ANTHONY MARANO COMPANY



Microsoft Dynamics AX  
for Retail Organizations

Retail has evolved into a multichannel experience for today's informed shoppers—whether it's in-store, digital, social, or mobile. Faced with educated, digitally empowered consumers, retailers must operate faster and smarter across their organizations to achieve deeper customer loyalty and maintain a competitive edge.

To stay ahead, retail businesses need to improve agility and drive customer centricity as a core value. Microsoft Dynamics AX offers specialty retailers a single unified solution with point-of-sale (POS), store management, supply chain, merchandising, and financial capabilities to drive business productivity and customer service. You can also scale quickly to expand into other retail channels or across multiple global sites, or add new stores—all while staying in front of demand with self-service business intelligence and reporting tools.

A flexible RoleTailored interface can help employees work productively and provide faster customer service.

### ENHANCE CUSTOMER CENTRICITY WITH A UNIFIED RETAIL SOLUTION

Microsoft Dynamics AX connects your critical POS and headquarters processes with a comprehensive solution:

- Standardize processes with POS, store and inventory management, merchandising, and ERP capabilities.
- Improve customer satisfaction, provide faster service, and reduce training time with an intuitive RoleTailored user interface.
- Track sales and inventory by store, product, location, and pricing for advanced control.
- Gain insight with shared data that spans your general ledger, supply chain, and products.

“We can take action and meet demand in situations where we might have lost sales in the past. With early visibility, we see very clearly where we have too much of a product or lack supply.”

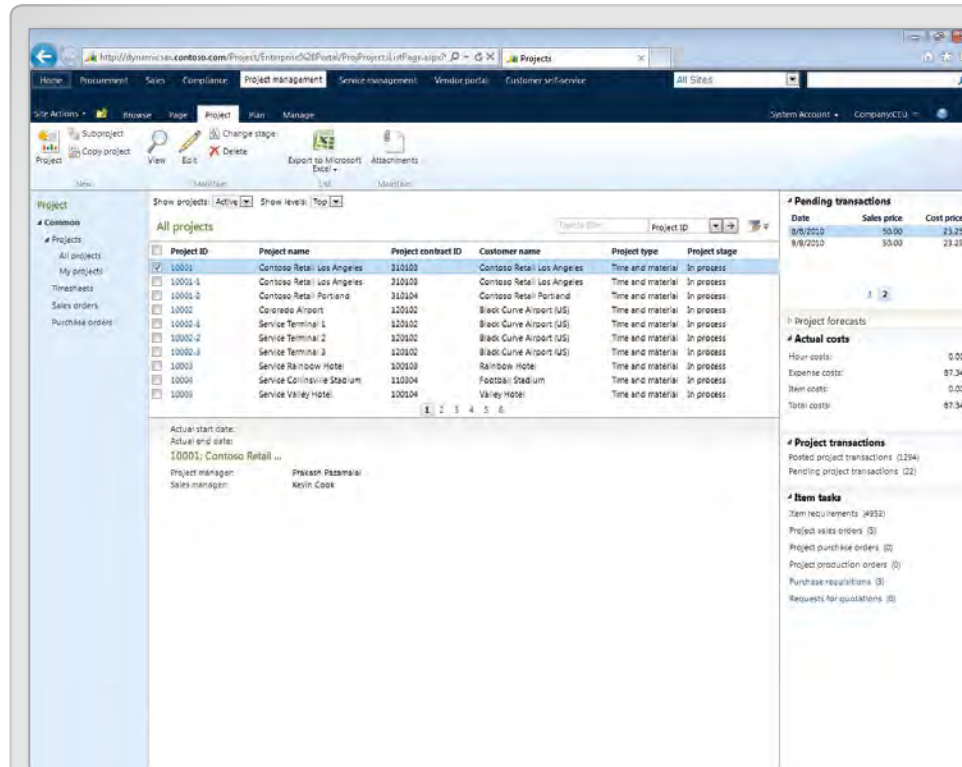
MIKE BUSCH, GLOBAL DIRECTOR OF TECHNOLOGY, PATAGONIA



Microsoft Dynamics AX  
for Services Organizations

As clients increase their national and global distribution, services organizations must stay agile to meet new business demands and remain competitive. Changing work-force demographics and regional imbalances in available talent are posing new resource utilization challenges. Meanwhile, clients are demanding greater transparency into service processes, just as governments are requiring greater accountability from businesses.

To help you meet these complex challenges, Microsoft Dynamics AX delivers a comprehensive ERP solution that is designed to drive service delivery efficiencies across your organization's distributed work force. Streamline key business processes to meet a range of changing market and client demands—from client relationship management and talent management to project accounting and financial reporting. Scale quickly to respond to new opportunities and reduce risk across your organization with the ability to gain deep operational insight using self-service business intelligence tools, and promote rapid adoption working with the familiar look and feel of Microsoft Office.



Project managers are able to see project details remotely through the enterprise portal.

### INCREASE PROFITABILITY THROUGHOUT THE ENTIRE SERVICE VALUE CHAIN

Microsoft Dynamics AX is designed to help you optimize process efficiencies and build greater value across your services organization:

- Scale to new opportunities and serve expanding clients with a global-by-design solution.
- Respond precisely to changing client needs and drive cross-sales with integrated relationship management.
- Drive success with template-based project management for estimates, and skills- and availability-based resource assignments.
- Facilitate timely decision making with financial and operational insight gained from advanced reporting tools.

“With Microsoft Dynamics AX, our agencies have a financial system that can evolve and adapt to their ever-changing business needs.”

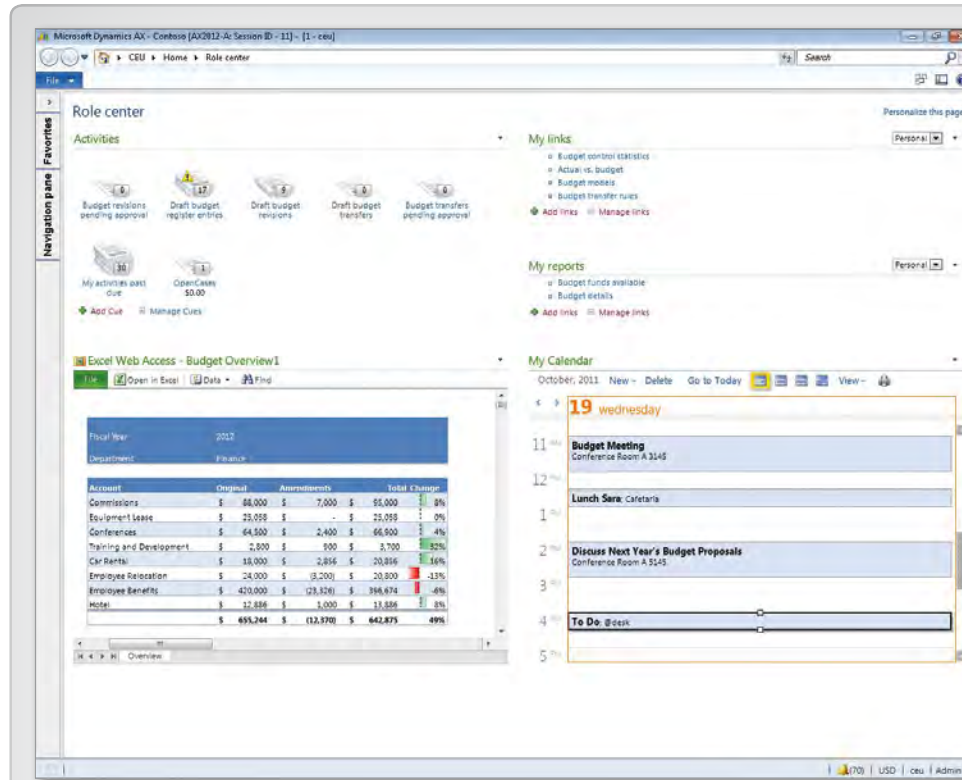
RANDY WEISENBURGER, GLOBAL CHIEF FINANCIAL OFFICER, OMNICOM



# Microsoft Dynamics AX for Public Sector Organizations

Today's public sector organizations are required to do more with less budget—all while addressing rising mandates for transparency, fiscal accountability, and compliance. To succeed, public sector organizations must modernize their workplaces and standardize key business processes to stay efficient.

Microsoft Dynamics AX offers a single unified solution that is purpose-built for the public sector. Easily modernize your workplace by adapting and automating key business processes to work like your organization works. Use familiar everyday tools such as Microsoft Office to share data, and connect your employees, partners, and constituents using accessible collaboration tools. Gain immediate insight with role-based data and tasks, and achieve the transparency you need to keep up with legislation and reduce costs. With self-service business intelligence and reporting tools, you can maintain financial accountability, gain budgetary control, and meet growing compliance regulations.



Role Centers for budgeting activities help people prioritize work and gain relevant information.

### ENHANCE RESPONSIVENESS TO MEET CONSTITUENT NEEDS AND LEGISLATIVE MANDATES

Microsoft Dynamics AX is designed to help you increase accountability, transparency, and performance across your entire organization:

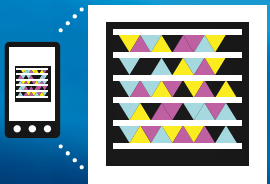
- Manage regulatory, budget, and grant compliance requirements to optimize taxpayer funds.
- Improve citizen services by tracking revenues, expenditures, and personnel against budget objectives.
- Achieve fiscal transparency with budget visibility and use role-based security for greater control.
- Adapt to changing legislative requirements with real-time insight and configurable work flows.

“We want to expose a lot more information to a much broader audience, including elected officials and constituents. The familiar look of the product will immediately remove barriers that some people might experience when it comes to financial information.”

MIKE BAILEY, DIRECTOR OF FINANCE AND INFORMATION SERVICES, CITY OF REDMOND

## FOR MORE INFORMATION

To find out more about Microsoft Dynamics AX,  
contact your Microsoft sales representative or  
Microsoft partner or visit [www.microsoft.com/dynamics/ax](http://www.microsoft.com/dynamics/ax).



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<http://gettag.mobi>