

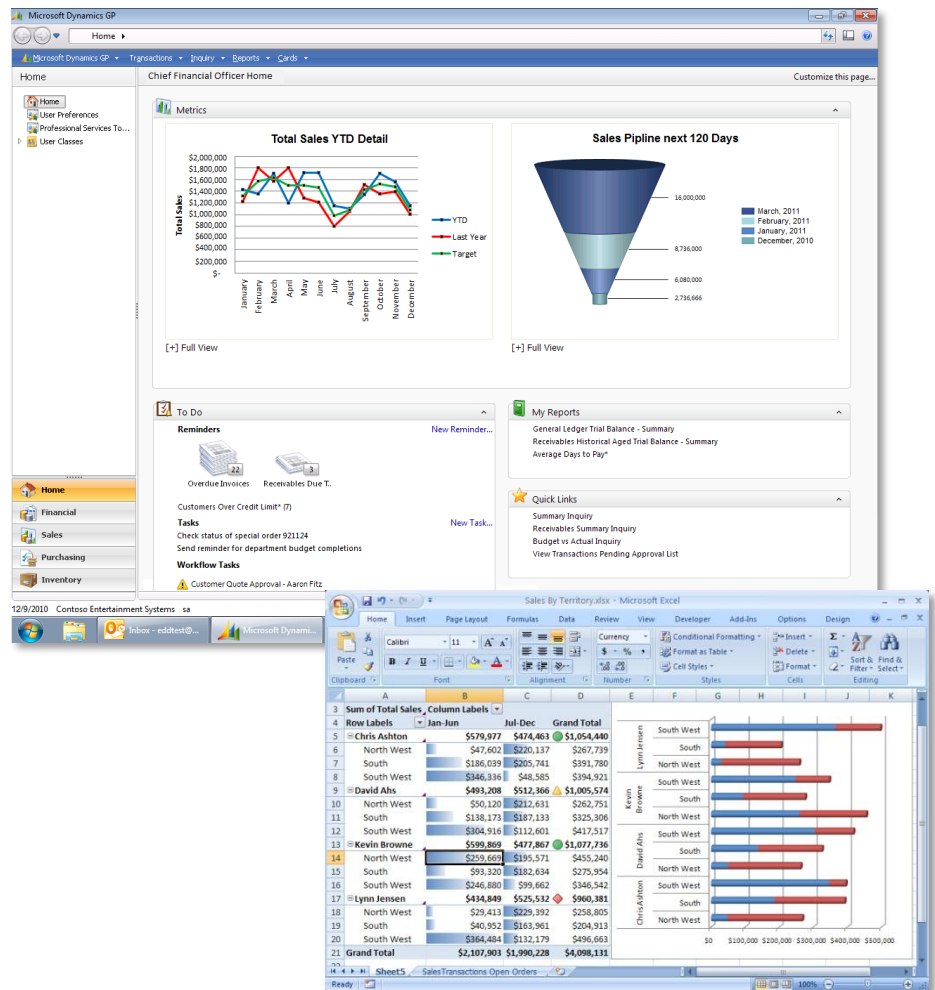
The Ideal Connection: Microsoft Dynamics GP and Microsoft Dynamics CRM



BENEFITS

- Connect your business.** Help accelerate productivity, eliminate duplicate data entry, and reduce manual tasks with CRM and ERP solutions that work together. Sales, marketing, and service staff can keep the focus on customers, with confidence that Microsoft Dynamics GP will manage financials, order management and fulfillment, inventory, and all related back-office operations.
- Give people one familiar experience that is simple to learn and use.** Both Microsoft Dynamics GP and Microsoft Dynamics CRM work like familiar Microsoft® products you already use, reducing training time and costs and helping people work efficiently with tools and information most relevant to their job.
- Take business intelligence to the next level.** From basic reporting to sophisticated analyses, Microsoft Dynamics GP gives all your people fast, relevant access to information using familiar Microsoft tools. Whether they're focused on customers or back-office operations, people work with centralized information that flows across Microsoft Dynamics CRM and Microsoft Dynamics GP.
- Accelerate your return on investment.** Speed up installation processes, quickly set up core functionality, and efficiently migrate and update data from legacy systems. Standardized templates let you adapt your system to meet specific industry needs, and flexible deployment options help you optimize your IT budget and resources.

Connect your entire organization—and get the competitive edge you need to move forward in an ever-changing world of business. Microsoft Dynamics® GP brings together people and processes with a solution designed to manage all aspects of your business. People can work productively with a solution that's simple to learn and use and equips them with tools and information relevant to their jobs. And by combining Microsoft Dynamics GP with Microsoft Dynamics CRM, you can bring together two solutions that deliver one familiar experience, streamline sales and operational processes and insight, and drive continuing value for your business.



Microsoft Dynamics GP offers 18 role-based dashboards with KPI's, tasks, and information most relevant to people's jobs. Information flows across Microsoft Dynamics GP and Microsoft Dynamics CRM, ensuring people have a complete view of the business.

FEATURES

BENEFITS

End-to-End Business Management, Designed to Meet Unique Needs

Microsoft Dynamics GP offers mature, proven functionality that automates and integrates financial management and business operations—including distribution, manufacturing, field service, HR and Payroll, and project management. Out of the box, you can meet unique business and industry needs without complex development efforts. And at all times you can count on an ecosystem of partners and ISVs dedicated to ensuring that your solution meets the most exacting requirements.

Role-Tailored User Experience

Two solutions deliver one familiar experience that people will want to adopt and use, helping reduce training costs and increase productivity. Both Microsoft Dynamics GP and Microsoft Dynamics CRM look and feel like Microsoft Office productivity tools that people use every day. Microsoft Dynamics GP also offers 23 built-in role templates that can be easily personalized and that deliver fast access to information and processes most relevant to people's jobs.

Shared Visibility for Efficiency and Collaboration

Accelerate organization-wide performance. Working within Microsoft Dynamics CRM—both online and offline—sales, marketing, and service staff can view complete customer records, service histories, available inventory levels, and pricing and product catalogs. And because all your people are looking at centralized information and sharing additional details through tools like Microsoft Excel, Microsoft Dynamics GP users can collaborate easily with sales and service staff to make and fulfill firm delivery promises and resolve complex service issues.

Front- and Back-office integration for Customers, Contacts, Sales Orders, and Invoices

Eliminate duplicate data entry and reduce manual tasks by connecting operational data and processes with your existing Microsoft Dynamics CRM workstreams. Contacts and Orders created and updated in Microsoft Dynamics CRM automatically appear as Customer and Sales Order records in Microsoft Dynamics GP—and vice versa. In addition, Microsoft Dynamics GP automatically generates accurate sales invoices from orders created within Microsoft Dynamics CRM that include units of measure, items, prices/discounts, and currency. Just as important, Microsoft Dynamics GP includes accounts receivable and collections functionality that drives timely, accurate billing processes.

Centralized, Relevant Information

Whether they're focused on customers or back-office operations, all your people work with centralized, real-time information that flows across Microsoft Dynamics CRM and Microsoft Dynamics GP. 18 role-based dashboards include gauges, charts, and graphs relevant to people jobs. Everyone stays current and informed with more than 220 built-in, refreshable Microsoft Excel® reports.

Organization-Wide Insight

Analyze data from a summary view down to a specific source record, using drill-down views from Excel and Microsoft SQL Server® Reporting Services. You'll have a more complete view of financial, sales, service, and operational lifecycles, so that you can take strategic action that drives profits and performance. Fast, portal-based access offers quick insight while enabling people to use preferred applications, such as Excel and Microsoft Outlook®, to view and work with the ERP and CRM information most relevant to their roles.

Rapid Installation and Configuration

Accelerate your return on investment. Microsoft Dynamics GP offers fast, wizard-driven installation and configuration, and you can deploy your solution alongside Microsoft Dynamics CRM Online, On Premises, or using any combination. As your business needs change, you can mix your deployment without complex reengineering.

Connector for Microsoft Dynamics

Connect your solutions quickly and extend connections to other lines of business. The Connector for Microsoft Dynamics uses Web services and wizard-driven processes that make it fast and easy to integrate your CRM and ERP solutions. Leading technologies help you customize and enhance capabilities quickly and cost-effectively—from adapting workflows to incorporating ISV solutions, you can meet unique business needs without complex, expensive development.

For more information about Microsoft Dynamics GP visit: www.microsoft.com/dynamics/gp