

A man in a dark suit, white shirt, and patterned tie is smiling and looking towards a woman with blonde hair. They are in an office environment with other people blurred in the background. A blue horizontal bar is overlaid across the middle of the image.

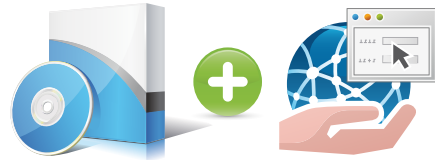
Realize More Success with Software-plus-Services

Cloud-based software from Microsoft Dynamics ERP





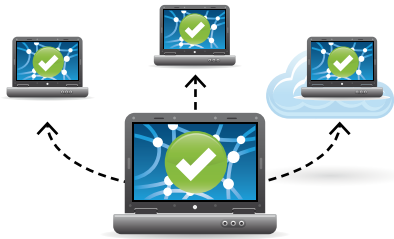
Cloud computing is Internet-based development and use of computer technology. Large central data centers are commonly referred to as “cloud-based,” “the cloud” or “in the cloud.”



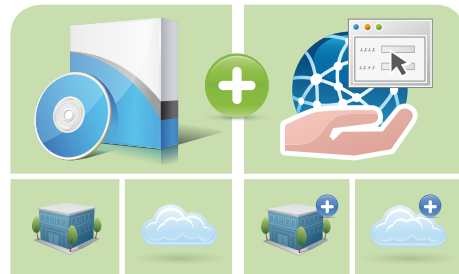
Software-as-a-service (SaaS) refers to services delivery. Microsoft’s strategy is to offer SaaS as a deployment choice for customers who want an alternative to traditional, on-premise software and/or a hybrid of Internet-delivered and on-premise applications.



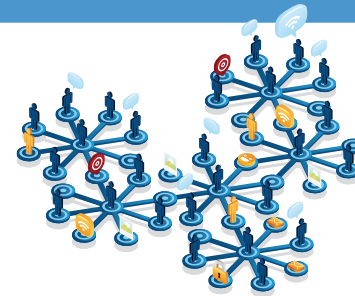
Web Services is defined by the World Wide Web Consortium as a software system designed to support interoperable machine-to-machine interaction over a network. Web services are frequently just Internet Application Programming Interfaces (API) that can be accessed over a network, such as the Internet, and executed on a remote system hosting the requested services.



Service-oriented applications (SOA) refer to services composition, and in the software-plus-services world, service-oriented applications are composed of both on-premise software components and services running in the cloud.



Software-plus-Services is Microsoft’s approach for the next generation of computing, and represents an industry shift that combines Internet services with client and server software to deliver more compelling opportunities and solutions.



Web 2.0 – refers to the services experience, and the result of bringing Web-based social, sharing and community features to end-user software. Microsoft’s approach is to build applications and services with role-based user experiences and collaborative aspects.

When choosing an ERP solution that is right for your business, there are many considerations you need to make. *What type of software? How much will it cost? How much can I afford? How much time will it take to deploy, streamline and learn the new system?*

Today, with the emergence of cloud computing – you must not only consider what software solution is right for your company – but how and where to deploy it.

All these considerations may seem overwhelming. But consider this: more than a quarter of a million companies around the world already rely on the Microsoft Dynamics product line and services to manage processes and functions critical to their success.

And the reason is simple. Microsoft has long recognized that every business is unique – including yours. Through its network of certified Microsoft partners, Microsoft Dynamics offers you choice in every aspect of an ERP solution to accommodate your specific business needs, and the expertise to help you choose the solution that works best for you. You can choose from multiple, flexible solution scenarios, licensing options and deployment models to best fit your evolving business requirements, including software as a service.



We call it Software-plus-Services. That's because we do not consider software as a service as an either-or proposition. Our strategy is based on choice and what makes the most sense for you, your business and your implementation.

Software-plus-Services is Microsoft's approach to SaaS for the next generation of computing. It represents an industry shift that combines Internet services with client and server software to deliver more compelling opportunities and solutions for consumers, developers and businesses.

And, with Microsoft Dynamics ERP and Software-Plus-Services, our goal is to empower your business to achieve even more – whether that is selling more products, providing better service, or running your business more efficiently.

Unlike other ERP vendors, Microsoft Dynamics ERP enables businesses to be successful by providing them with rich applications through the deployment options that work best for them.

The power to choose how you run your software – whether as a wholly-owned onsite solution, via online services, all or partly-hosted, or in combination – enables you to take advantage of a business model that can help you get to the cloud.

Microsoft Dynamics ERP – Helping You Realize Business Success

Microsoft Dynamics is a familiar line of adaptable business management solutions, which includes enterprise resource planning (ERP) and customer relationship management (CRM) capabilities. It was developed to help alleviate some of the biggest pain points that often keep companies from taking advantage of new technology – and that may prevent them, in the process, of realizing the benefits.

Microsoft Dynamics business management software provides customers with flexibility and choice in how they use, buy, deploy, manage and streamline their financial, supply

chain, and customer relationship processes. Built on Microsoft® SQL Server® and the .NET Framework, Microsoft Dynamics applications support business growth and technical enhancements. The applications are Web-service enabled with more than 1,600 of such services available out-of-the-box. With the tools in Microsoft Dynamics, you can easily add new Web services or extend existing services.

Our mission is simple: to provide the best ERP solution that fits the needs of your organization and helps you deliver superior results. We do this in the following ways:

Through a solution that's familiar to your people. By delivering ERP solutions in the familiar Microsoft environment you minimize the need for training, reduce administration and maintenance by the IT staff, and allow people to access information faster so they can make better business decisions.

By fitting in with your existing IT systems. You've already made big bets and investments on products like Microsoft® Windows® and Windows Server, SQL Server, Microsoft® Office®, and even Microsoft® SharePoint®. Then why not use an ERP solution that inherently integrates with these technologies? You get a smaller, more standardized IT footprint; you cut down on maintenance and administration, and your users get a product they already know how to use.

By meeting the needs of your organization today and tomorrow. Whether your growth plans are in the near term or down the road as the economy improves, we have an ERP solution that fits your industry, company size, and budget; and that helps minimize the complexities that go with adopting new technology. No other ERP vendor has the breadth or depth of functionality for companies of all shapes and sizes that Microsoft Dynamics ERP does today.

With solutions backed by the Microsoft name. With the power of the Microsoft research and development organization, and thousands of developers, partners, and support staff dedicated to your application, you can feel confident in investing in Microsoft technology.



Business Management Software – Choice Is Good

For a long time, businesses had only one way to consume their business management software. The software was installed at the company – on the company server and PCs. The entire solution, including security, back-up, upgrades, and support, was managed by the company's IT manager or department, or by an IT partner. Later on, as Internet capabilities developed, the business management solution, combined with the capabilities of the Internet, enabled businesses to achieve more, faster – by improving connectivity and increasing collaboration across the organization and with customers and partners.

Today, business-driven IT platforms, such as Microsoft Dynamics ERP, and the new services experience of the Internet, also known as Web 2.0, are changing what is possible with software, and enabling a new level of interactivity and collaboration. Among these many possibilities is providing software in the cloud and on a subscription basis.

SaaS refers to services delivery in which you pay to access and use software functionality over the Internet via a hosted platform.

Microsoft's strategy is to offer SaaS as a deployment choice for customers who want an alternative to traditional, on-premise software and/or a hybrid of Internet-delivered and on-premise applications. We call this Software-plus-Services.

Recognizing that you need solutions optimized for your specific business needs, it has become increasingly clear that by combining the advantages of Internet services and client or server software, we can deliver new capabilities and offer new levels of utility, convenience and flexibility.

The goal of the Microsoft software-plus-services approach is to enable businesses to be more successful by providing them with rich applications through the deployment options that works best for them. How software is consumed will ultimately be decided by you based on your IT strategies and specific needs. However, one thing is certain: choice is always a good thing, and a software-plus-services approach from Microsoft enables you to take advantage of bringing it all together.

Strategy for Success

The Microsoft Dynamics software-plus-services approach is based on three cornerstones:

A business-driven IT platform. Designed with software-plus-services in mind, Microsoft Dynamics enables a flexible IT infrastructure that responds to business drivers. Microsoft Dynamics uses software-plus-services to help companies succeed in fast-changing business environments; companies can more effectively grow into new markets and quickly adjust to regulatory and market changes. For example, Microsoft Dynamics provides Web services so that companies can expose data and systems as services, then quickly compose those services into larger business processes or workflows.

Multiple delivery options. Microsoft Dynamics gives customers the power to choose the delivery model that best fits specific business processes. A hosted solution provides companies with a way to reduce costs and speed implementation. Traditional on-premise solutions provide superior integration and customization opportunities. A software-plus-services approach lets Microsoft

Dynamics customers switch between hosted and on-premise delivery, or create a hybrid solution that takes advantage of both models. With a hybrid solution you can move certain applications and services into the cloud and extend the value of your ERP solution with online services, such as Payment Services, Sites, Commerce Services and others.

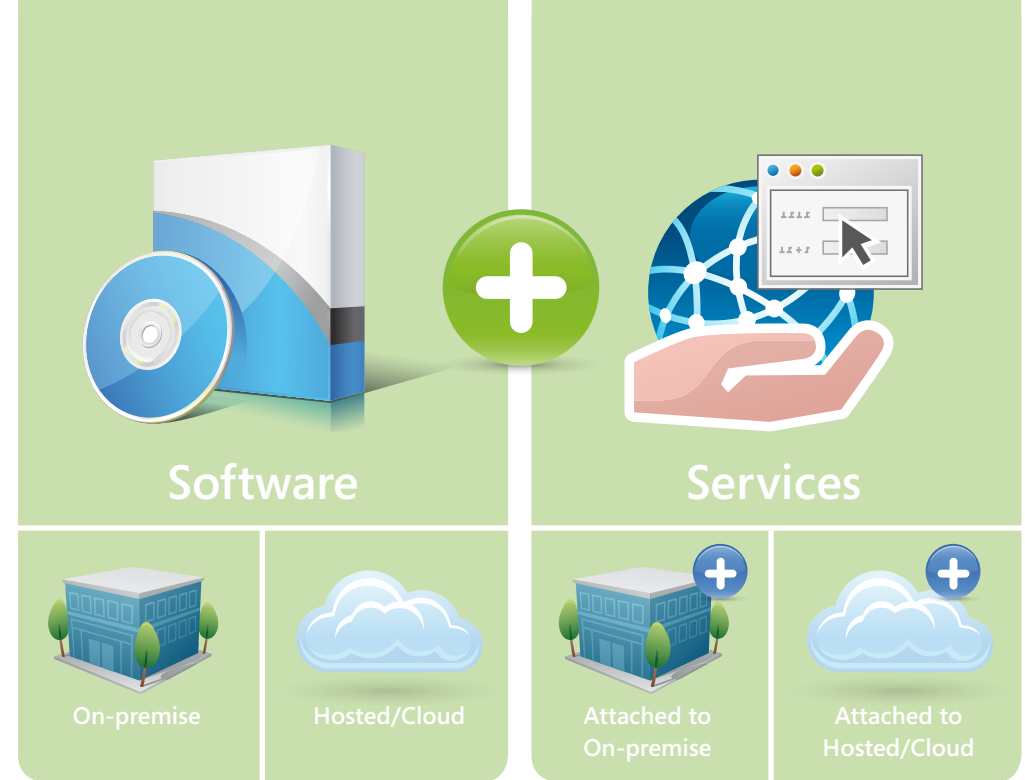
Optimal user experiences and community. For employees, the software-plus-services approach combines the rich experiences and accessibility of client software and the simplicity of applications delivered over the Internet. Microsoft Dynamics and software-plus-services boost employee collaboration and productivity by taking advantage of Microsoft® Office 2007, Windows 7, Windows Server 2008 R2, and SQL Server 2008 – to give employees line-of-business data and functionality in the applications they use every day. Microsoft Dynamics community, a Microsoft-sponsored online gathering place of interactive forums, blogs, and news gives the users a way to experience the kind of networking and collaboration that they usually only get at conferences and other places.

The Microsoft Dynamics software-plus-services approach also helps you to:

- **Enable growth.** Choose the deployment option that best suits your needs (whether traditional on-premise or on-demand) and effectively support local languages, business practices, and legal requirements.
- **Reduce IT spending.** Flexible deployment options – on-premise, on-demand, or a hybrid approach – help accelerate return on investment, scale to meet increased demand, and let you align your deployment model with your business focus and current IT capabilities.
- **Boost employee productivity.** Streamline access to systems and information and rework business processes. For example, Internet services make it easier to deliver access to information in the most suitable form and presentation factor, such as on a desktop, in a Web browser, or on a mobile device.



Achieve More with a Microsoft Dynamics Cloud-Based ERP Solution and Software-Plus-Services



For more than 20 years, Microsoft Dynamics ERP software has been helping organizations – large and small – realize their full potential by providing flexible and familiar solutions that meet the changing needs of their business. Today, we continue our commitment to helping companies and organizations accomplish more through the benefits of innovative IT technology. Microsoft Dynamics ERP is embracing Software-plus-Services as the next logical step in enabling companies and organizations like yours to achieve even greater success by extending the value of their ERP solution.

Extend the Value of Your Microsoft Dynamics ERP Solution with Choice and Flexibility

Microsoft Dynamics ERP Software-plus-Services helps you to extend the value of your ERP solution by offering you:

1. The flexibility of a single solution that supports both on-premise and remote deployment. You can choose a wholly-owned on-site solution, an all or partly hosted solution in the cloud from Microsoft or a Microsoft partner or in combination as a hybrid model. You can also choose how to purchase your solution – either as an upfront license, as a pay-as-you-go model or finance the solution.

2. Online services that can be attached to your Microsoft Dynamics ERP solution either on-premise or in the cloud. These include new offerings around services that address payments, commerce, and, in the future, Web site management, through the Windows Azure™ platform, that attach to your software providing added value by extending the functionality of your solution in an easy and efficient way.

Microsoft Dynamics ERP Software-plus-Services gives you the power to choose the solution and the deployment option that works best for your business and helps you to:

- Maximize your IT investment
- Increase the flexibility of your IT capabilities, and
- Empower your business to respond even faster to new business opportunities.

Hosted ERP from Microsoft Dynamics Partners

With a hosted Microsoft Dynamics ERP solution you can choose to deploy some or all of your Microsoft ERP solution onsite or online with one of our Microsoft Dynamics Partners. The hosted ERP solutions give IT departments the flexibility to replace onpremise servers with a hosted equivalent, ultimately helping to reduce the costs incurred in managing their solution. Rather than buying client access licenses and servers, customers pay a subscription fee for this ERP hosting service and realize all the benefits of a Microsoft Dynamics ERP solution.

How you benefit from a hosted ERP solution from Microsoft Dynamics:

- **Minimize your initial investment:** With an online solution you do not need to purchase additional hardware or the entire software package up front, lowering your starting costs.

- **Get up & running quickly:** Get your business on track faster. Online hosted solutions generally offer faster deployment options when compared with on premise solutions.
- **Manage your cash flow with low monthly fees:** Just like leasing a car, you can implement a robust financial accounting solution that will support your business as it grows with a low monthly fee.
- **Reduce dependence on internal IT resources:** If your organization has limited technology resources available to implement, manage and maintain an ERP solution, an online SaaS offering might be right for you.
- **Make changes on demand:** Add or remove users as your business needs change, receive product upgrades efficiently and effectively, and be assured that your technology environment is up and running.

Extend the Value of Your Solution with Online Services for Microsoft Dynamics ERP

There is an ongoing shift in the way companies operate today. They are increasingly connecting to the Internet to conduct business. More specifically, they are turning to the Internet to attract new customers, sell their products online, collect and remit online payments and complete other business processes such as payroll.

Online services for Microsoft Dynamics ERP provide a way for Microsoft Dynamics customers to seamlessly enable these scenarios. The services are extremely simple to deploy, enabling people to concentrate on running their business. These offerings help customers move incrementally to a model where particular business processes are supported by online services. Microsoft is constantly developing and releasing new hosted services. Today, online services for Microsoft Dynamics ERP¹ include:

¹ *These online services are not available for all Microsoft Dynamics products or for all geographies. We are constantly developing and releasing new online services for Microsoft Dynamics ERP so please contact your Microsoft partner for more information on the latest services, or visit <http://www.microsoft.com/dynamics/en/us/erp-online-services.aspx>*



Payment Services for Microsoft Dynamics ERP

Now you can have a total retail solution. By combining Microsoft Dynamics ERP software with Payment Services you can accept credit and debit transactions as you ring up sales right in your ERP software.

How you benefit:

- Take advantage of payment processing offers from different payment providers.
- Reduce costs because Payment Services eliminates the need for separate card payment terminals and associated phone lines.
- Enter data once – Capture transactions directly in your financial and point of sale system saving time and reducing data entry errors.
- Initiate, authorize, and settle credit and debit card transactions directly from within your Microsoft Dynamics ERP solution.



Connect Services for Microsoft Dynamics ERP

With Connect Services, your employees can access community-driven knowledge, best practices, training, and updates tailored to their specific role directly from their Microsoft Dynamics ERP application.

How you benefit:

- Realize unmatched value from your Microsoft Dynamics solution by adopting a new standard that provides best practices, trends, problem solving and training – 24x7
- Collaborate with peers, others in your role, and get the best practices you need to be successful – you're in control
- Maximize use of the product and the services associated with it – knowing you can increase business productivity, and enhance your competitive advantage.
- Reduce downtime and support costs waiting for answers with access to the support knowledge base
- Fast access to the right information saves you both time and money



Commerce Services for Microsoft Dynamics ERP

This service enables organizations to sell products online easily through established marketplaces such as eBay and online storefronts.

How you benefit:

- Sell through multiple channels by extending your sales presence to your own Web store and online marketplaces, such as Amazon, eBay, and others.
- Provide seamless inventory management between ERP and Web store.
- Provide seamless payments between ERP and Web store. With Commerce Services, payment processing is integrated between a company's online shopping cart and its back office software for the first time.
- Provide seamless order management between ERP and Web store: Commerce Services ties together online customer-acquisition efforts with back office order fulfillment.



Sites Services for Microsoft Dynamics ERP

The Sites Service makes it possible for your marketing department to seamlessly create, manage, and optimize Internet-based marketing campaigns while effortlessly capturing and tracking complete lead data from landing pages to maximize revenue opportunities.

How you benefit:

- Easily capture sales leads and other customized information from visitors.
- Make the most of search-engine marketing efforts through embedded intelligence and optimization models.
- Streamline and speed the process of product registration, customer feedback, job recruiting, and much more.

Choose What's Best for Your Business with the Expertise of a Microsoft Dynamics Certified Partner

Microsoft Dynamics Certified Partners have the knowledge and expertise to help you choose the solution, deployment scenario and services that fit the needs of your unique business, and add the most value to your implementation. Visit [http:// www.microsoft.com/dynamics/en/us/ersoftware-plus-services.aspx](http://www.microsoft.com/dynamics/en/us/ersoftware-plus-services.aspx) to find a partner and learn more.



Investing in the Future

– Microsoft Dynamics ERP and Cloud-based Computing

Microsoft's Software-plus-Services model is founded on the premise that users benefit most when software and services exist together, taking full advantage of powerful client devices and delivering maximum flexibility and choice. To this end, Microsoft is investing in new technologies that will constantly help improve Microsoft Dynamics ERP in the cloud.

Cloud computing is changing the software landscape by presenting new ways to develop, deliver, and deploy applications and IT infrastructure. This shift in thinking can help lead to a number of benefits, such as the ability to scale as needed, reduce upfront costs, and be more responsive to changing market conditions.

Microsoft will provide products, technologies and offerings around two types of clouds, each based on the concepts of being highly virtualized, managed in a consistent manner, dynamic and elastic scalability, and focused on the delivery of services to the user:

- **Private Cloud:** An internal service-oriented environment optimized for performance and cost that is deployed inside a customer's datacenter. Powered by packaged server products including Windows Server and System Center family of products, private cloud provides compatibility with existing applications.
- **Public Cloud:** Provided by service providers, public cloud offers customers the ability to deploy and consume services. In this category, Azure™ is a highly scalable services platform providing pay-as-you-go flexibility delivered from Microsoft's datacenters. Using Windows Azure, organizations will be able to take advantage of new applications and technologies to extend the capabilities of their Microsoft Dynamics ERP solution.

The Power to Choose Gives You the Flexibility to Grow – Today and Tomorrow

Despite the benefits and broad adoption of SaaS in the last year or two, Software-plus-Services is growing as a model strategy and even those claiming to deliver Webonly offerings are moving toward hybrid scenarios that involve both services and software. And the reason is simple: every business is different. A hybrid deployment approach gives you more flexibility and options for your business. It can help you realize more by enabling you to respond more quickly to market changes, compliance pressures and increased competition – today and tomorrow.

Our business was founded on the idea of delivering flexible solutions to fit the unique needs of businesses like yours. With choice, flexibility and innovation – Microsoft Dynamics ERP Software plus Services gives you yet another reason to consider a Microsoft Dynamics ERP solution for your business.

You can rely on a global network of Microsoft Dynamics partners with the industry and technical expertise to help you choose the ERP solution that's right for your business. Contact a Microsoft Dynamics partner near you or visit our Website www.microsoft.com/dynamics/en/us/erpsoftware-plus-services.aspx to learn how you can realize more with a Microsoft Dynamics ERP solution.







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Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics 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.

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