



# Realise

YOUR **full** POTENTIAL

**Microsoft**  
Business  
Solutions

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*Business  
Solutions*



ENABLING PEOPLE AND BUSINESSES THROUGHOUT THE WORLD TO

# realise their full potential

**Running a business successfully has always been about mastering several diverse fields: directing and motivating people, finding and delighting customers, managing finances with a sixth sense and an eagle eye, buying keenly and with prudence – not to mention the unique creative and productive skills that characterise your particular area of business expertise.**

Today, running a business successfully requires an additional focus: the ability to equip your business with technologies that enable it to compete, or even perhaps to continue to exist.

For a decade or two, various software packages and systems have been available to help managers and staff to carry out their tasks faster, more easily, more consistently, more accurately. Today, the business that does not underwrite all of its processes with integrated, flexible technology is running a risk.

Where once were simple, unconnected software programs, today are integrated, interconnected solutions which carry out your processes at lightning speed; capture and keep every detail of the day's business for future reference; let you talk to every one of a thousand customers with the familiarity of a long-term acquaintance; and make your suppliers as close and reliable as your own warehouses.

With these solutions on hand, the world of business is changing, has changed. As much as the leaders of business compete to motivate, to design,

to produce, to buy and sell better than their peers, today they must also be sure that their business's technology is 100% productive, 100% devoted to improving and energising success.

Once, the idea of word processing was radical. Today, Microsoft's integrated workplace productivity tools are helping people realise their potential all over the world.

And now, Microsoft® Business Solutions has brought together some of the finest, most effective, latest-technology integrated management solutions in the world, to help businesses realise their full potential, too.

## IT'S OUR VISION TO BE THE LEADER...

Microsoft Business Solutions was formed in 2002 from the amalgamation of some of the most successful and forward-thinking names in the international management software marketplace.

The businesses of Great Plains and Navision included a range of significant and highly respected software brands. This 'new' player was born with a powerful blend, of almost 20 years' experience in developing and implementing business solutions, with leading-edge technologies designed and built for the challenges of today's and tomorrow's connected business environment.

Already, 260,000 companies and other organisations worldwide rely on Microsoft Business Solutions to help them run their businesses, to compete and succeed.

## ...IN PROVIDING INTERCONNECTED BUSINESS SOLUTIONS...

The promise of Microsoft Business Solutions is to be more than simply a software vendor; to be a trusted partner to our customers, capable of providing integrated, connected solutions that can underpin process and accelerate success.

Within our extraordinarily wide range of solutions, we have the one – or the combination – that suits each customer exactly. Because our solutions combine the triple benefits of being fully integrated, flexibly modular, and beautifully customisable.

Whether your priorities include robust and extensible financial controls, highly intuitive and e-business aware manufacturing, slick supply-chain engineering, a customer-centric business model or complex project- and field-based operations, Microsoft Business Solutions have anticipated the need.





## ...TO SMALL AND MEDIUM ENTERPRISE MARKETS...

It's no longer necessary to be a giant business, with a giant IT budget, to benefit from integrated end-to-end systems. And what's more, in this new generation of connected business solutions, you're in control, not the software manufacturer.

Choose the solution that's right for you, and we will work with you to make it fit your business like a glove: every unique aspect, every quirk, every cultural nicety, every brilliant idea you've built into your business can be supported and nurtured by your Microsoft Business Solution.

When you want more of it, it's yours to command. When you want to change the way you do things, it will change with you. It will grow as you grow. Bring you new technology benefits, such as .NET web services, as they become available, without hiatus.

Business insight is the one commodity that's of equal value to every decision-maker, from the entrepreneur to the enterprise, fuelling growth, promoting agility and enabling the 'manager' to become the 'director'. Microsoft Business Solutions bring you business insight, on a plate.

## ...THROUGH A GLOBAL NETWORK OF PARTNERS...

Microsoft Business Solutions are delivered almost exclusively by our partners – specialists who understand your business and your industry in depth, and can help you to maximise the effectiveness of your systems.

With more than 4,500 partners spread across 130 countries, Microsoft Business Solutions has what we believe to be the industry's most widely respected channel network.

Our partners have been chosen for their specialist knowledge and the high standard of their analytical and implementation expertise; our cherished relationship with our customers is entrusted to them, so we trust them with our life.

We involve our partners closely in the development of our solutions, learning from them what you need, and making sure that they are kept at the forefront of advances in technology that could give you an extra business edge.

## ...COMMITTED TO LASTING CUSTOMER RELATIONSHIPS.

When you invest in business technology today, you're investing more than money. You're entering into a partnership with the potential to build more success for you in the long term; a partnership focused not just on computer code or stored data but on flexibility, agility, efficiency and business insight.

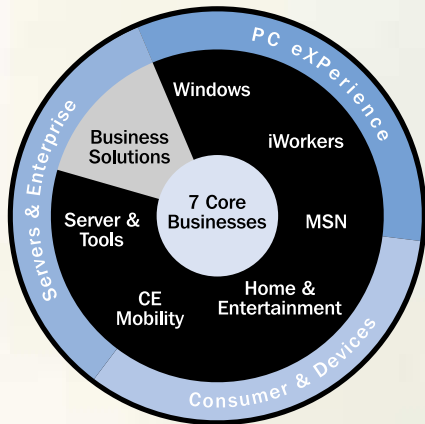
Today's business solutions are grown up, adult products. Products you can rely on to be with you, contributing, maturing and developing for decades to come, not just for the next five years.

At Microsoft Business Solutions, we regard lasting customer relationships as a fundamental tenet of our existence. To our 3,800 team members worldwide as well as to our global network of partners, our customers and users are a global community who deserve all the dedicated support and resources we can provide, as well as excellent software.

Each year, Microsoft spends \$5 billion on ensuring that its customers are first to the new ideas, first to take advantage of the next effective technologies. At Microsoft Business Solutions, we know more than anyone else how vital it is to be with you, supporting you, for the long term.

# Business solutions

ONE OF MICROSOFT'S 7 CORE BUSINESSES FOR THE FUTURE



Realising full potential is a multi-faceted goal, and as our mission is to enable both people and businesses throughout the world to realise their full potential, Microsoft must be able to offer a comprehensive range of products and services.

That's why Microsoft has laid out its own business architecture for all to see: seven core businesses which together enable people to achieve the goals they set themselves, supported by familiar, helpful technology at every stage.

One of these seven core businesses is Microsoft Business Solutions.

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## A RANGE OF SOLUTION SERIES TO MEET EVERY NEED IN TODAY'S CONNECTED BUSINESS

Integration, interoperability and interconnectedness. Not just technologists' buzzwords, but fundamental requirements of today's business leaders.

Integration that enables true information to be collected consistently across the business, and produced as business insight to improve decision-making.

Interoperability so that the applications that are ideal for one part of the business can share information and processes with those ideal for another – or even those outside the business, in the supply chain.

Interconnectedness so that your business can run as a single smooth flow, including every department internally, your suppliers and distribution channels – even customers themselves.

The power of Microsoft Business Solutions lies in the unequalled width and depth of our range, and the enviable degree of integration, interoperability and interconnectedness that range can provide to your business.

### *Enterprise Resource Planning (ERP)*

*Financials*

*Analytics & Reporting*

*Human Resource Management*

*Project Management*

### *Customer Relationship Management (CRM)*

*Sales & Marketing Management*

*Service Management*

*Field Service*

### *Supply Chain Management (SCM)*

*Supply Chain Management*

*Inventory & Order Processing*

### *E-business*

*E-commerce*

### *Manufacturing*

## DELIVERED THROUGH 3 OF THE WORLD'S BEST KNOWN SOLUTIONS BRANDS

Width, and depth: we not only have solutions for every phase in the business's operation, we have a choice of those solutions to suit the individual needs of your unique operation.

Depth of integration, speed of implementation, ease of customisation, flexibility, scalability, vertical market suitability – these are all key considerations for anyone buying software to base the future of their business on today. And Microsoft Business Solutions are able to offer choice, from some of the most successful and renowned ranges of business software in the world.

*Microsoft® Business Solutions–Navision®*

*Microsoft® Business Solutions–Great Plains®*

*Microsoft® Business Solutions–Axapta®*

## UNDERPINNED BY THE REASSURANCE OF DEALING WITH MICROSOFT BUSINESS SOLUTIONS

In a decision as critical as investing in a business technology platform for the long term, it's important

to know exactly who you're dealing with. Microsoft is well known, but what does Microsoft Business Solutions stand for?

We have four core principles which we live by, and which form a firm foundation for your investment decision.

First, we aim to form a **trusted partnership** with our customers. It means we do more than supply technology solutions; our business is based on long-term mutually beneficial relationships with our customers and business partners. So you can invest with confidence that we'll be there to support you in the long term.

Second, we believe in **connectivity**. Our solutions help you connect your people, business processes and technologies so that you can build more productive relationships and strengthen your competitive advantage.

Third, we have **global scope, and local focus**. Our solutions and our organisation promote multinational business and deliver the market expertise, standardised functionality and local support you need in each country.

Fourth is our **business focus**. We understand and respect your daily business challenges; and our solutions, services and organisation are focused solely and specifically on helping you to turn your challenges into opportunities.



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For more information on Microsoft Business Solutions,  
please call 0870 2433111, and we'll put you in touch  
with an authorised Microsoft Business Solutions Partner.



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