



WORK FORWARD.

Top Reasons to Purchase a Business Solution from Microsoft

Whether you are outgrowing entry-level accounting software, rubber-banding an outdated legacy solution, or simply tired of paying annual maintenance fees to a vendor that provides little to no value for your money—now is the time to give your people and your business the tools to work forward. Microsoft Dynamics GP is an innovative, flexible solution that is fast to configure and deploy, easy to use, and provides forward-looking insights to help drive your business growth.

Here are the top reasons to purchase Microsoft Dynamics GP for your small or midsize business:

It's More Than Just ERP

Microsoft has a complete vision for business applications, and it goes beyond what a simple stand-alone ERP solution or accounting software can do. It starts with a unique combination of business intelligence, collaboration, and communication tools embedded across your core business processes. The result—empowered people who make decisions that help increase your margins, improve your cash flow, and ultimately drive your business growth.

Helps Your People Work Better, Faster, and Smarter

The RoleTailored experience of Microsoft Dynamics GP surfaces the information and tasks relevant to specific job functions. By putting the resources you need most right at your fingertips—and ensuring that the solution works seamlessly with the Microsoft productivity tools you already know how to use—training time is replaced with an intuitive experience that helps people work better, faster, and smarter right from the start.

"In our operation, the payback period for Microsoft Dynamics ERP with the RoleTailored interface was less than one year. The solution fits very closely to people's functions, which makes our work extremely efficient."

– Jan Hessellund, Billund Airport

Looks Forward, Not Backward

In today's competitive landscape you need more than a backward-looking system of record to compete. Microsoft Dynamics GP helps you become proactive and predictive, with embedded business intelligence tools that help you not only solve problems but also prevent them from occurring in the first place.

"As the CEO, I love Microsoft Dynamics solutions because they present a wealth of extremely useful information in simple ways and much earlier in the business cycle. We can look at our business in new ways, easily identifying opportunities for top-line growth and bottom-line savings."

– C. Jeffery Wright, Urban Ministries Inc.

Gets You Up and Running in Days, Not Weeks

RapidStart implementation tools help make the solution fast and simple to deploy. And because the solution is easy to learn and use, you can be up and running quickly with less disruption to your business.

“The ability to have an ERP solution based in the cloud was critical for us, as it allowed us to deploy the software very quickly. And we were confident knowing that it was a proven product from Microsoft.”

– Paul Mooty, Faribault Woolen Mill

Works the Way You Do

Microsoft Dynamics GP supports your core business needs with comprehensive built-in capabilities that are easy to customize. And you can be confident that our global ecosystem of partners—backed by the strength of Microsoft—have built a broad range of solutions that address specific industry needs.

Transforms the Way You Work and Connect

Transform the way your people do business with a solution that works the way they want to use it—over the web, through a SharePoint portal, or using a traditional desktop computer. With a business solution from Microsoft, both office and remote employees can perform business processes and connect through the tools and channels they’re used to—such as instant messaging, email, voice, and presence.

Drives and Supports Your Business Growth

Microsoft Dynamics GP supports and propels your business goals and overall growth. It easily accommodates new processes and additional lines of business, and it scales to meet higher demands, without sacrificing performance or incurring major increases to your original technology investment—or your payroll.

“Microsoft Dynamics ERP has played a critical role in our successful growth. With this solution, we can do business effectively with enterprises by offering resources and service levels that one would expect from a company much larger than ours. We quadrupled our business without adding people to the finance and IT departments.”

– Ron Wollner, Computer Data Source

Provides a Flexible Deployment Model

You can choose the deployment model that makes the most sense for your business, whether on-premises, in the cloud, or a combination of both. Plus, you’ll have the elasticity to adjust as your needs change.

Reduces Your Risk

Millions of users around the world already trust Microsoft to deliver innovative consumer and business solutions. In addition, our global partner network provides you with access to the local resources and expertise you need. And, when you purchase Microsoft Dynamics GP, you can be assured of support for the version you buy for up to 10 years after its release.

Propels Your Business Forward

With a business solution from Microsoft, your people will have the innovative, flexible tools they need to be proactive and productive—keeping you ahead of the competition. As a result, your business can move forward instead of standing still.