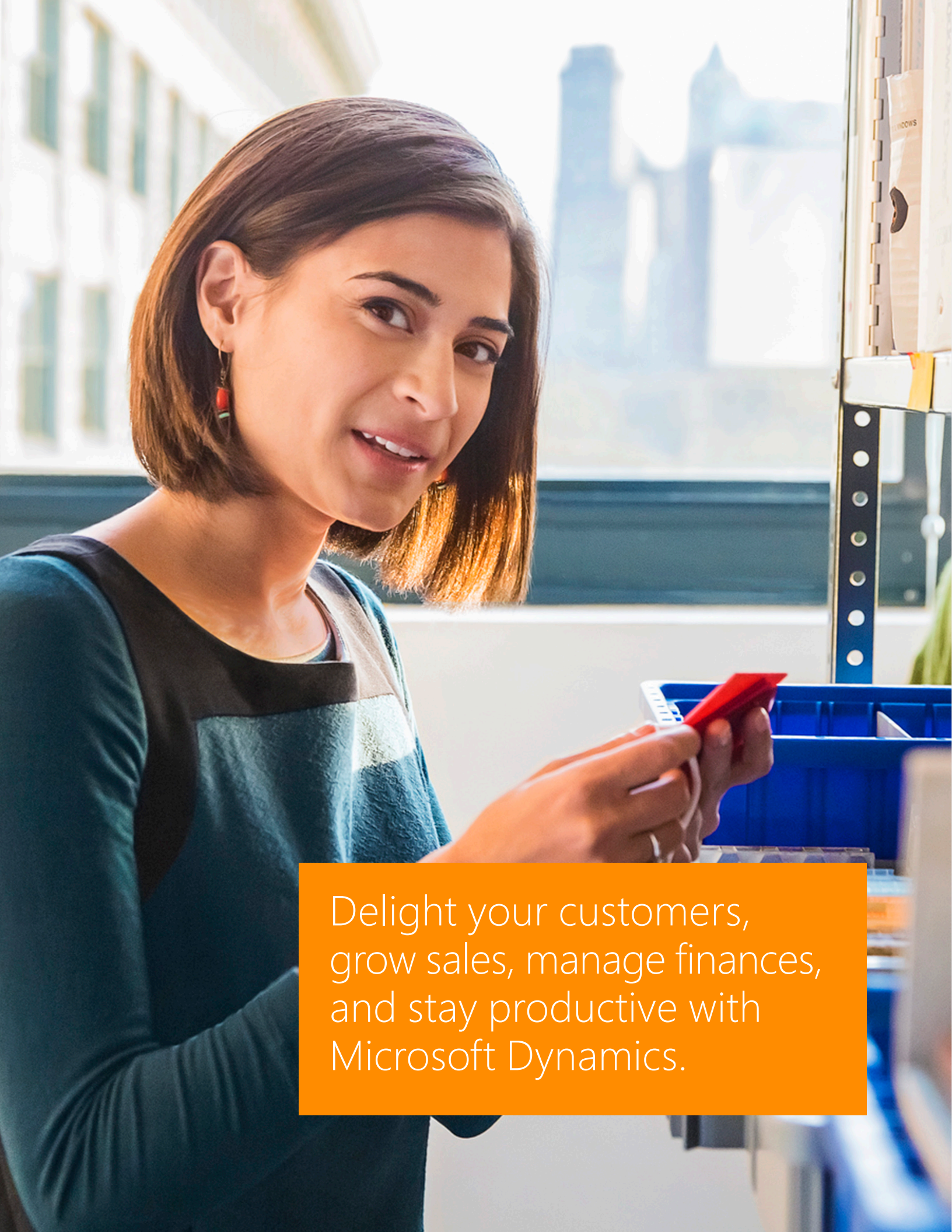


# Reimagine productivity with Microsoft Dynamics

Transform business process automation and people productivity  
with Microsoft Dynamics and the Microsoft Cloud





Delight your customers, grow sales, manage finances, and stay productive with Microsoft Dynamics.

# Keep your business going and growing

Quick to implement, easy to use, with the power to support your growth ambition. Microsoft Dynamics CRM Online and Microsoft Dynamics ERP provide a seamless experience across your devices—start with what you need today and easily adapt as your needs change.

No matter how you access and use your systems—anywhere, anytime, across your devices—you will receive the same seamless experience and enterprise-grade security to protect your business and customers. Microsoft business solutions are designed to get you up and running quickly and help you grow efficiently as your needs change.

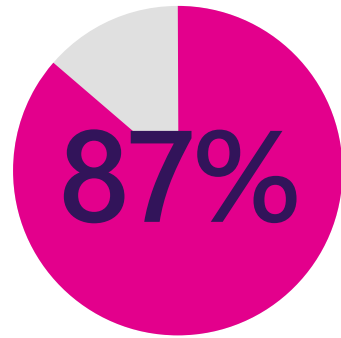
Businesses around the world are seeing the benefits of helping employees work smarter and better together, automating cumbersome manual tasks, and using customer data as a factor in deciding what to offer. Cloud and

mobile solutions are becoming a means of transforming business processes and enabling new ways of work.

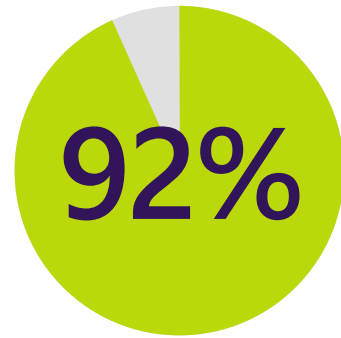
Replacing existing systems may seem daunting, overly costly and complex, and too significant an interruption. With today's modern applications in the cloud, the rewards far outweigh the risks. Increased efficiency, enterprise-grade security, and increased mobility—all without up-front capital expenses and with less dependency on IT infrastructure—make it easier for businesses of all sizes to use technology as a competitive advantage.

## SMBS ASCEND TO THE CLOUD

(SMB Group, 2014)



of SMBs already use at least one cloud infrastructure solution



of SMBs are now using at least one cloud business solution

## Redefine business processes and reinvent productivity

You've reached a stage where customer demands drive your growth, but you may not have the right tools or processes in place to anticipate buying behaviors or build loyalty. Your opportunities could be limited by basic accounting software or stand-alone customer relationship management systems. But investing in a complete technology overhaul isn't realistic, and do you really have the capacity to add new IT staff to manage additional systems?

You need technology that enables your business: technology that's affordable on a small-business budget and doesn't lock you in or restrict your future options. Business solutions from Microsoft help you move away from the complexity of traditional ERP and CRM systems so you can focus on the things you enjoy about running your business and connecting with your customers.

**Spot trends, anticipate demand.** When key parts of your business are connected, your people can do more, and your business can grow. Microsoft Dynamics CRM and Microsoft Dynamics ERP can help you connect the pieces of your business to reveal insights about your customers, your operational processes, and your best path for growth.

**Share data and collaborate for better results.** Imagine the time and cost savings if your IT department could use real-time operational data to help your people make better decisions and serve customers more effectively. By connecting customer relationship management and back office processes, operations can anticipate increased demand based on sales forecasts. Your finance team can monitor sales and expenses in real time for a realistic view of cash flow. And customer-facing teams are armed with a complete view of customers to help them jump on new sales opportunities and improve customer service.

## SOLUTION IN ACTION

### Surfboard manufacturing company adopts cloud-based business solution, scales globally

Founded in 2002, Sitka Surfboard Company began with a few friends shaping surfboards for themselves and their friends in Victoria, B.C., and grew to serve customers from Siberia to Argentina.

To link its stores, online properties, warehouse, manufacturers, and distributors, Sitka uses Microsoft Dynamics NAV as a cloud solution. The solution helps ensure that inventory is efficiently managed in an accessible way.

**Connecting all parts of the business.** "Anything and everything that Sitka is doing is being tracked through Microsoft [Dynamics]," said resident IT ninja, Kyle Treleaven. "It's all easily accessible and it's very easy to use, and the power that you get from it...it's just a huge time saver."

**Empowering retail stores with supply chain data.** Connecting flagship and online stores with each other and with warehouse data is reaping benefits in productivity and customer service. "The new system allows us to constantly track and know where we have stock of what item and how to grab it and use it most efficiently," said retail manager Joel Hibbard.

**Insights that guide future growth.** Microsoft Dynamics provides a platform for Sitka to compare information across the whole company and scale globally. Said President Andrew Paine, this is "very powerful information, and something we couldn't make proper decisions for growth without."

[Learn more](#) about how Microsoft Dynamics in the cloud is helping Sitka share information, scale globally, and make good decisions for growth.

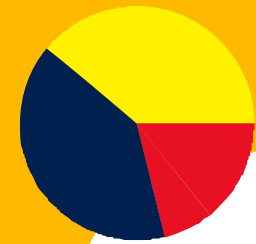


"It's a platform to compare information across our entire company, and allows us to be scalable across the globe."

—Andrew Paine, President, Sitka

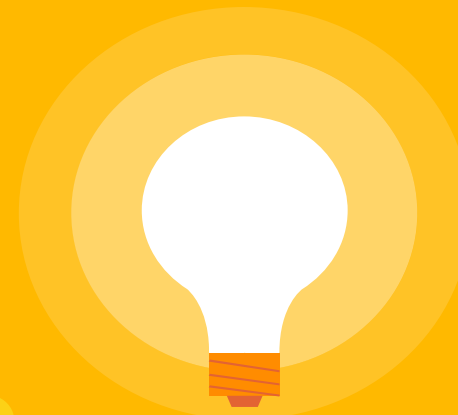
# Why consider new business applications in the cloud?

Transform IT into a flexible, affordable driver of innovation.



## Gain insights

Harness the power of your data to improve processes, spot trends faster, and outperform your competitors.



## Save money

Manage your business without the burden and cost of installing, updating, and maintaining software and managing hardware.



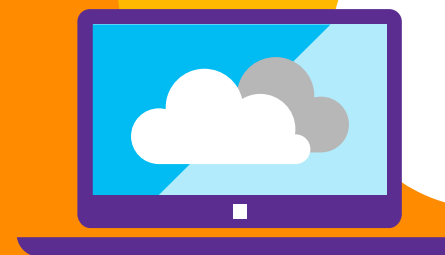
## Improve productivity

Go beyond stand-alone business applications with connected solutions that drive business process automation and employee productivity.



## Reduce IT dependencies

With software and applications running in the cloud, non-technical folks can better service customers, manage financial data, and stay connected without having to wait on IT for answers.



## SOLUTION IN ACTION

# GEARYS delivers five-star services with Microsoft Dynamics and the Microsoft Cloud

GEARYS has been the pinnacle of luxury retail for 85 years, servicing a diverse clientele from the store's location in Beverly Hills, California. GEARYS modernized its business management systems, starting with Microsoft Dynamics ERP and Microsoft Dynamics CRM Online, to better serve existing customers while reducing costs.

"Dynamics keeps track of our inventory, our clients, our orders. We then bring all that information into Microsoft Dynamics CRM," explained Mary Donahue, director of web operations.

**Old-fashioned service meets 21st century convenience.** GEARYS uses Microsoft Dynamics to keep track of customer information. Sales associates can instantly call up profiles and past history on mobile devices on the sales floor, delivering a personalized experience for every client.

**Better data for better visibility.** Internally, GEARYS can forecast purchasing trends to ensure opportunities aren't missed. "Microsoft Dynamics gives us the ability to better forecast what our clients are buying," said Donahue. "We're not playing catch-up, we're out ahead of it."

**Improved service, reduced cost.** Moving all the inventory and sales data into a single system lets GEARYS track and control costs. "I anticipate a 10–15 percent reduction in costs," said CFO Patrick Walters.

[Learn more](#) about how GEARYS gained better customer insights and a competitive edge using cloud-based solutions from Microsoft.



"You can't grow and keep your records on paper. You need to make one voice and have one place where you keep all of that information."

—**Mary Donahue**  
Director of Web Operations, GEARYS

## Grow efficiently

Don't let technology limitations stand in the way of growth. Microsoft Dynamics ERP and Microsoft Dynamics CRM Online efficiently and cost-effectively scale as your needs change or business grows.

### Automate and easily adapt business processes.

Simplify your finances, streamline your supply chain, manage your sales teams, and make confident decisions that expand your business, not your budget. Be productive from the start with a familiar and role-based user experience to support growth without added headcount.

### Manage your business, not your servers.

Running your business applications in the cloud means reduced upfront software costs and no costly on-site servers to manage, plus you can add or remove users as your team changes. Rather than dedicating operational headcount to manual tasks, grow capabilities by automating business processes and repurpose your team to focus on more strategic projects.

### Get up and running quickly.

Microsoft business solutions are quick to implement and easy to maintain. Setting up services and migrating historical data takes days, not weeks, and with a familiar user experience across all your devices, your team will be productive from the start.



## Connect with customers

What if you could anticipate what your customers want? Microsoft Dynamics CRM Online helps you gain deeper customer insights, manage and grow sales, and maintain profitable, loyal customer relationships.

**360-degree customer view.** You've been compiling years of data on your customers, even without realizing it. When you can see and analyze all your customer data in one view, you can spot winning sales tactics and fix the broken processes. Whether it's current cases, buying history, or previous communications, making this detail readily available to your team means more personalized, targeted interactions that lead to results.

**Stay focused on success.** Zero in on the most promising leads with data-rich, interactive dashboards that help track your most active customers and uncover new sales and service opportunities. Guide your team to stay on track with role-specific workflows and familiar processes built around sales best practices. And use data and insights to customize and enhance sales presentations for more impact.

# Do business anywhere

Get more done in the office or on the go, with security-enhanced access to your tools and data across all your devices.

## Bring your office with you wherever you go.

No matter what devices your team uses or where they need to work, they can stay connected to key business data like customer details, product information, and order status to deliver better customer service. And with a consistent user experience and single sign-on across calendar, email, files, collaboration tools, and business processes, getting to the data you need quickly is simple and intuitive.

**Respond at the speed of business.** With virtually anywhere, anytime access and the ability to track presence and instantly message team members, you can connect, share, and collaborate in real time and get answers right when you need them.



# Safeguard your business

Your customers trust you with their data. Make sure you earn it by keeping all your systems safe, centralized, and protected, while simplifying compliance, audits, and reporting.

## Prepare for the unexpected and mitigate risk.

A proven business system from Microsoft has built-in controls and role-based business workflows that can provide structured access to sensitive information. Plus, with both physical and virtual security including access control, encryption, and authentication, you can help protect your data on all your devices.

## Guaranteed uptime and data backup.

You may not be working around the clock, but your data is always on call. Microsoft cloud solutions are reliable, scalable, and come with a guaranteed 99.9 percent uptime, so your team and customers can access information anytime. And with continuous backup across globally distributed datacenters, you've got the built-in data redundancy to help protect you from a potentially catastrophic loss.

## SOLUTION IN ACTION

# Connected cloud solution helps nonprofit manage programs and engage with worldwide donors

World Animal Protection is an international animal welfare organization that has been in operation for more than 30 years, providing aid, education, and government outreach to help put an end to animal cruelty. The nonprofit, headquartered in London, has regional hubs in Africa, Asia, Europe, Latin America, and North America, and offices in 15 countries.

To get the most out of its resources and streamline management of global finances, operations, and sponsorships, World Animal Protection uses Microsoft Dynamics NAV, Microsoft Dynamics CRM Online, and Office 365 for a complete, trusted, connected, cloud-based solution.

**Consistency and consolidation.** With Microsoft Dynamics NAV, the organization has consolidated geographically disparate finance and operations processes, and no longer relies on a disconnected network of spreadsheets.

**Better visibility for better aid.** Microsoft Dynamics solutions provide better visibility into donors, budgets, and projects, helping the charity make sure funds are being properly managed and put to good use helping animals across the globe. Simeon Lewis, international head of IT at World Animal Protection, said the Microsoft cloud solution "enables us to use our resources in a more effective way." And, it helps the organization stay accountable to its funders.

**Helping others take action.** World Animal Protection supporters have helped make life better for billions of animals. To ensure continued support, the organization uses Microsoft Dynamics CRM Online to better understand and engage with supporters, stakeholders, and sponsors, without compromising security or personal data.



"Microsoft solutions enable this organization to deliver its animal welfare work in a way that maximizes impact for animals and delivers our resources in the most cost-effective way."

—Simeon Lewis, International Head of IT,  
World Animal Protection

# Key takeaways

- A business solution from Microsoft uniquely brings together business applications, data, documents, and devices—with one unified user experience that gives you greater control over your finances and operations, while delivering the insight you need to build and maintain customer relationships.
- A complete, familiar, and trusted business solution from Microsoft boosts your productivity, improves customer insights, frees you to work anywhere, anytime, across your devices, and positions your business for growth.
- Gain even more benefits when your solution is deployed on Microsoft Azure, including more flexibility, lower total cost of ownership, security-enhanced anywhere access, and enterprise-grade infrastructure and support.

# Next steps

Microsoft Dynamics ERP and Microsoft Dynamics CRM are two applications that work better together to help you manage your business and your customers. Start with what you need now and easily adapt as your business needs change.

These solutions are sold and implemented by local partners. You can count on these local Microsoft Dynamics reselling partners with industry expertise to take the hassle out of implementation, upgrades, and routine maintenance.

Learn more about [Microsoft Dynamics ERP and Microsoft Dynamics CRM](#), take a test drive of the solutions, and find a partner that fits your business.

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