



Turn Your Business
Vision into Reality with
Microsoft Dynamics GP



You have worked hard to build a vision for your business. With a business solution from Microsoft, you can turn that vision into reality. Microsoft Dynamics GP gives you control over and visibility into what's going on in your business, and the ability to make proactive and informed decisions that positively impact your profitability and your cash flow.

Today, more than 350,000 customers are using Microsoft Dynamics solutions to stay ahead of the competition and drive their business growth.

A Proven Solution for Your Business

For more than 25 years, Microsoft Dynamics GP has delivered comprehensive out-of-the-box business management functionality—from financials and human resource management to manufacturing and operations—to power diverse small and midsize companies around the world. A unique combination of integrated business intelligence, collaboration and communication tools connects the many moving parts of your organization, giving you better visibility into and control over your business.

Microsoft Dynamics GP delivers long-term value with a solution that is easy to adapt, extend and connect with independent software vendors

(ISVs), other line-of-business applications, and the Microsoft® technology and productivity tools that you already use in your organization.

Comprehensive out-of-the box capabilities and rapid, flexible deployment options help you get up and running quickly and affordably. And our world-class network of Microsoft partners provides deep local and technical knowledge of specific industry requirements to help ensure that you have the best solution in place to meet your unique business needs.

“Our investment in Microsoft Dynamics GP has been essential to our success. Without it, we wouldn’t be where we are today.”

– Travis Perkins, Director of IT, EMIT Technologies

Business Analyzer

Executive



Bring personalized business intelligence to key roles in your organization with the Microsoft Dynamics GP Business Analyzer.

Gain Greater Control

Greater control is about having visibility into how your business is performing—it's about knowing that your system will help drive decision-making processes and enable your people to be more proactive and productive. Microsoft Dynamics GP gives you confidence that the right people in your organization are making the right decisions. And it delivers the information you need to monitor business performance from every possible angle with forward-looking insight to identify and capitalize on new opportunities.

- **Get the insight you need to manage your business.** Increase financial transparency with integrated systems, shared data, and drill-down capabilities that give you visibility into your transactions and audit trails.
- **Improve decision-making processes to speed response time.** Define who on your team can make critical business decisions on your behalf, and help them respond quickly and confidently using intuitive tools such as Microsoft Dynamics RoleTailored dashboards, workflows with built-in notifications and alerts, automated approval routings, and document attach to add context to transactions.
- **Go beyond basic reporting with powerful self-service analysis and business intelligence tools.** Help your entire organization work more proactively with the ability to spot opportunities and identify potential problems before they occur, and significantly reduce ad hoc requests to the IT department for reports and other information.

“With Microsoft Dynamics GP, our employees are empowered to get the data they need, without requesting reports from other departments.”

– Jason Johnson, Enterprise Resource Planning Administrator,
Spy Optic



Financial Management:

- Automate payables and receivables management.
- Better manage cash flow, improve collections, and control fixed assets.
- Streamline expense management.
- Simplify electronic bank reconciliation and funds transfer.
- Work with multiple currencies, locations, and companies.



Manufacturing:

- Track production costs and manage work orders more effectively.
- Collect, organize, and review changes to orders before they are authorized.
- Better manage materials, components, and assemblies.
- Improve controls and enhance quality assurance.



Supply Chain Management:

- Stay ahead of demand, speed fulfillment, and reduce lead times.
- Streamline purchasing and sales order processing.
- Improve inventory management.
- Connect with customers and suppliers to improve service.



Business Intelligence and Reporting:

- Easily create and manage budgets.
- Access key business metrics in the Executive Center.
- Increase insight with more than 225 built-in customizable and refreshable Microsoft Excel spreadsheet reports.
- Use real-time notifications and alerts.
- Look for trends and relationships with predictive modeling capabilities.

Increase Your Margins

Cash is king—and when you make fast, informed decisions, it has a direct impact on your bottom line. With Microsoft Dynamics GP, you can make smart decisions across your business—from marketing and inventory to customer credit limits, discounts, and payment terms—to bring down costs and turn margins into cash flow:

- **Identify and target your top customers to drive new sales opportunities.** Optimize your resources and improve end-to-end sales processes to identify the right prospects, provide better service to your best customers, and focus on new ways to increase your profitability using predictive analysis.
- **Gain efficiencies and automation for key business processes.** Increase staff productivity and drive accuracy by automating your purchasing processes using order-point minimums and maximums, as well as built-in workflows that give you the ability to attach documents.
- **Optimize buying and inventory management to cut costs.** Streamline supply chain processes and inventory management—and reduce operational costs companywide—with the ability to track turnover and maintain the right stock levels to serve your most profitable customers and reduce slow-moving items.

“With my Role Center, I can see gross profits from the last 12 months in a graphical format. And I can see which customers have gone over their credit limits and which payments are due today and in a few months’ time so that I can better manage cash flow.”

– Vladimir Fedorov, Director of Finance, Winncom Technologies



IT Management:

- Adapt to your needs with built-in personalization and customization tools.
- Integrate data from external sources.
- Streamline deployment and future upgrades.
- Easily connect mobile and remote workers.



Service and Project Management:

- Strengthen customer relationships, empower field employees, and increase sales.
- Better manage the cost of providing field service.
- Capture, review, and approve project time and expense data.



Risk Management:

- Set and manage security restrictions on any data fields, windows, and forms.
- Track and report on any changes to any data fields and tables, and document approval of any changes.
- Store and safeguard historical compliance and transaction information.
- Automate and centralize processes to help eliminate human error.



Human Resource Management:

- Manage payroll in-house or share data with leading payroll providers.
- Streamline hiring processes.
- Implement and track benefit programs.
- Equip employees with self-service tools.
- Track injury incidents.

Adapt Quickly—and Grow Your Business

You and your employees share a common aspiration to grow your business. To reach this goal, you need a solution that can support changing demands along the way, accommodate new business processes and lines of business, and scale as your business grows. Simple to learn and use, Microsoft Dynamics GP works with the technology systems you already have to boost daily productivity and deliver long-term value without a complex and costly implementation:

- **Transform how your people work and connect from the desktop**, through a SharePoint portal, or remotely over the web, and with the tools and channels they're used to—such as instant messaging, email, voice, and presence.
- **Gain built-in personalization and customization tools**. Quickly adapt Microsoft Dynamics GP to meet your unique business requirements without requiring any IT support or placing any additional strain on your other resources.
- **Choose the right solution for you**. With flexible on-premises or cloud deployment options, you can choose the solution that works best for your business—and help increase IT flexibility without increasing costs.

Partners Boost Success for Small and Midsize Businesses

Microsoft Dynamics GP is sold and implemented by a world-class network of global partners. With more than 4.6 million small to midsize businesses worldwide driving today's market, local partner support is a key component to staying ahead of the competition. Microsoft partners deliver local knowledge, industry-specific expertise, and add-on solutions to meet your specialized business needs.

“Microsoft Dynamics in a hosted setup makes great sense for a growing or midmarket company looking to acquire a top-notch business system. It offers a low cost of entry with predictable IT costs.”

– Bill Brown, Chief Financial Officer,
Gregory Greenfield & Associates, Ltd.

Gain Simplicity, Agility, and Value with Microsoft Dynamics GP

Microsoft Dynamics GP is designed to empower your people to be more productive and your systems to last longer, with the ability to scale to accommodate growth while delivering the insight you need to respond quickly in an ever-changing world of business.

Simple to Learn and Use

Simplicity is at the core of Microsoft Dynamics GP. As a business solution from Microsoft, it is easy to learn and use because it works like and with other familiar Microsoft technologies, such as Microsoft Office. And Microsoft Dynamics GP works the way you work, so it's easier for you and your employees to make better decisions and get more done. Simplicity is built into every aspect of your experience—from initial purchase and deployment to ongoing maintenance and upgrades.

Delivers Agility in the Face of Rapid Change

Today's business landscape is changing at an ever-increasing pace. To stay ahead, you need a business management solution that is designed to help you meet evolving demands. Microsoft Dynamics GP delivers the agility you need to adapt new business processes and extend functionality quickly, making it easier to enter new markets, add capabilities, or reallocate existing investments. In addition, many Microsoft partners offer cloud-based hosting for Microsoft Dynamics GP to give you flexibility to expand or contract as business conditions change.

Drives Value for Your Business

Microsoft Dynamics GP delivers value for your business in three important ways. First, you can increase your return on investment as you boost productivity and create new ways to control expenses, helping to drive profitability. Second, Microsoft Dynamics GP offers interoperability with the other technologies you already use in your organization to help lower your total cost of ownership. Finally, you can achieve maximum benefit from your technology investment through improved time to value, especially when you don't want or need an extensive IT infrastructure.

Whether you choose an on-premises or hosted deployment model, our global network of Microsoft partners can get you up and running quickly with tools to accelerate installation, set up and extend core functionality, and migrate data from your legacy systems.

And there's more. Microsoft Dynamics ERP solutions are backed by a commitment from Microsoft that includes a 10-year support life cycle for each major release—combined with an ongoing investment in research and development—so that you can grow your business with confidence, knowing that your business management solution can keep up with your ambition.

About Microsoft Dynamics

Microsoft Dynamics is a line of business management solutions that works like and with familiar Microsoft software, automating and streamlining financial, customer relationship, and supply chain processes in a way that helps you drive business success.

Contact a Microsoft partner to find out how Microsoft Dynamics GP can help your business.
Or to find out more about Microsoft Dynamics GP, visit www.microsoft.com/dynamics/gp.
United States and Canada toll-free: (1) (888) 477-7989 Worldwide: (1) (701) 281-6500

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