Microsoft Dynamics AX is the Microsoft enterprise resource planning (ERP) solution for enterprises that empowers your people to anticipate and embrace change so your business can thrive. By combining comprehensive ERP with purpose-built industry capabilities, this single powerful solution delivers value across your business quickly, the agility to maximize opportunities in a changing market, and the simplicity to drive innovation—today and tomorrow.

**Transform your business with Microsoft Dynamics AX.**

**GAIN VALUE FAST**

With a single powerful solution, gain value quickly with a single powerful solution that supports industry-specific and operational business processes across your global enterprise:

- Meet your business requirements easily with purpose-built capabilities for five industries. Combined with rich ERP capabilities, including human capital management, financials, and employee self-service, you can support people and processes across your organization.
- Scale your organization with a global solution. Comply with local regulations, and harmonize and standardize business processes across multiple entities.
- Gain immediate insight with an intuitive Microsoft Dynamics® AX user experience and self-service business intelligence and reporting capabilities.

**BE AGILE—AND MAKE THE MOST OF OPPORTUNITIES**

Maximize business opportunities with an ERP solution that can be adapted to meet your specific needs today and easily changed as your business grows:

- Respond quickly with unified natural models that let you see, measure, and change your business. These models easily represent your business and structure, as well as processes and policies.
- Extend these models with industry-specific capabilities when the nature of your business evolves.
- Differentiate your business with customizations in a layered architecture that separates these customizations from the standard to simplify maintenance and upgrades.

**DRIVE USER INVOLVEMENT AND INNOVATION WITH AN EASY-TO-USE SOLUTION**

Work with simplicity on every level—from deployment to daily use and upgrades to encourage user and drive innovation across your business:

- Get people up to speed quickly with a familiar solution that looks and works like Microsoft Office.
- Give people quick access to data and connect them with customers, suppliers, partners, and team members through self-service collaboration tools such as Microsoft SharePoint® and Microsoft Lync®.
- Simplify management of your ERP solution at every stage of the life cycle from implementation to upgrades.

**INDUSTRY-SPECIFIC CAPABILITIES**

- **MANUFACTURING**
  - Lean, process, and discrete manufacturing

- **FINANCIAL MANAGEMENT**
  - General ledger
  - Accounts receivable and payable
  - Bank management
  - Budgetary control
  - Compliance management

- **HUMAN CAPITAL MANAGEMENT**
  - Organizational and workforce management
  - Recruitment and selection
  - Development, training, and performance management
  - Employee self-service portal
  - Expense management

- **SUPPLY CHAIN MANAGEMENT**
  - Inventory management
  - Multi-site warehouse management
  - Trade agreements
  - Order promising
  - Distribution planning
  - Quality management

- **PROJECT MANAGEMENT AND ACCOUNTING**
  - Project accounting and invoicing
  - Project cost control
  - Work breakdown structures
  - Integration with Microsoft Project

- **SALES AND MARKETING**
  - Sales force and marketing automation
  - Lead and opportunity management
  - Sales management
  - Microsoft Dynamics CRM connector

- **PUBLIC SECTOR**
  - Grants management, commitment, and fund accounting

**BUSINESS INTELLIGENCE AND REPORTING**

- **DISTRIBUTION**
  - Wholesale, warehouse management, and distribution

- **RETAIL**
  - Merchandising, point of sale, and store management

- **SPECIALIZED APPLICATIONS**
  - Project and resource operations, talent and skills management

- **LEARNING**
  - Development, training, and certification

- **SERVICE MANAGEMENT**
  - Service orders and contracts
  - Service calls and work orders
  - Repair management
  - Service subscription

- **LEOR**
  - Lead and opportunity management
  - Sales management
  - Microsoft Dynamics CRM connector

**“We’re rapidly adapting to change, and we needed to build something that delivers value without taking too long that it’s obsolete by the time it goes live— and the Microsoft Dynamics AX solution allows that.”**

Greg Smith, Chief Information Officer, Royal Canadian Mint

**CORE ERP CAPABILITIES**

- **PROJECT COST APPLICATIONS**
  - Project cost control

- **ACCOUNTING**
  - General ledger
  - Accounts receivable and payable
  - Bank management
  - Budgetary control
  - Compliance management

- **HRM AND PAYROLL**
  - Organizational and workforce management
  - Recruitment and selection
  - Development, training, and performance management
  - Employee self-service portal

- **FINANCIAL MANAGEMENT**
  - General ledger
  - Accounts receivable and payable
  - Bank management
  - Budgetary control
  - Compliance management

- **SALES AND MARKETING**
  - Sales force and marketing automation
  - Lead and opportunity management
  - Sales management
  - Microsoft Dynamics CRM connector

- **PUBLIC SECTOR**
  - Grants management, commitment, and fund accounting

- **LEARNING**
  - Development, training, and certification

- **SERVICE MANAGEMENT**
  - Service orders and contracts
  - Service calls and work orders
  - Repair management
  - Service subscription
Get the power you need to take your business forward. Work with a standard Microsoft technology platform to maximize your investments and simplify deployment. Then, optimize as you grow with incremental changes that reflect the evolution of your business—including the ability to deploy on-premises, in the cloud*, or using a hybrid model. Your people will work proactively with a familiar, easy-to-use solution that works like and with Microsoft business productivity solutions. With Microsoft, you can build your business on a unified solution that is backed by an ongoing commitment to research, development, and technology innovation.

Microsoft Dynamics AX is a powerful ERP solution designed to work the way you do. Gain value quickly with rapid-implementation tools and a simplified licensing and support model that makes it easy to install, get started, or upgrade. And it all comes with the support of one of the largest worldwide partner ecosystems, which includes global systems integrators (GSIs), independent software vendors (ISVs), and value-added resellers (VARs).

Drive innovation—today and tomorrow.

*Through Microsoft partner hosting.

**As large and enterprise-sized companies continue to experience difficulty with existing systems, Microsoft Dynamics AX 2009 will play an increasing role as a key alternative for divisions and subsidiaries looking for lower-cost and more effective alternatives.**

“THE FORRESTER WAVE®,” ORDER MANAGEMENT HUB, Q3 2013; FORRESTER RESEARCH, INC., AUGUST 30, 2013
Manufacturers have always worked to improve performance against traditional benchmarks such as cost, time to market, product quality, and inventory optimization. Adding new degrees of difficulty are recent trends in globalization, contract manufacturing, and growing environmental and social awareness, all combined with the need for real-time business intelligence.

Microsoft Dynamics AX delivers powerful operational functionality that includes discrete, process, and lean manufacturing capabilities in a single unified solution. With real-time access to role-based information and tools, your employees can improve operational efficiency across your business—whether in the office, on the shop floor, or at any location around the world. Integrated supply chain management, inventory management, shop floor management, and financial management tools are designed to help grow your business. And with the familiar user experience of Microsoft Office and Microsoft SharePoint, you can accelerate ramp-up time for all generations of users.

Microsoft Dynamics AX for Manufacturing Organizations

“The ability to view and apply various manufacturing processes through a single ERP is the best solution for our business. We are confident Microsoft will help us remain on the cutting edge of technology.”

HUBERTUS MEISTERJAHN, CHIEF INFORMATION OFFICER, DORNBRAUCH
Microsoft Dynamics AX for Distribution Organizations

Today’s business landscape is creating new risks—along with unparalleled opportunities for distributors worldwide. To stay ahead, distributors must manage multiple challenges, from global sourcing and supply chain complexity to regulatory compliance and sustainability, cost volatility, and multichannel pressures.

Microsoft Dynamics AX connects your people, operations, and partners with a single unified solution to help you manage global complexity and make the most of new opportunities. Streamline business processes across the extended supply chain with unified natural models that deliver operational visibility. Support rapidly changing conditions in a demand-driven environment using work flows that can be implemented without IT assistance, and use self-service business intelligence to improve demand planning and respond to unique customer requests. And scale your global business quickly with multisite capabilities and flexible deployment options that reduce risk.

Optimize your Supply Chain and Exceed Customer Expectations with Powerful Connectivity
Microsoft Dynamics AX transforms your supply chain with real-time business intelligence and the agility to meet changing demand:
• Simplify food and beverage management with batch traceability, shelf-life tracking, and weight recordings.
• Streamline operations with multisite capabilities, advanced warehouse management, and service management.
• Manage consumer goods with item dimensions, freight integration, and pricing, rebates, and multichannel management.
• Drive productivity with familiar products such as Microsoft Office.

“The addition of Microsoft Dynamics AX to our business lets us approach the future with even more confidence, knowing that we have the IT infrastructure in place to support us.... We know that Microsoft Dynamics AX has the robustness and flexibility to help us meet changing compliance and reporting guidelines.”
—Chris Nowak, Chief Technology Officer, Anthony Marano Company
Retail has evolved into a multichannel experience for today’s informed shoppers—whether it’s in-store, digital, social, or mobile. Faced with educated, digitally empowered consumers, retailers must operate faster and smarter across their organizations to achieve deeper customer loyalty and maintain a competitive edge.

To stay ahead, retail businesses need to improve agility and drive customer centricity as a core value. Microsoft Dynamics AX offers specialty retailers a single unified solution with point-of-sale (POS), store management, supply chain, merchandising, and financial capabilities to drive business productivity and customer service. You can also scale quickly to expand into other retail channels or across multiple global sites, or add new stores—all while staying in front of demand with self-service business intelligence and reporting tools.

Microsoft Dynamics AX for Retail Organizations

“We can take action and meet demand in situations where we might have lost sales in the past. With early visibility, we see very clearly where we have too much of a product or lack supply.”

Mike Busch, Global Director of Technology, Patagonia

Enhance Customer Centricity with a Unified Retail Solution

Microsoft Dynamics AX connects your critical POS and headquarters processes with a comprehensive solution:

• Standardize processes with POS, store and inventory management, merchandising, and ERP capabilities.
• Improve customer satisfaction, provide faster service, and reduce training time with an intuitive role-tailored user interface.
• Track sales and inventory by store, product, location, and pricing for advanced control.
• Gain insight with shared data that spans your general ledger, supply chain, and products.

A flexible, role-tailored interface can help employees work productively and provide faster customer service.

Microsoft Dynamics AX 2012 for Retail is planned to be released in Q1 CY2012.
As clients increase their national and global distribution, services organizations must stay agile to meet new business demands and remain competitive. Changing workforce demographics and regional imbalances in available talent are posing new resource utilization challenges. Meanwhile, clients are demanding greater transparency into service processes, just as governments are requiring greater accountability from businesses.

To help you meet these complex challenges, Microsoft Dynamics AX delivers a comprehensive ERP solution that is designed to drive service delivery efficiencies across your organization’s distributed workforce. Streamline key business processes to meet a range of changing market and client demands—from client relationship management and talent management to project accounting and financial reporting. Scale quickly to respond to new opportunities and reduce risk across your organization with the ability to gain deep operational insight using self-service business intelligence tools, and promote rapid adoption working with the familiar look and feel of Microsoft Office.

Increase Profitability Throughout the Entire Service Value Chain
Microsoft Dynamics AX is designed to help you optimize process efficiencies and build greater value across your services organization:

• Scale to new opportunities and serve expanding clients with a global-by-design solution.
• Respond precisely to changing client needs and drive cross-sales with integrated relationship management.
• Drive success with template-based project management for estimates, and skills- and availability-based resource assignments.
• Facilitate timely decision making with financial and operational insight gained from advanced reporting tools.

“With Microsoft Dynamics AX, our agencies have a financial system that can evolve and adapt to their ever-changing business needs.”
RANDY WIEGBURGNER, GLOBAL CHIEF FINANCIAL OFFICER, OMNICOM
Today’s public sector organizations are required to do more with less budget—all while addressing rising mandates for transparency, fiscal accountability, and compliance. To succeed, public sector organizations must modernize their workplaces and standardize key business processes to stay efficient.

Microsoft Dynamics AX offers a single unified solution that is purpose-built for the public sector. Easily modernize your workplace by adapting and automating key business processes to work like your organization works. Use familiar everyday tools such as Microsoft Office to share data, and connect your employees, partners, and constituents using accessible collaboration tools. Gain immediate insight with role-based data and tasks, and achieve the transparency you need to keep up with legislation and reduce costs.

With self-service business intelligence and reporting tools, you can maintain financial accountability, gain budgetary control, and meet growing compliance regulations.

“We want to expose a lot more information to a much broader audience, including elected officials and constituents. The familiar look of the product will immediately remove barriers that some people might experience when it comes to financial information.”

Mike Bailey, Director of Finance and Information Services, City of Redmond

Microsoft Dynamics AX for Public Sector Organizations

Enhance responsiveness to meet constituent needs and legislative mandates

Microsoft Dynamics AX is designed to help you increase accountability, transparency, and performance across your entire organization:

• Manage regulatory, budget, and grant compliance requirements to optimize taxpayer funds.
• Improve citizen services by tracking revenues, expenditures, and personnel against budget objectives.
• Achieve fiscal transparency with budget visibility and use role-based security for greater control.
• Adapt to changing legislative requirements with real-time insight and configurable work flows.

Role Centers for budgeting activities help people prioritize work and gain relevant information.

Country-specific Public Sector capabilities currently available in United States, United Kingdom, France and Canada.
FOR MORE INFORMATION

To find out more about Microsoft Dynamics AX, contact your Microsoft sales representative or Microsoft partner or visit www.microsoft.com/dynamics/ax.