Find out how your business can benefit from...

Dynamic Solutions

LOOK AT ERP AND CRM SOLUTIONS TAILORED TO ALL INDUSTRIES AND ORGANIZATIONS OF DIFFERENT SIZE

ERP - Financial, Manufacturing & Supply Chain Management

CRM - Customer Relationship Management

} MAKE THEM WORK FOR YOUR INDUSTRY

Business Software for today and tomorrow.
Software to help your business evolve.

Microsoft Dynamics®

Microsoft®

The first thing you can cut from your budgets and schedules:
Guesswork

**IMPROVE YOUR OPERATIONS WITH MICROSOFT DYNAMICS®
IN CONSTRUCTION - SOLUTIONS THAT GIVE YOUR PEOPLE REAL-TIME
VISIBILITY INTO THEIR PROJECTS, AS WELL AS ACCESS TO ACCURATE COST
INFORMATION, ESTIMATES AND PRODUCTION SCHEDULES.**

We know the value of getting it right the first time. Rework and closing delays can
significantly cut into your profits and negatively impact your cash flow. To help
you avoid these pitfalls and deliver on your customer's expectations on time, we're
offering our expertise as well as business management solutions from Microsoft.

- Reduce errors between buyer order and installation.
- Approve and manage change orders efficiently.
- Integrate project management and contract administration for greater control
  and increased profitability.

Request your complimentary white paper: *"Key Performance Indicators Drive Best
Practices for General Contractors."* Send an e-mail to brenmo@microsoft.com
for your free copy today.*

Microsoft Dynamics®

Microsoft Dynamics Vertical Solutions for Middle East & Africa

Look at ERP and CRM solutions tailored to all industries and organizations of all types and sizes.

Businesses today face unprecedented challenges and opportunities. Taking rapid action in today's environment means making informed decisions and having the agility and confidence to embrace a world where the pace of change is continually accelerating. In this world, the Dynamic Business thrives, capitalizing on every opportunity to compete in a landscape where the growing risks require a new breed of business. Systems that move beyond transactions and reports to incorporate an understanding of the people in a business, their roles, their organization, and the work that they do are essential to enabling the Dynamic Business.

In working closely with our partners and customers across the Middle East & Africa, we have seen increasing demand for vertically-specific solutions within particular industries like distribution, public sector, retail, manufacturing, financial services and professional services.

Microsoft Dynamics delivers a compelling suite of technologies to help improve financial, customer relationship and supply chain management, and our partners built on the standard functionality in Microsoft Dynamics to deliver powerful industry solutions that meet your industry-specific needs. Delivered through a network of channel partners providing specialized services, these adaptable business solutions work like and with familiar Microsoft software to streamline processes across an entire business.

These enhancements align with our ERP and CRM solutions strategy and are a critical step towards helping our vertically-oriented customers increase their scale and productivity, and helping them to be more specialized so that they can take better advantage of growth opportunities.

This brochure is specifically designed to help you understand how Middle East & African organizations are using our applications and have worked with Microsoft and its partners to implement solutions tailored to their specific industry and businesses of different size, to help increase their productivity, improve collaboration and communication, and streamline management.

Businesses are choosing Microsoft Dynamics for its quick deployment, ability to easily adapt to meet unique business needs, and unparalleled value in the industry in which they operate. They need business management solutions that are fast, flexible and affordable, and that help them build stronger and deeper relationships with their customers. At Microsoft, we're proud to be able to deliver these types of solutions to thousands of businesses around Middle East & Africa.

Most of all, I hope you discover how Microsoft Dynamics ERP and CRM offers you the opportunity to use IT to save you money and at the same time, strengthen and grow your business. Microsoft is committed to fulfilling this vision and helping our customers drive forward with confidence.

Best regards,

Khaled Al-Dhaher
General Manager Microsoft Business Solutions,
Microsoft Middle East & Africa

> " The point of this publication is to show you where Microsoft business software fits into that equation – and how Microsoft Dynamics can not only save you money, but drive a productivity step-change. "

Defining Dynamics

Contents

Microsoft Dynamics - business software created so that Everyone Gets It.

A business intelligence solution for all

Business success has always relied on access to accurate and timely information to guide decision making processes. Then the digital revolution came along; increasing the volume and complexity of business information, demanding greater speed and agility to maintain competitive advantage.

For many businesses, conquering the information war has emerged as the difference between success and failure. At the core of this battle is the transition from paper or manual-based process to digital, automated process, adding a new dynamism and competitive edge.

Our experience tells us that overcoming this challenge is vital for companies doing business domestically or in multiple countries – those whose success depends on a clear line of sight when it comes to what is happening across the business.

In essence, this is what Microsoft Dynamics is all about: turning the complex into simple. The delivery of clear, transparent business information in a format that you and your people understand, to empower confident and timely decision making.

The Dynamics Extended Family

Microsoft Dynamics is the brand name used to collectively describe a suite of business software products that enable you to run a smarter, more efficient and ultimately more profitable business. Whether it's financial, supply chain or customer relationship management, there's a Microsoft Dynamics solution to meet almost any business need and help you drive business success. Microsoft Dynamics solutions enable you to automate and streamline your business processes, by using technology that brings your people and processes together you have the opportunity to increase productivity and effectiveness.

These key features empower you to respond rapidly to the changing demands of your business, providing you with more complete insight across your organization. In this way, Microsoft Dynamics solutions help you:

- **Maintain control of your finances** and manage them with a high level of efficiency. You can make complete, current financial information and reports available to anybody who needs it to perform business planning.

- **Simplify and automate routine and repetitious functions**, so your employees can focus on more critical tasks.

- **Manage financial and other reporting needs** more easily including areas such as regulatory compliance.

- **Maintain close contact with your customers and prospects,** manage sales and marketing initiatives and track their results. Identify emerging customer needs early and respond to them before the competitors do.

- **Connect your entire supply chain in a productive, fast-moving flow.**
  - Assess the business value of your vendor and business partner relationships to make sure they suit your objectives.
  - Offer sophisticated communicative, collaborative, and self-service capabilities to make it easy and compelling for other companies to do business with you.
  - Increase efficiencies in distribution to help improve customer satisfaction and reduce the cost of doing business.

Introducing the Dynamics Product Family

There is a Microsoft Dynamics product designed to meet your specific business needs.
- **Microsoft Dynamics® AX** is a comprehensive business management solution that provides midsize and larger organizations with industry specific functionality. Microsoft Dynamics AX is also built to make it easier to do business across multiple locations and countries.

- **Microsoft Dynamics® NAV** is a business management solution for midsize organizations that helps simplify and streamline highly specialized business processes.

- **Microsoft Dynamics® GP** is a complete and scalable business management solution for growing and midsize organizations and includes: intelligence, reporting, budgeting, and forecasting.

- **Microsoft Dynamics® SL** is a business management solution to help project-driven midsize organizations obtain reports and business analytics, while increasing efficiency, accuracy, and customer satisfaction.

> For many businesses, conquering the information war has emerged as the difference between success and failure.

- **Microsoft Dynamics® Retail Management System**
  Success in your retail business requires that you have retail store management tools that work for any situation and help you to respond quickly to changes in your business. Microsoft Dynamics provides better insight into your business, helping you to improve customer satisfaction, empower your employees to make better decisions, respond to changing business situations, and lower your IT costs. Microsoft Dynamics offers retailers a complete point-of-sale (POS) solution that can be adapted to meet unique retail requirements.

- **Microsoft Dynamics® CRM** is a customer relationship management (CRM) solution that provides the tools and capabilities needed to create and maintain a clear picture of business relationships, from first contact through purchase and post-sales, or service.

The success of your company is directly related to the success of the people who work for you. Microsoft Dynamics is a line of adaptable business management solutions that enable your people to make important business decisions with greater confidence. Microsoft Dynamics works like and with familiar Microsoft software – easing adoption and reducing the risks inherent with implementing a new solution.

Read on for more information about who these solutions are for, what they do, and how they could benefit a business like yours.

Connecting people and process to achieve the 'last mile' in business productivity

Bringing your business management and productivity software systems together with Microsoft Dynamics and Microsoft Office will help drive productivity gains in your business.

Enterprise Resource Planning (ERP), Financial Management Systems (FMS), Supply Chain Management (SCM), and Customer Relationship Management (CRM) are synonymous with business management systems across the world.

Broadly speaking, each of these systems promises great benefits. They are united by the same broad value proposition – by smartly defining and automating your most important business practices, you can work more efficiently, reduce overheads, increase agility, and improve business insight.

To a great extent, these promises have been realized for many MEA businesses and organizations. Like their counterparts the world over, MEA companies experienced the benefit of replacing outdated business technologies, automating paper-based systems and integrating once disparate applications and processes to eliminate duplication of effort and increase consistency as well as accuracy of business information.

These gains haven't been achieved without difficulty. Whether it's Financial Management, Supply Chain or Customer Relationship Management, many of these solutions have been more expensive to acquire than initially envisaged and taken longer to deploy than planned. They may also have proven difficult to define, create, maintain, and change. In short, they have caused challenges and business pain.

This has manifested itself in shortcomings that keep business systems from truly enabling organizations to achieve the desired efficiency and productivity gains they expected. While every business will have its own unique experience, common factors which have an impact include:

• **Low adoption rates.** Employees are reluctant to adopt new, complex systems. The more complex the system, the more resistance.

• **Incomplete adoption.**
Despite companies' best efforts to fully define and streamline processes, many employees use only the basic functions and do not take full advantage of the system.

• **Long training periods.**
Complex systems often require many weeks to learn, and may take more than a year to master. Due to the difficulty factor, those few employees who learn to use the system can end up spending so much time assisting colleagues that they end up losing the ability to move the business forward.

• **Low penetration.**
Initial goals of extending access to everyone in the organization often evaporate in the face of the daunting level of specialization required to operate and support these systems.

• **Lack of integration**
Employees frequently need to switch between IT platforms for different work tasks.

Research suggests that organizations license only 15 percent of their people to use their ERP systems, while 46 percent of these licensed seats go unused[1]. How can these categories of products help transform companies when only three in 20 employees actually use them? As a result, further complexity is added, the opportunity for benefit remains unrealized and the pain lingers, as companies rely on makeshift, non-integrated systems making information difficult to find and access, consequently lowering productivity levels.

> Research suggests that organizations license only 15 percent of their people to use their ERP systems, while 46 percent of these licensed seats go unused.

[1] AMR Research Market Analytix Report: Application Spending Series, The Enterprise Resource Planning Spending Report, 2005–2006, by Bob Locke, Jim Shepherd, and Wendy Davis

One of the primary barriers to high adoption of business management systems within an organization is the highly specialized processes these systems represent. Because of their nature, these systems require a high degree of commitment, training, and constant interaction in order for an individual to be proficient in using them, and as a result, only a small fraction of specialists are ever given the time to focus their job efforts on learning and using these systems.

An unfortunate side-effect of this barrier to usage is that the majority of people within an organization who rely on information captured by these systems, or who have a "non-central" relationship to the processes, are forced to gather data or provide input using communication routes that exist outside these systems. As a result, a vast amount of business intelligence stays locked away from the people who need it to perform their daily duties, and processes that could be streamlined are instead chopped up, spread across working groups, and require heavy IT investment to integrate the results.

Individuals throughout an organization need to have a user experience that truly represents the way they work. Consider the information requirements of the

following roles; a finance director who needs deep access to financial information, a payroll specialist who needs to process complex payroll routines, a marketing manager who primarily relies on collaborating with others, and a salesperson who needs to access customer and product availability information, as well as record sales.

IT-based business processes don't exist in isolation or solely in a single office. They are embedded in your business and deeply connected. Most importantly they are dependent on people using them – if your people and your processes are not connected, your business won't be either.

For instance, a sales order clerk spends time creating documents, searching the web, corresponding with customers by e-mail, collaborating with co-workers using instant messaging tools and attending virtual meetings with team members who may be on the road. That same individual spends time using a transactional business system to enter and view orders, print reports, and so on.

Today employees should be empowered to move seamlessly between their business process software and personal productivity software. Microsoft Dynamics integrates fluidly with Microsoft Office, helping

overcome these challenges and bridging the gap between business applications and personal productivity software and enabling your company to realize its full productivity potential.

Realigning systems to reflect the way your people really work

To gain a better perspective of the specific benefits delivered by the integration of Microsoft Dynamics with the Microsoft Office products you use every day, here's a series of hypothetical scenarios detailing how Microsoft Dynamics and Microsoft Office could be used to provide a unified, streamlined approach to improving business practices.

Each role within your organization has its own special information needs and business processes it interacts with. To give a few examples of how different these needs are, let's take a look at three roles: the Chief Financial Officer, the Operations Manager, and the Sales and Marketing Manager.
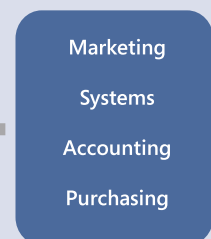
Sara is a CFO for a midsized MEA manufacturer. As CFO Sara develops the financial plan and goals for the organization and constantly monitors performance against them. Others rely on her to assess the financial viability of opportunities. Real-time executive dashboards give Sara visibility into every department, providing the company data she needs to make better business decisions.

Instead of burning valuable time in meetings or wasting time creating and running endless reports, Sara uses her executive dashboard to monitor the company's key performance indicators (KPIs). She can quickly see her company's real-time financial position, cash position, expenses by period, gross profit and gross profit margin. This helps Sara quickly spot trends as well as current or potential problem areas, and helps her make better decisions and better investments which will help grow her organization intelligently.

Sara's executive dashboard is set up the way she wants to run her company. In addition to news feeds from external services, Sara can see the financial comparisons she needs, and can drill down directly from her dashboard with

confidence. Sara prefers to see data in a graphical format. On the financials page, she can use the charts to view overall customer balances, general ledger cash account balances, and payables and receivables key performance indicators.

It's also important for Sara to understand how the organization is performing against budget. She can easily select any account within the account list, which automatically updates the related web parts and charts based on the account balance and budgeted amounts.

Access to financial reports
In addition to the snapshot KPIs, Sara also has the ability to review the detailed financial statements published by her team to the Intranet. These are accessible by all executives and board members through their role-based SharePoint pages. Everyone has access to the specific information they need to make informed, intelligent decisions.

Collecting the details
Sara's company is working to bring expenses in line with revenue forecast, and one area that has been targeted is the new plant expansion. Sara wants to review all the relevant details, so she searches

from within the portal to review the recent e-mails, best practices and process documents relating to this decision. Because she has the ability to analyze the issue from several angles all within the portal, Sara has the details she needs for her upcoming meeting with the CEO.

Managing the budgeting process
As CFO, a major aspect of Sara's job is the annual budgeting process. Microsoft Dynamics makes it easy to build a baseline budget by copying the current–year data into the new budget template and export it to Office Excel. After verifying users and permissions, Sara can attach the Excel-based budget to an e-mail and send it to each budget manager, along with instructions for completion. When each budget manager has completed their portion of the budget, they can send it back to Sara who will work with her budgeting staff and senior management to ensure all budgeting decisions are made in alignment with corporate objectives. Once complete, the approved budget can be imported from Office Excel into a Microsoft Dynamics solution, to serve as the foundation for the following year's financial measurements.

> Sara has the ability to analyze the issue from several angles all within the portal.
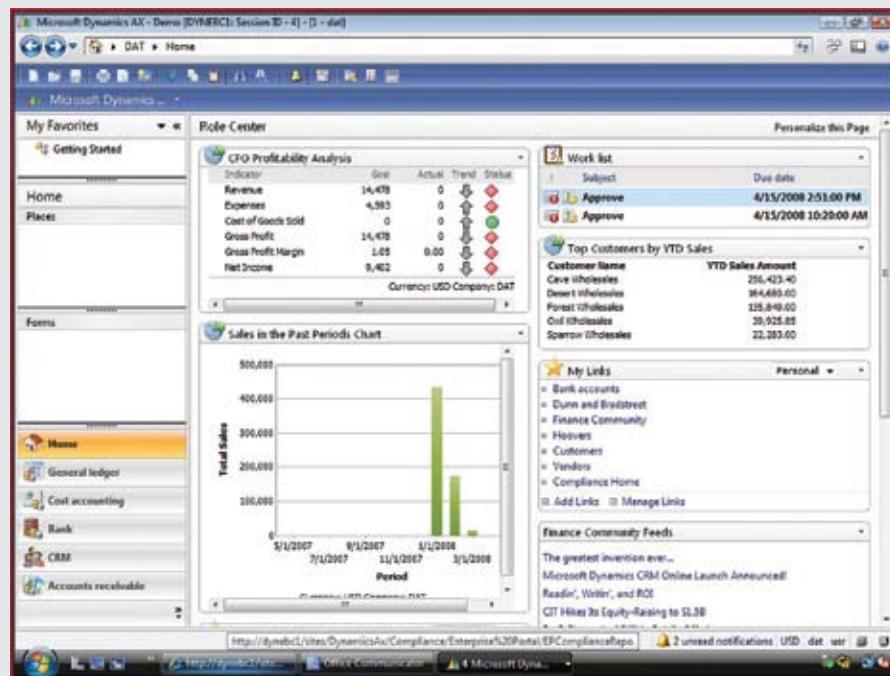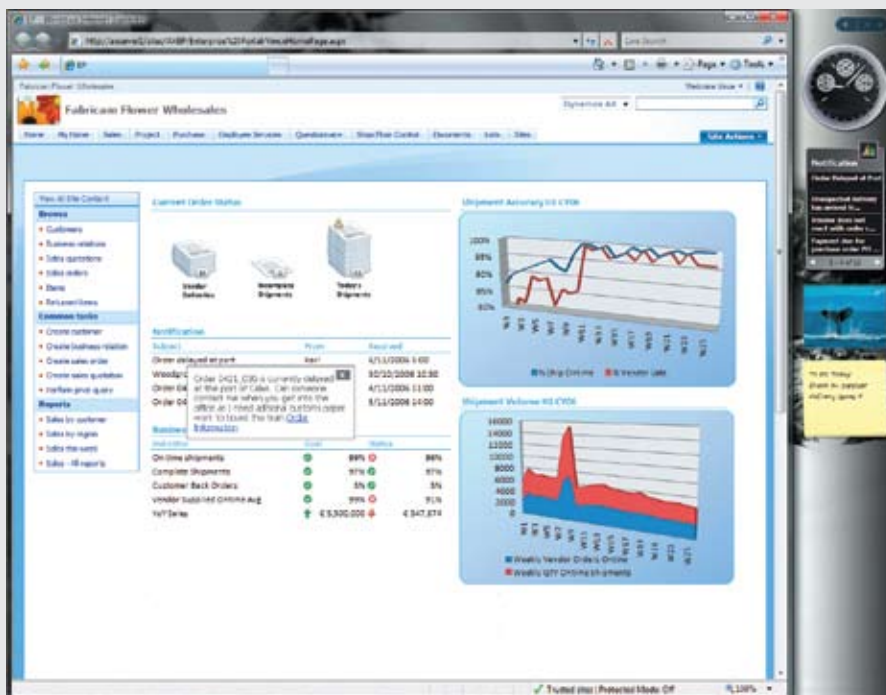
> Vince populates the required form using Microsoft Word and data from within his ERP system, eliminating the need to shuffle through paper forms or manually enter the required company and shipment information.

Vince is an operations manager for a cut flower wholesaler exporting flowers to Asia, Europe and other parts of the world. They have built up a reputation of delivering quality cut flowers to their retailers in record times - often the lead time between growers and retailers is two days so that the flowers are as fresh as possible when they arrive at the end customer.

Like many professionals in midsized businesses, Vince is often involved in the day-to-day running of the business, dealing with issues and resolving problems. For instance, the company is in the process of exporting flowers to a customer in Japan. This is a new customer and a very important one because if this trial shipment goes well then they expect to get a great deal of regular repeat business from this customer year round. But today there is a problem. Vince has received notification that the latest shipment is currently sitting at Auckland International Airport but can't be loaded onto the plane to Japan without the required Customs export documentation - paper work that should have been sent directly to Customs before the delivery truck arrived. This is a time critical issue because if Vince can't get the relevant

documentation to the Customs officials in time for the shipment to be loaded, he risks losing the new customer and potentially the inventory of fresh cut flowers. Let's see how a solution that bridges business process software and personal productivity software can help resolve the situation.

Notification and access to information
Vince is coming in to work on early Monday morning and sees an e-mail notification on his desktop. Upon viewing, he can see that an order is delayed at the airport, and he can see information such as the order number and where it is actually delayed. This takes him to his portal, which is generally Vince's "home page" when he is in the office. He has full visibility of the critical business areas he has chosen to track, such as vendor delivery (where he can see via scorecards which vendors are not supplying) he might see that, based on order volume, the reliability of vendors is actually declining.

Because of the time sensitive nature of the floral delivery, Vince's company has implemented a sophisticated tracking system that uses a tablet PC connected via satellite connection to the Internet

which provides real time ability to manage deliveries. Using Microsoft Office Communicator, Vince communicates with the stalled delivery driver to determine the current situation. The driver responds that he is missing the proper Customs paperwork and asks whether Vince can fax the required form to the officials at the airport. Vince believes they've used a form like this before, so from his portal, he uses the search capability to identify documents within Microsoft Dynamics (his company ERP system) and documents that are stored in his portal that are related to this topic. Seeing that his company has filled out this paperwork previously, Vince populates the required form using Microsoft Word and data from within his ERP system, eliminating the need to shuffle through paper forms or manually enter the required company and shipment information. Using the Internet fax capabilities of his system, he sends the proper documentation to the Customs office and has assurance that the issue has been resolved.
Later on, Vince receives an alert, generated from Microsoft Dynamics, that the shipment has been delivered and the order has been processed.

As Sales and Marketing Manager, Julia needs to be able to put her hands on any aspect of the sales and marketing operations in her company. In addition to pipeline and sales analysis, she needs to be able to troubleshoot on deals, drive new leads, direct marketing campaigns, and see the results of the company's sales and marketing efforts.

Seeing the big picture
At the beginning of each day, Julia can easily see the key measurements she has set up to track daily and weekly sales, as well as sales by product line, using the Windows Vista Gadgets she has set up on her desktop.

Analyzing opportunities
Because Microsoft Dynamics CRM works with Microsoft® Outlook® 2007, Julia can access all the sales operations and information she needs directly from Outlook. Nearing the end of the month, Julia needs to keep a sharp eye on closable leads. She opens Outlook, and accesses her Microsoft Dynamics CRM Opportunities page. By building an advanced find to see everything closing this month, including expected close percentages for each deal in the pipeline, Julia is able to see the opportunities sorted by the expected close date. She can quickly identify which opportunities have a high probability for closing this month, as well as those that may need additional attention.

Troubleshooting opportunities
Julia opens up an opportunity at risk, views the history, and sees that there has been no activity in the past two weeks. Using Outlook, she quickly schedules a follow-up call between the prospective customer and their account manager, Michael, and makes it due today.

Michael receives the notification on his Windows Mobile device and calls the prospective customer, schedules a meeting for the next day, and completes the task. Michael changes the close rate for the opportunity to an improved 70% score on the forecast.

Preparing forecasts
Julia now goes back to the opportunity list, exports it to Office Excel, and builds a fast, easy PivotTable with data visualization. Satisfied with the updated forecast, Julia uploads the document to the SharePoint site and shares it with her team.

Marketing effectiveness – from lead to close
Julia has just returned from a tradeshow and needs to record the leads and opportunities she captured. She opens Outlook and imports her lead list from the tradeshow, and while doing so imports it into a new Microsoft Dynamics CRM marketing list. To follow up with her new contacts, Julia creates a new e-mail campaign using her marketing list from the tradeshow.

Building a campaign
Julia adds a task to Nicole's task list to schedule a meeting, using Microsoft® Office Live Meeting, with the team to create a targeted, personalized e-mail letter for each of the contacts on the lead list. Nicole, the marketing assistant, sees the new task created by Julia and schedules a live meeting with members of the marketing and creative team. Nicole builds the e-mail campaign letter, and launches the e-mail campaign via Microsoft Dynamics CRM.

Qualifying leads
When customers call in, the in-bound telesales department uses Microsoft Dynamics CRM to capture, track and manage customer requests, buying preferences, and purchase history to qualify the lead. The telesales team qualifies the leads in Microsoft Dynamics CRM and sends actionable leads to the appropriate account manager.

Using an InfoPath form, the telesales people record detailed customer information. The results are then published in Microsoft Dynamics CRM.

Closing the deal
David, an account manager, accesses Microsoft Dynamics CRM on his Windows Mobile device, and receives a task on his activity list indicating he needs to follow up with a highly qualified lead. He contacts the customer and closes the deal. David creates an order in Microsoft Dynamics CRM, which automatically replicates the order in the company's Microsoft Dynamics ERP system. With a streamlined and automated process like this, the company saves time by avoiding duplicate entry and minimizing risks for data entry errors. The order is approved and processed the same day.

Follow-through
The business process creates a phone call activity in Microsoft Dynamics CRM for Lisa, the customer service representative asking her to follow-up with the customer in three days to ensure satisfaction of the order and delivery service. Lisa calls the customer at the appointed time. She records the notes from her conversation to ensure all information is centrally available.

Campaign results reporting
Julia reviews her campaign report from Microsoft Dynamics CRM at the end of the month and builds a Microsoft® Office PowerPoint® 2007 presentation justifying tradeshow investments of money and resources by showing how much revenue resulted from the event.
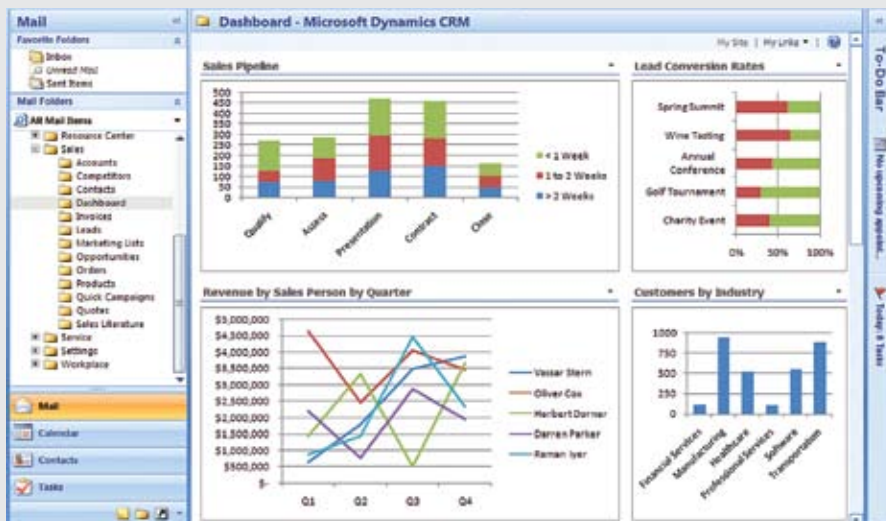
Solutions for driving business process productivity

Microsoft Dynamics is a line of integrated, adaptable business management solutions for automating and streamlining financial, customer relationship and supply chain processes.

Designed to give users a consistent, familiar look and feel similar to Microsoft Office, your people can get up and running quickly and focus on critical business issues. Microsoft Dynamics brings together people, processes and technologies, helping to increase the productivity and effectiveness of your business, and helping you drive business success.

Bringing your business management and productivity software systems together with Microsoft Dynamics and Microsoft Office can help you achieve the following benefits:

• **Increase adoption:** Microsoft Dynamics is designed to give users a consistent, familiar look and feel similar to Microsoft Office. Microsoft Dynamics CRM, for example, works within Microsoft Office Outlook, enabling salespeople to use

one system to track opportunities, appointments, communications and tasks, without having to learn a separate set of processes.

• **Extend access:** Microsoft Dynamics works with Microsoft Office Excel 2007, Microsoft Office Word 2007, Microsoft Office Outlook 2007 and Microsoft Office SharePoint Server 2007 making it easy to share the right business information with each person in your organization who needs it, helping everyone make better-informed decisions more quickly.

• **Collaborate:** All individuals and teams connected to a specific business process can easily share and receive vital business information centrally, improving the sharing of business intelligence throughout your organization.

• **Adapt:** Microsoft Dynamics solutions support your current business practices, and surround those processes with highly adaptable Microsoft Office solutions to capture and standardize improved business practices.

As you evaluate your business management solution options, think about the tools your people need to do their jobs more effectively. It may seem that some software applications have been developed for an ideal world, where tasks are neatly separated and people are always at their desks and connected to the network. In the real world, systems need to work together, and people need to access the latest data through different applications or devices, even when they are away from their offices or working from different locations across the globe.

Microsoft Dynamics and the Microsoft Office system work together more intuitively and more completely than ever before to help workers reach the information and people they need to be productive and deliver excellent customer service. The integration of Financial Management, Manufacturing, Supply Chain and Customer Relationship Management systems across your organization combined with the capabilities of Microsoft Personal Productivity software including collaboration, messaging, mobile, and server products can give your people the tools they need to succeed in the real world.

....

Microsoft

Customer Centricity for Banking (CRM)
Knowledge – Retention – Efficiency – Growth

DEVELOP MORE PROFITABLE CUSTOMER RELATIONSHIPS AND IMPROVE EFFICIENCY WITH MICROSOFT DYNAMICS® CRM IN FINANCIAL SERVICES

Microsoft Dynamics® CRM provides an easily customizable, scalable platform and widely adopted, easy-to-use tools that can integrate with current systems, helping banks increase productivity, grow revenue, attract and retain profitable customers, and deliver superior service with a consolidated view of customer data and history across lines of business; standardized procedures automated by business process workflow tools; and in-depth, real-time analytics that drive targeted cross-sell and up-sell campaigns.

Request your complimentary white paper: *"Collaborative Customer Knowledge in Banking: A Guide to Strive and Thrive during Economic Turbulence and Beyond"* written by industry experts TowerGroup. Send an e-mail to brenmo@microsoft.com for your free copy today.*

Microsoft Dynamics®

Why Microsoft Dynamics for **Financial Services?**

Banks, insurance companies, and securities firms must drive down the costs of their internal processes and provide better customer service to grow their businesses in the face of strong competition. These challenges are causing financial services firms to change the way they manage operations and client relationships. With the right customer relationship management (CRM) solution, financial services firms will more effectively support their clients with more value-added services while streamlining business processes and lowering costs.

Microsoft Dynamics CRM provides holistic client information by pulling it from disparate data sources and then delivering it to users through intuitive prospecting and customer relationship management tools that are natural extensions of Microsoft Office system applications. By giving your representatives access to the right information at the right time, Microsoft Dynamics CRM provides greater client insight, improves customer service, and helps your firm attract and retain profitable clients.

Determined to offer their customers a more flexible, personalized service, **Pakistan's KASB Bank** deployed Microsoft Dynamics® CRM 4.0.

"

Using Microsoft Dynamics® CRM, employees can identify the bank's most profitable customers and implement effective retention strategies such as building a better understanding of their portfolios.

"

Sufian Saeed
Project Manager, Remote Banking Division
KASB Bank, Pakistan

Delivered by Maison Consulting & Solutions

"

We needed a solution for **Barclays Bank** that was not only very easy to learn and use, but could integrate easily with our systems so that we could consolidate everything onto one screen. And given our small IT staff, we didn't have an army of resources to support the in-house or Oracle alternatives. By contrast, Microsoft Dynamics® CRM met these criteria.

"

Umair Chaudhary
Chief Operating Officer
Barclays Bank LP, UAE and Gulf

PROVIDE A COMPREHENSIVE VIEW OF THE CLIENT
• Gain real-time visibility into customer data from multiple databases.
• Track all customer-facing interactions across multiple communication channels.
• Monitor and analyze customer needs to maximize cross-sell/up-sell opportunities and quickly adapt for changing customer needs.

REDUCE THE ADMINISTRATIVE BURDEN ON FINANCIAL ADVISORS
• Enable financial advisors to work more efficiently across information sources and distribution channels.
• Integrate sales, marketing, and customer service.
• Easily incorporate changes for regulations and compliance.

IMPROVE BANKING CUSTOMER SERVICE
• Renew channels, such as ATMs, call centers, teller systems, or in-branch advisor systems, with reusable business components.
• Improve consistency of customer service across channels.

LINK DISCONNECTED INSURANCE PROCESSES AND SYSTEMS
• Integrate applications and workflow processes that span distribution networks, service providers, policy administrators, claims processing, and re-insurance.
• Create a seamless link with the customer.

What do our customers say in the Middle East & Africa?

We advanced our ranking in customer service from 5th among foreign banks in the UAE to 2nd according to a third-party survey. Our users were already switching between five screens among our core banking systems.

Noman Rasheed
Deputy Head of Technology
Barclays Bank LP, UAE

Dubai Bank was a commercial bank and then became an Islamic bank. That was the context in which we decided to put the CRM in and we evaluated solutions around that time. It made sense for us to go with Microsoft Dynamics® CRM because there were synergies with other online technologies that we had put in. What CRM does now – talking operational CRM – is around sales, service and marketing. We put together the integrated application across all touch points. Which means we had to enhance the customer repository, put a mechanism in where the customer information was centralized rather than all these operational systems, so we don't have addresses which are replicated across the system – they are centralized.

Faizal Eledath
CIO
Dubai Bank
(source – Arabian Computer News – Oct 2009)

When it came to selecting the right CRM technology for the business, **Garanti Pension and Life Turkey** evaluated solutions from different providers, but finally opted for Microsoft Dynamics® CRM 4.0.

We wanted a more flexible tool to deliver an outstanding service to customers with shorter time-to-market and lower total cost of ownership. In addition, much of our business is delivered by our sales teams who need to get up to speed very quickly with any new solution. Finally, we want our technology to adapt quickly to the needs of our business. Microsoft Dynamics CRM fulfilled all of our criteria, as well as representing excellent value for money.

Gökhan Özüm
Product Development and Strategic Planning, Senior Vice President
Garanti Pension and Life

Sales employees at **Lebanese insurance company AROPE** were struggling to cope with an expanding customer base, which had recently hit 40,000 people. It needed a management solution that connected customers to its insurance policies. Arope implemented Microsoft Dynamics® CRM to integrate with the company's core policy management system. Now the sales team is better equipped to check customer activity, view policy information, and produce detailed reports from single data entry. Overall, the project coordinator predicts that the sales team's productivity has increased by 15%.

Because our insurance contracts run on an annual basis, people can switch easily between companies. It was important employees contacted clients well before policies finished to increase client retention.

Tamara Nassereddine
Customer Relationship Management Project Coordinator
Arope

Leadway Assurance Company in Nigeria wanted to improve cross selling and create an automated system to replace paper-based processes. It deployed Microsoft Dynamics® CRM 4.0 software for its sales, marketing, and client services teams. With customer information centralized, staff can now easily track policy life cycles and anniversaries at the click of a mouse, and the application has integrated well with existing IT assets.

With everyone having access to customers' histories, we are in a position to build trusted relationships with our clients… We are better able to keep our service promises.

Ayuba Oladele
CRM Project Coordinator
Leadway Assurance Company

Sasfin Bank, a South African bank providing financial services for entrepreneurs. It wanted to create a single view of the customer that would help provide information required for risk analysis, compliance with Basel II regulation, and for making insightful business decisions. To do this, Sasfin took on a top challenge in the banking industry: connecting disparate systems across the bank. To better manage customer information and proactively comply with regulation, Sasfin implemented an enterprise customer management content and business intelligence solution. Sasfin anticipates an 80% increase in the amount of customer data available for required fields for compliance reports.

We have to redesign the way we look at customer information, and needed a mechanism to consolidate information and create an overall view of the client to build reports.

Lizande Vermeulen
Manager of Basel II Implementation
Sasfin Bank

South African based ASCOR Holdings, a leading provider of holistic financial services to both commercial and private customers have experienced significant growth over the last 2 year period. With key competence in areas of Auditing and Accounting, Financial Advisory, Insurance brokerage and wealth management the ASCOR group of companies leads the way with their unique offerings, reputation and dynamic approach to a traditional market.

Microsoft Dynamics® CRM gives us the single view of our customer that is critical to our business. The more accurate our client detail is the more accurate the financial advice can be. Wouldn't you expect that from your financial advisor?

Wouter Fourie
Managing Director
Ascor Holding

Why Microsoft Dynamics for **Construction?**

Successful construction contractors have a reputation for delivering projects on time and on budget. Contractors who invest in the right financial and operational software execute projects more efficiently, deliver higher quality results to their customers, and at the same time increase their business profitability.

Microsoft Dynamics provides integrated, flexible systems that allow contractors to manage complex business processes without the burden of a large, expensive information technology (IT) infrastructure. These solutions assist you in reducing costs, while improving interactions with customers and suppliers, and in making faster, smarter decisions.

MANAGE PROJECTS MORE EFFECTIVELY
- Improve project management and decision-making through immediate access to financial and accounting information across the entire organization.
- Automate office operations, such as time and billing, to spend more time on value-added activities.
- Develop and enhance key business processes to increase productivity and profitability.

STREAMLINE INTERNAL COMMUNICATIONS
- Improve communication between on-site personnel and the corporate office.
- Provide all stakeholders with common, up-to-date information.
- Increase collaboration with Web portals and shared project document libraries.
- Configure role-based views of relevant data so that employees can easily access critical information.

IMPROVE CUSTOMER RELATIONS
- Manage and track all customer-facing activities through multiple channels from project inception to completion.
- Access a unified view of customer information using a familiar desktop interface.

What do our customers say in the Middle East & Africa?

When **construction company Concor Technicrete in South Africa** needed to manage increasing local demand, it looked to a customized Microsoft CRM, delivered on a mobile platform. IS Partners customized the Opportunity Entity for Concor Technicrete's sales people to capture quote information, thus enabling them to generate quotes directly off pocket PCs.
Delivered by IS Partners

Established in 2005, **Burooj Properties** deployed a solution based on Microsoft Dynamics® GP. Now, employees can access centrally-held data from their desktops. As part of their Business Ready Enhancement Plan, Mustafa and his team can use the CustomerSource Web site, which contains comprehensive resources such as online learning tools and a knowledge base for Microsoft Dynamics users.

❞

My team can resolve more than 80 per cent of our solution-related queries using CustomerSource.

❝

Hatem Mohsen Ismail Mustafa
IT Manager
Burooj Properties, UAE

Delivered by eSolutions

Acico is a leading construction, building and concrete manufacturing company with operations in the Gulf & GCC region. After implementing Microsoft Dynamics® AX, the different companies of ACICO now have one integrated system. This has given them greater flexibility and adaptability, has cut IT costs and vastly improved inter-company collaboration enabling them to act as one unified entity.

❞

We were suffering from disconnected operations as we did not have an integrated solution. We wanted a system that could handle a fast-growing workload cost-effectively and streamline our business processes.

❝

Hussam Abu Loghod
Group CFO
ACICO

Delivered by INC Technologies

Why Microsoft Dynamics for **Education?**

The success of your educational organization is directly related to the success of its people. Faced with budget and resource constraints, you want to optimize students' learning experiences, enable teachers to do their best to meet student needs, and at the same time, meet the high expectations of parents, local education authorities, and government agencies.

Microsoft Dynamics offers integrated, adaptable management solutions that allow your people to manage finances, student and alumni relationships, and more. These solutions automate your processes, and make it easier to stay in control with immediate access to all key information. Microsoft Dynamics applications work like—and with—familiar Microsoft software, easing adoption and reducing the risks inherent with implementing a new solution.

INCREASE EFFICIENCY AND EFFECTIVENESS
- Gain real-time access into critical organizational data.
- Minimize the cost and complexity of administering salaries, benefits, recruiting, and staff performance with integrated and automated tools.
- Simplify compliance and reporting.
- Recruit and train skilled and certified staff.

BUILD THE SCHOOL COMMUNITY
- Obtain better control and visibility of student and donor records to help deepen those relationships.
- Reduce wasteful spending by effectively tracking expenditures and spending requests.
- Implement targeted marketing campaigns to prospective students, teachers, parents, alumni, community leaders, donors, and others.

What do our customers say in the Middle East & Africa?

Sabis, a global education management organization in Lebanon, wanted its schools to share an integrated solution that could improve accounting processes. It deployed Microsoft Dynamics® NAV across its school network. SABIS now has a standardized IT accounting environment that is easy-to-use, improves administrative efficiency, and reduces the amount of support and training required by technicians.

❞

Microsoft Dynamics NAV has transformed the way we manage our finances. Administrators are more efficient—improving service to students—and technicians easily deploy and support the solution.

❞

Serge Bakhos
Group Vice President-Information Technology and Books Publishing
Sabis

Delivered by Megatek

Fakieh School a prestigious, rapidly growing school in Saudi Arabia wanted to improve communication and collaboration among its stakeholders and wanted to develop the country's first complete online learning community. Students, staff, and parents have personalized online portals that offer a single point of access to key information. Paperless administration has also improved efficiency. Teachers can create lesson plans, manage classes, and create electronic assessments using Microsoft Class Server. Microsoft Dynamics® CRM helps administrators manage core information and relationships across the entire school. Finally, staff managing budgets and accounts use Microsoft Dynamics GP for financial planning and administration. The new solution has given Fakieh School a state-of-the-art online education portal that supports its vision of a connected learning community. People can access resources and communicate effectively, wherever they are. Staff has better and more timely access to information and can offer higher-quality services, while students can continue learning at home. What's more, parents can enjoy greater interaction with the school with just an Internet connection.

Delivered by Netways

Why Microsoft Dynamics for **Wholesale & Distribution?**

New distribution channels continue to grow, while existing channels are expanding with new approaches, such as global sourcing, cross-sell capabilities, third-party logistics, and radio frequency identification (RFID). Distributors are also faced with greater competition and higher customer service expectations. Distribution companies have to implement more advanced management solutions to cope with these changes.

Microsoft Dynamics provides powerful, adaptable solutions that give distributors the tools they need to manage every aspect of their business, from order entry and procurement to sophisticated inventory and shipment management. These integrated solutions can be deployed quickly and inexpensively, without complicated customization or drawn-out implementation projects.

Tamer Industries is a wholesale distributor of cosmetics and fragrances across the Middle East, located in Lebanon.

"

Users are self-sufficient now in their reporting; that's huge for me. I have more time to focus on network stability issues and other daily needs. Mostly, I have time to roll out new capabilities such as the Manufacturing Series modules for Microsoft Dynamics GP. We're also working to synchronize Microsoft Dynamics® GP to handheld devices used by our sales force. This will let them record orders into their handheld devices and eliminate paper from the ordering process. Last but not least, the new software foundation has dramatically reduced system downtime and, as a result, an increased peace of mind. Our downtime has been reduced by 100 percent—I just don't worry about it anymore. I rest easier knowing that our data is well protected and our core business system is running reliably.

"

Shady Youssef
IT Manager
Tamer Industries

STREAMLINE BUSINESS OPERATIONS
- Automate critical business processes, from order capture to inventory replenishment, and help reduce wasteful activities.
- Deliver real-time business intelligence and alerts on the status of the business to management and customers. Enable customer self-service through Web portals.

IMPROVE SUPPLY CHAIN AND INVENTORY MANAGEMENT
- Provide easy, real-time visibility into inventory, sales, purchasing, and financial information across multiple locations.
- Accurately track shipping and delivery of parts by integrating Automatic Data Collection (ADC) functionality with enterprise resource planning (ERP).
- Maintain accurate real-time inventory data and optimize layout, picking methods, and movement.
- Create accurate demand forecasts.

ENHANCE CUSTOMER RELATIONSHIPS
- Help ensure accurate and on-time delivery with powerful customer/supplier integration, planning tools, and company-wide inventory visibility.
- Respond rapidly to unique customer demands, such as specific packaging and shipping requirements.
- Manage customer interactions across multiple communication channels.

What do our customers say in the Middle East & Africa?

Billabong South Africa is the local manufacturer and distributor of the global Billabong brand of apparel and action sports accessories.

❝

Microsoft Dynamics® GP has assisted us in taking our business to the next level. It's a powerful system with so much on offer.

❞

Ernest Bendeman
General Manager
Billabong

❝

What initially attracted us to Microsoft Dynamics GP was that it offered impressive functionality, with excellent scalability and was affordable to us as a smaller business. We looked at a number of competing products and we found this to be the best fit for us.

❞

Colin Temlett
Financial Manager
Billabong

Delivered by Datasmith

Arzum, a leading Turkish electrical household appliances distributor in Turkey, wanted to modernize its business management software to improve profits and remain competitive. Its previous open source system lacked support and no new version was available. Having rejected alternatives from SAP and Oracle, chose to implement Microsoft Microsoft Dynamics® AX business management software, which gives the company better controls over critical sales data, accurate reporting, and improved business processes—invoices are produced 50% faster than before.

❝

On the sales side in particular, we were dependent on manual controls in areas such as credit limits. We needed a system that could help manage sales campaigns and automate pricing structures for special promotions or discounts. We also saw the need to build in customer relationship management (CRM) features to any new technology and improve dispatch of invoices and delivery and shipping of our products.

❞

Ismail Özcan
IT Manager
Arzum

❝

To remain competitive, we needed better controls over management information, accurate data, and the flexibility to respond quickly to rapidly changing markets. Until recently, we held a great deal of our reporting and analysis information in disparate spreadsheets that were difficult to search for up-to-date data.

❞

Yusuf Candemir
Finance Director
Arzum

Delivered by ETG

South African retailer **Massmart is the third largest distributor of consumer goods in Africa.** Their food wholesale division, Masscash, found Microsoft Dynamics® GP to be just the robust ERP solution they needed to handle their rapidly expanding operations. Although a value-for-money alternative, the product never compromised on customization or scalability.

Microsoft Dynamics GP was a great fit for us. I was impressed with its big system methodology, and it was as robust as you could find. It integrated completely with our back end without disturbing our trading.

We definitely enjoy having a common look and feel across the company. The benefit of a Microsoft based user interface is an added bonus for us as the transfer of skills from one division to another as they become more fully integrated is another smooth process. We are proud to be committed to a product with a big future. We are confident that Microsoft Dynamics will keep driving and keep delivering and we can only benefit from the R&D that they put into a product like Microsoft Dynamics GP.

❞

Mike Marshall
Business Systems & Process Director
Masscash

Delivered by Parity Software

Premier Foods is a leading distributor in South Africa of bread and a range of other products. The company turns to Microsoft Dynamics® GP, which provides core business management functionality and a solid transactional engine, for end-to-end supply-chain management and to drive its greater service-oriented architecture strategy. Driving adoption, Premier Foods takes advantage of integration with Microsoft® Office SharePoint® Server 2007 to provide more than 1,400 employees with key business data from Microsoft Dynamics GP through the Web.

❝

With Microsoft Dynamics GP, we are able to reduce the unknowns in the supply chain—between ourselves and the customer—and achieve a much more constant manufacturing and supply cycle.

❞

Renier van der Merwe
Manager of Business Systems
Premier Foods

Delivered by Sandbox Projects

Why Microsoft Dynamics for **Retail?**

Retail is detail and complexity. Retailers have to reduce inventory investment while improving in-stock positions, increase customer service while reducing labor costs, and decrease operation costs while expanding to multiple channels. Add to these demands the need to consolidate acquisitions, fight off encroaching competition, and do it all in a challenging economic cycle, and it is clear that retail requires advanced business solutions.

Microsoft Dynamics retail solutions are designed to handle the complex business of retail from point-of-sale to back office and through to the warehouse and the corporate office. These affordable, integrated solutions can be deployed quickly, without complicated customization or drawn-out implementations.

- **OPTIMIZE INVENTORY MANAGEMENT AND MERCHANDISING DECISIONS**
- **IMPROVE CUSTOMER SERVICE**
- **SUPPORT MULTICHANNEL OPERATIONS**

CFI Retail, a leader in the farming retail sector in Zimbabwe, needed to replace its disparate legacy head office mainframe accounting system with an integrated one that could link all branches and offer high levels of reliability, scalability, and flexibility, as well as having advanced reporting capabilities.

Not only has CFI Retail found the new system accurate and easy-to-use, it has also shown itself to be exceptionally reliable.

❝

We have experienced zero downtime since 'going live' with Microsoft Dynamics® NAV. The system is unbelievably reliable—to the extent that our auditors seldom have any queries. It simply runs on its own.

Our creditors and debtors are very satisfied with the new-found speed and accuracy of our statement production.

❝

Isidore Munyeza
I.T. Manager
CFI Retail

Greatly improved customer satisfaction has been another benefit of the implementation, and CFI Retail believes it is gaining a competitive advantage as a result.

Delivered by Pinsoft Management Consultants

Aswaaq is a retail chain based in the United Arab Emirates (UAE). It owns community centers that host state-of-the-art supermarkets, complemented by a range of shops and services. From the start, the company put Microsoft® technologies at the core of its operations, and built an IT infrastructure based on Microsoft Dynamics® NAV. Employees use the system to manage all their needs—from point of sale to back-office management—which improves productivity and reduces costs.

❝❞

Microsoft Dynamics NAV offers a comprehensive, cost-effective, and standardized solution that fulfils all our needs. With it, we've enhanced the shopping experience for customers and employees alike.

❝❞

Jassim Sajwani
Director of IT and Administration
Aswaaq

Delivered by Dynamic Vertical Solutions – DVS

Colin's Jeans, a fashion retailer in Turkey chose Microsoft Dynamics® AX to integrate the sales, inventory, and financial processes across the enterprise.

❝❞

Microsoft Dynamics AX is more flexible than SAP and Oracle. It integrates with our point-of-sale [POS] system, inventory bar code system, Windows Mobile® 5.0 software–based logistics solution in the warehouses, and the Microsoft Office programs. With Microsoft Dynamics AX, Colin's Jeans has better control over its data so we can grow our global business and keep our customers at the heart of our operations. The integration between sales and inventory management means Colin's Jeans stores and franchisors can use the Microsoft Dynamics AX–based portal to check stores' inventories and request products from the local warehouse. Now customers never have to wait for the styles they want.

❝❞

Dr. Selçuk Aksak
Eroğlu Enterprise IT Group Coordinator
Colin's Jeans

Why Microsoft Dynamics for **Government?**

Citizens are becoming more vocal in their demands for better services that are more citizen-centric. At the same time, government agencies are faced with more limited public funding and requirements to show greater accountability in managing these limited resources.

Microsoft Dynamics provides integrated solutions for managing finances, human resources, citizen relationships, funds and grants, and service delivery—all with a low total cost of ownership. Every day, these tools are used by government organizations to provide more effective services with greater accountability.

Microsoft partners with government, law enforcement, armed forces, healthcare providers and educational institutions around the world.

The Dubai Economic Department (DED) is responsible for licensing Dubai-based businesses. It contributes to economic growth by suggesting policies and preparing development programs in the region. The Dubai Department of Economic Development (DED) was one of the first public bodies in the United Arab Emirates (UAE) to make its services available online. Drawing from this experience, the organization, which grants trade licenses to Dubai-based businesses, has refreshed its IT infrastructure using the latest Microsoft® technologies. As part of this project, it deployed an employee intranet, an extranet for external government departments, and a public-facing Web site. Through these online resources, DED delivers targeted information and services to its customers. The new system, which handles business registration and regulation, is exposed through an intranet application, the Internet, kiosks, and mobile applications. It has been endorsed by the UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum. DED has deployed Microsoft Microsoft Dynamics® CRM to help it support key companies in the region.

INCREASE EFFICIENCY AND EFFECTIVENESS
- Gain real-time insight into organizational information and metrics for better decision-making.
- Streamline and automate critical processes to free up time for value-added work.
- Integrate data and streamline information flow across different systems, departments, and agencies for greater collaboration.
- Enable regulatory compliance through accurate fund and account management.

EFFECTIVELY MANAGE YOUR MOST VALUABLE ASSET—PEOPLE
- Simplify the management of employee data, payroll, benefits, and performance.
- Comply with employment-eligibility and injury-reporting requirements.
- Provide employees with security-enhanced Web access to human resources (HR) and payroll data.

INCREASE CITIZEN SATISFACTION
- Gain a holistic view of citizen interactions across multiple communication channels.
- Improve response to citizen requests with centralized databases & automated follow-up tools.
- Enable one-stop citizen self-service through Web portals.
- Increase ability to analyze service trends and respond quickly to changing constituent needs.
- Conduct targeted community outreach with comprehensive communications tools.

"

We wanted to offer a central knowledge share consisting of documents, applications, and automated workflows for support functions.

"

Edward Ljunggren
Project Specialist
DED

Businesses can enter their license number to view fines and other relevant information. This cuts down the number of enquiries we receive each day and enhances service for the public.

The Egyptian Ministry of State for Administrative Development (MSAD) wanted to revolutionize the quality of service provided by national government departments. It was keen to simplify the process for resolving issues and planned to reduce operating costs by creating an automated case management system. It wanted to achieve greater visibility of information as well as accurate and measurable reporting. Microsoft Dynamics® CRM for the eGovernment project was selected over other products, including Oracle, for its flexibility, easy customization into Arabic, and for its ease of deployment.

"

...this is another illustration of our commitment to introduce new improved ways of doing things, and using technology for the benefit of the public.

"

Dr Ahmed Darwish
Minister of State for Administrative Development
Egypt

"

Microsoft Dynamics (CRM) has changed the citizen's perception of the government. It is now viewed as very responsive to citizen needs. We've doubled our call handling speed while handling a ten-fold increase in citizen demand. In addition, we now have first call resolution of citizen inquiries of over 80 percent.

"

Miriam Elliethy
CRM Project Manager
eGovernment

"

Prior to the Citizen Relationship Management (CiRM) solution, the call center was largely dependent on paperwork. Automation decreased turnaround time of case handling by up to 30 per cent in general, while the convenience of the solution has led to higher use of the call centre by the public, with a doubling of overall call volume.

"

Hanan Abdel Meguid
CEO
LINK Development

Delivered by Link Development

Emirates Identity Authority (EIDA), of the United Arab Emirates (UAE), oversees the implementation of the Population Register—an electronic national database—and the ID card program. In 2007, it deployed Microsoft Dynamics® GP to support expansion, facilitate internal collaboration, and consolidate unstructured data. With its adoption, EIDA improved employee productivity by 50% and reduced the cost of its business support operations.

"

Microsoft Dynamics GP has exceeded our expectations. We have moved to a structured business process that enhances productivity by 50 per cent and we can make better business decisions.

"

Darwish Al Zarouni
General Manager
Emirates Identity Authority, UAE

Delivered by BayaNet

"

The deployment of Microsoft Dynamics® GP to replace a manual accounting system with a back log of up to five years takes our public services accounting system in local government to the next level of transparency. In addition, it has computerised our inventory and water billing for the first time, thereby ensuring better public services for all citizens and businesses in Botswana. Some of our employees spread across the country at 39 different sites are using computers for the first time but have an excellent and user-friendly business management system in Microsoft Dynamics GP. Knowledge

transfer and personal development training is, however, of critical importance. Our partnership working with Microsoft is the key to ensuring that our customers reap the benefits of faster and more accurate billing for all public services.

"

Catherine G. Marakalala
Director, Local Government Finance Public Sector
Ministry of Local Government, Botswana

Why Microsoft Dynamics for
Manufacturing?

Success in the manufacturing industry requires producing the right products, in the right quantities, at the right time, with good quality, and at a price the customer is willing to pay. The flexibility to respond to compliance standards and the ever-changing needs of customers, such as providing real-time visibility into global operations, is also imperative for success. Meeting these demands requires the ability to make quick decisions based on accurate data.

Ideal Fastener Corporation is a well-known supplier of apparel trimmings, trimming products and machinery to the clothing industry.

"

When it became apparent that our Accounting package was no longer able to satisfy our burgeoning financial reporting requirements, it was only natural that we sought out another Microsoft-based product to take over the ERP aspect. We were attracted by the peace of mind a Microsoft solution offered and Microsoft Dynamics® GP presented the best strategic fit for our business needs in terms of functionality and flexibility.

"

Mark Isserow
Financial Director
Ideal Fastener

Delivered by Parity Software

INTEGRATE COLLABORATION AND COMMUNICATION
• Deliver a single, real-time view of data from multiple facilities and departments.
• Synchronize communication between engineering, manufacturing, and subcontractors.
• Optimize planning to minimize inventory while meeting customer requirements.
• Share information within your systems through the Web.

EFFICIENTLY MANAGE PROJECTS
• Provide an accurate overview of project status.
• Track activities and resources at many levels of detail.
• Leverage knowledge and content from existing or prior projects.

DELIVER SUPERIOR CUSTOMER SERVICE
• Gain a comprehensive view of customer information.
• Eliminate isolated silos of information.
• Create customer self-service opportunities.
• Coordinate multichannel communications with customers
• Collaborate with customers on new product designs.

ESTIMATE AND QUOTE ACCURATELY
• Provide accurate quotations based on a real-time view into operations.
• Align customer requirements with your capabilities.
• Record customer requirements accurately.

PROVIDE FLEXIBLE PRODUCTION PLANNING
• Use data from the entire supply chain to respond effectively to changes and problems.
• Access data through familiar desktop tools.
• Support various manufacturing modes (engineer-to-order, make-to-order, make-to-stock & mixed/hybrid).

Maintaining efficient operations in today's manufacturing environment isn't easy, but putting into practice the principles of lean manufacturing can further hone your organization's competitive edge. Typical manufacturing plants have multiple vendors, multiple interfaces, complex information flows, and asynchronous processing, all of which can lead to limited visibility into orders, materials, and production. To achieve peak performance, manufacturers must systematically identify and eliminate plant floor inefficiencies.

World-class manufacturer Arabian United Float Glass Company wanted modern business management software for its newly commissioned factory in the Kingdom of Saudi Arabia. The company chose Microsoft Dynamics® AX after evaluating Microsoft

against Infor, QAD, SAP, and Oracle. The software ensures that the new factory can compete effectively in domestic and export markets and will deliver a rapid return on investment for investors.

"With Microsoft Dynamics AX 2009, we have driven out paper processes and have a business management system that matches the excellence of our manufacturing plant."

Ferdinand Balaga
Chief Information Officer
Arabian United Float Glass Company

Delivered by Maison-Naizak Global Engineering

Leading Egyptian water storage equipment manufacturer Seasons Group wanted a business management solution to support expansion in Egypt, North Africa, and the Middle East. The company chose Microsoft Dynamics® AX technology.

"With Microsoft Dynamics AX, our production capacity has increased by 10 per cent. The time taken for monthly reporting has been cut by 75%. It now takes us just 2 to 3 days to produce reports and then a week for analysis and decision making. We are expecting a return on investment in 2 years, but there will be an immediate benefit from the ability to calculate scrap value."

Mohammed Shalaby
Factory Director
Seasons Group

Delivered by Right Information Technology Experts

United Cement Company of Nigeria (UNICEM) operates the most technically advanced cement plant south of the Sahara. The company needed a modern business process management system to comply with new reporting standards and improve controls. After considering SAP and JD Edwards software, Unicem opted for Microsoft Dynamics® NAV, which was implemented for 45% less than the cost of deploying SAP, and exceeded targets set by UNICEM.

"We are completely satisfied with the high level of performance from Dynamics NAV. Compared to the cost of SAP we have saved at least 45% on the deployment."

Lelito R. Flores
Jr. Business Process and Reporting Solutions Manager
Unicem

Delivered by Gems Consulting Company

Waraq is a paper manufacturing company based in the Kingdom of Saudi Arabia. It wanted to provide employees with tools to manage finance, stock inventories, production, sales, and purchasing and decided to deploy Microsoft Dynamics® AX business management software.

"The solution has reduced manual tasks and equipped employees with the tools to manage operations successfully. We measured how quickly employees created, approved, and submitted an order for materials. With the workflow created in Microsoft Dynamics AX, we found it had improved by 50%."

Ghassan Tayyem
Information Technology Director
Waraq

Delivered by Right Information Technology Experts

As Agthia Group, an Emirates Foodstuff and Mineral Water Company, expanded its operations across the Middle East, it needed to find a way to share information among divisions. With the implementation of Microsoft Dynamics® NAV, employees can get the data they need quickly and easily, fostering teamwork and excellent customer service.

"I'm pleased to say that we've achieved what we set out to do within a short timeframe.

Through this implementation, we've put in place an integrated solution that will help Agthia achieve its long-term strategic growth plans. Microsoft Dynamics NAV

has given us the tools to approach every new situation with great confidence. We know that our information is accurate and up-to-date."

Ilias Assimakopoulos
CEO
Agthia Group

Delivered by Infosys

Food manufacturer and distributor Halwani Brothers (Egypt) wanted to improve the company's productivity, efficiency, and profitability by replacing its existing IFS business management system. The company deployed Microsoft Dynamics® AX at its head office and six branches.

"We needed to reduce the company's expenses by automating all business processes and consolidating the data from our 6 sites with real-time online reporting for the first time. By reducing the potential for human error and increasing productivity with single entry of data, we aimed to increase profitability. We needed a new system to support new ways of working throughout the organization with standardized business processes and full integration between company units. We needed to generate better controls over our production processes, including overheads and output. However, we wanted a system that combined this with features to generate more sophisticated data on finances, inventory, purchasing, and sales and marketing operations. The production tasks previously handled manually are now automated with Microsoft Dynamics AX 2009, supporting higher productivity and lowering operating costs by 75 per cent."

Sherif Abdel Rahman
IT Manager
Halwani Brothers (Egypt)

Delivered by Right Group

Why Microsoft Dynamics for
Professional Services?

Professional services firms are challenged with selling an intangible product that is difficult to quantify and ever-changing. Profitability requires that projects are estimated correctly and completed on time, while meeting or exceeding customer requirements. To succeed, companies must adopt strategic and comprehensive financial, project, and resource management practices. This can be accomplished with an information technology (IT) infrastructure that allows your people to share data, work together, and make effective decisions.

Microsoft Dynamics offers powerful solutions to help professional services firms manage every aspect of their business, from customer relationships and projects to process outsourcing and financial management. These solutions can streamline operations while improving the quality of customer interactions, and help you make faster and smarter decisions.

KEEP THE CUSTOMER FRONT AND CENTER
• Track all customer-facing activities across multiple communication channels.
• Improve communications with the customer through document sharing and safe Web interactions.
• Increase customer responsiveness by improving business processes such as automated routing, notifications, approvals, and escalations.

SMOOTHLY MANAGE PROJECTS
• Gain visibility into all project information and key performance indicators to enable quick and accurate decision-making with integrated project accounting and project management.
• Effectively allocate internal resources and increase billable hours.
• Boost productivity by automating business processes such as billing and invoicing.

What do our customers say in the Middle East & Africa?

Group 4 Securicor in Turkey Turkey needed to modernize its business management system which depended on largely manual systems and spreadsheet software. After considering SAP and Ramco Software from India, the company chose Microsoft Dynamics® NAV.

"

Having replaced our largely manual systems with Microsoft Dynamics NAV, the company is saving between 25 and 30 person days a month in the accounting and invoicing of customers

"

Bora Tür
IT Director
Group 4 Securicor

Delivered by Pargesoft

Adcorp Holdings Ltd is South Africa's leading provider of staffing, human capital management and Business Process Outsourcing (BPO) Services.

"

We see technology as the biggest differential strategic advantage going forward, and Microsoft Dynamics® AX was seen as the means to facilitate this strategy. It provides all the attractive features we were after, on a common and familiar interface, all ideally dovetailed within the Microsoft stack. We felt strongly that, in addition to its functionality, Microsoft offered the best brand fit in terms of creativity and ownership.

"

Kobus Pienaar
CIO
Adcorp

Business Presentation Group (BPG) is a progressive and innovative communication skills development company in South Africa. The company services a number of South Africa's top organizations.

"

With Microsoft Dynamics® CRM, we can now easily track clients that may be potentially in the market for an upgrade of their skills. It also enables us to streamline our marketing efforts and target specific candidates for appropriate programs.

"

Tracey Gordon
Client Services Director
BPG

Delivered by Sector4

Why Microsoft Dynamics for **Healthcare?**

Delivering high-quality care may be the number one priority for healthcare providers, but reducing costs is always an imperative. The key to this is finding ways to streamline processes, eliminate inefficiency, increase productivity, and improve decision-making, thereby allowing physicians and staff to spend more time on patient-focused activities.

Expanding the use of information technology (IT) is a smart way to reduce costs, improve access to patient and organizational information, and simultaneously increase patient satisfaction. The powerful, integrated IT infrastructure provided by Microsoft Dynamics makes it easier to share patient information for clinical decisions and cross-organizational case coordination, as well as access the financial data required to drive business decisions. This solution enables physicians, nurses, and administrators to work together as a single team.

STREAMLINE FINANCIAL AND HUMAN RESOURCE MANAGEMENT
- Gain real-time access to funding and expenditure across multiple business units.
- Manage sensitive payroll information with greater control and security.
- Provide around the clock access to payer/patient information anywhere, on any device or browser.
- Increase staff productivity via automation of everyday tasks.

INCREASE PATIENT SATISFACTION
- Coordinate delivery of patient care throughout the organization with easy access to all patient records. Develop more efficient and effective case management.
- Increase time spent on patient-focused activities.
- Deliver better coordinated outreach and educational activities that target specific communities or populations.

COMPLY WITH REGULATIONS
- Easily store, categorize, and search compliance documents.
- Ensure that managers have the necessary data and materials to maintain compliance.

What do our customers say in the Middle East & Africa?

The mission of **Maccabi Healthcare Services** is to provide lifelong comprehensive care for its members. Maccabi's existing technology hampered the ability to provide the desired level of service. For example, representatives could log their activities but the system could not capture complaints or other relevant data. With the implementation of Microsoft Dynamics® CRM, Maccabi is now better able to deliver more timely, accurate, and consistent service.

❞

Microsoft Dynamics CRM has significantly improved the level of service we provide to our members because we respond to them quickly with accurate and consistent answers.

❞

Hanan Kramer
Director of Business Processes and Methods
Maccabi Healthcare Services

Delivered by Eyron

Microsoft Dynamics® NAV is giving **St Mary's Lacor Hospital – a 548-bed general hospital in Uganda** with more than 300,000 patients treated – fully automated financial controls over its fees and charges for the first time.

❞

We chose Microsoft Dynamics NAV 2009 as our business management system because of a combination of lower costs and other benefits. They include ease of training and the familiar look and feel of a Microsoft product to our 40 users. The availability of high quality Microsoft technical support provided by AkiliAfrica even in a remote area of Uganda was another critical factor in the decision. As a result, we have better information for budgeting, and have eliminated the risk of errors in accounting for money at the seven collection points within the hospital. Greater transparency and efficiency over accounting is a key factor in retaining the support of donors.

❞

Samuelle Tognetti
Hospital Administrator
St Mary's Lacor Hospital

Delivered by AkiliAfrica

What do our customers say in the Middle East & Africa in other industries?

Microsoft and our partners have extensive experience with organizations of all types and sizes. Together we deliver solutions tailored to all of types of industries for all types of customers.

LOGISTICS AND TRANSPORT

Kasembo Transport is a leading Zambian transport company. The company needed to upgrade its stock and cost control systems, which were run on an outdated version of the Pastel accounting system. Faced with the option of developing a bespoke add-on system, they choose to implement a complete integrated solution Microsoft Dynamics® Navision 4.0.

❝

The standard features of Microsoft Navision met nearly all Kasembo's needs. With some customization, specific requirements that could not be met by the general functionality of Microsoft Navision were easily addressed.

❞

Kuf Munyinda
CEO
Next Technology

Delivered by Next Technology

TELECOMMUNICATIONS

Ring, a subsidiary of Egyptian corporation **Orascom Telecom** in Egypt, sells and provides services for mobile phones, began a phased rollout in 2008 to upgrade its IT infrastructure with Microsoft Dynamics® business management solutions.

Microsoft Dynamics® CRM was deployed in the call centre to build a complete profile of each customer. Operators can instantly view client histories and details during a call. Microsoft Dynamics Retail Management System (RMS) was integrated with the company's retail outlets to manage point-of-sale transactions and processes. Microsoft Dynamics® GP was used as back-office management to control accounting and the supply chain cycle, such as purchase order processing, inventory control, and sales order processing.

❝

Microsoft Dynamics gives us a comprehensive IT architecture that meets all our needs. With it, we've improved both customer and employee satisfaction, and made great financial savings of $55,000.

❞

Tamer Fawzy
IT Director
Ring

Delivered by Link Development

The 140 call centre agents have the financial information of subscribers at their fingertips, and the system generates receipts automatically.

❝

Prior to implementation, 10,000 documents had to be manually integrated each day, each taking around two minutes. The automated system saves more than 330 hours a day in unproductive time.

❞

Karim Beshara
Chief Executive Officer
LINKdotNET

Egypt and Middle East-based Internet service provider (ISP) **LINKdotNET** wanted a new customer relationship management (CRM) solution to support customers and expand its offering. It engaged LINK Development to implement Microsoft Dynamics® CRM integrated with Microsoft® Office SharePoint® Portal Server and Microsoft Forecaster in Microsoft Dynamics® GP for integration of financial data, saving hundreds of hours' work daily.

❝

The new solution integrates 10,000 documents from the different operating systems making it easy to generate consolidated financial reports across all subsidiaries.

❞

Hanan Abdel Meguid
Chief Executive Officer
LINK Development

MEDIA & ENTERTAINMENT

Young & Rubicam South Africa (Y&R) is a traditional full-service advertising agency. However, behind the scenes it struggled with outdated technology, disparate systems and the tedious duplication of tasks.

❝

The implementation of Microsoft Dynamics® NAV was primarily motivated by the fact that our existing financial system had gradually become redundant and the absence of local support posed significant risk for the company. Microsoft Dynamics NAV effortlessly supports our need to have decentralized access to the production system by the regional and satellite offices, while all financial information remains accessible and synced on a centralized database.

❞

Graham Vivian
Financial Director
Y&R

AUTOMOTIVE

Borusan Manheim Turkey, which specializes in second-hand motor vehicle auctions and classified advertisement sales via the Web, wanted a business management system to monitor its sales representatives' performance and track customer behavior. The company implemented Microsoft Dynamics® CRM software. As a result, customer performance data that previously took hours to research is available in seconds. The company expects a ROI in just 18 months.

❝

A sales representative can now monitor the performance of a customer in seconds with Microsoft Dynamics CRM. Previously, this data could take several hours to assemble.

❞

Gürbüz Kazas
Auction Product Manager
Borusan Manheim

Delivered by Bizofis Oyak Teknoloji

ENGINEERING

Trident South Africa, a thriving engineering company has a long and proud history, with a reputation as a quality manufacturer of underground locomotives for the South African mining industry as well as interests abroad. They needed to consolidate and simplify their rapidly spiraling enterprise. Microsoft Dynamics® NAV provided a smart solution enabling them not only to generate and manage the information they need now, but also to offer the promise of future innovation.

❝

Microsoft Dynamics NAV now forms the bedrock on which our company's operations are built. It gives us the control and confidence we need to make critical business decisions.

❞

Simon Lewis
Information Technology and Business Systems Manager
Trident

Delivered by UCS Software

HOSPITALITY

Middle Eastern hotel group Habtoor Hospitality used disparate systems to manage reservations and generate accounts. Employees using these systems had to input a substantial amount of data manually. The group deployed Microsoft Dynamics® NAV to automate accounts, integrate with the hospitality management system, and save finance employees hours every day.

❝

The solution offered the most user-friendly interface and delivered the fastest and easiest deployment. We evaluated various local products, but they were not as feature-rich or easy to deploy.

❞

Francisco Fernandes
IT Manager
Habtoor Hospitality

Delivered by Columbus IT

OIL AND GAS

Total Oil Turkey is part of the world's fourth largest oil and gas company. To eliminate inefficient, manual accounting, reporting, and sales processes, the company migrated its 14 distributors to a standard, centrally managed accounting system based on Microsoft Dynamics® NAV.

❝

After only 2 months of preliminary analysis and a deployment period of 6 weeks, the new technology has been used to standardize the company's business processes. Decision making is now much more strategic and the task of achieving regulatory compliance has been simplified. Employees at distributor organizations have also adopted the new technology quickly and with minimal training.

❞

Serhat İnce
IT Director
Total Oil

Delivered by Sigma Internet

CHEMICALS

Olympia Chemicals, part of the Olympia Group of Companies in Pakistan, wanted to double its production capacity within a single year to increase its share of the market.

❝

To do this we must become operationally more efficient and scalable and to achieve this, we must oversee the day-to-day operations to improve productivity and develop strategic plans. We evaluated a financial suite from Oracle, but deployed Microsoft Dynamics® GP which integrated with the company's server product portfolio and because it had a user interface that was familiar to his employees. I was very impressed with how quickly the IT staffers and employees adopted the new technology.

❞

Mustafa Monnoo
CEO
Olympia Chemicals

Delivered by Maison Consulting & Solutions

We'd like to talk to you about making your operations more efficient.

Your bottom line would benefit too.

LEARN HOW TO INCREASE PROFITS BY FOCUSING YOUR BUSINESS FOR YOUR BEST CUSTOMERS AND SUPPLIERS - INDUSTRIAL DISTRIBUTION BUSINESS INSIGHTS

Microsoft Dynamics® business management software helps you gain insight into your customer and supplier information to fine-tune your pricing, support, purchasing, and delivery. Full operational visibility across your organization, supply chain, and customer base can help you determine your most profitable customers, products, and services. It can help you maximize margins and decide where to invest for the future. And with the ability to link records for multiple locations, it can help you reduce shrink and other carrying costs, ship goods from the most cost-efficient location, and drive down operational costs.

To contact us directly, see the office directory included on page 35.

Microsoft Dynamics®

The case for Microsoft Dynamics in your industry

One of the objectives of this brochure was to unravel a few myths and start an open conversation about the value that Microsoft Dynamics can deliver to your industry. It's a conversation we hope you continue with our technology partners, equipped with enough knowledge to make an informed decision. If you do, we'll have succeeded in our goal.

Business software is a business discussion, not a technology one. Your technology partner can and will talk in language you understand about the unique business challenges you face in your specific vertical. Selecting the right business software tool set is as important as choosing the right office location, accountant or distribution partner – indeed we'd argue more so in many cases. Business software is not an add-on. As the businesses we've profiled will attest, it resides at the heart of your business with the potential to touch every line item on your income statement. We passionately believe that a prudent investment in business software can unlock the growth potential of organizations of all type and sizes in all different types of industries.

The customer quotes presented from different verticals only represent a fraction of our broad customer base in the Middle East & Africa. We hope that these examples will leave you with a good feel and understanding of how our customers have created efficiencies and bottom line results with the implementation of Microsoft Dynamics. Each now has an IT infrastructure which enables them to be more focused on core business and better geared to manage growth.

The key to Microsoft Dynamics' success in delivering business results lies in a technology platform that evolves as your business changes: a technology environment that can be configured to your changing demands. Microsoft Dynamics is unique in several ways. You have the flexibility to choose from one of the many Microsoft technology partners who have invested in the business and technology expertise to help you arrive at the right decision with confidence.

The partner you choose will have developed an understanding of your industry over several years and be capable of delivering broader business insight. The Microsoft Dynamics product family is the result of a rich research and development program, and combines some of the best business software tools that have emerged over the past decade. It has longevity backed by a support program that is comprehensive and designed based on customer feedback. Microsoft Dynamics' compatibility with the Microsoft productivity suite is another key attribute. Integration with Microsoft Office and Microsoft SharePoint, for instance, lends familiarity and confidence – not to mention efficiency – among your people.

And then there's the future. In a world of pervasive connectivity and rapid innovation, future-proofing your business technology environment is essential to keep pace with the demands of your customers and key partners. We've got that covered too. Predictive modeling technologies, RFID, mobile technologies and collaborative tools that take their lead from social networking platforms like Facebook will all have an impact on the way you transact with customers.

Without foresight, they will disrupt your business. With vision, they will unlock a new world of opportunity.

Khaled Al-Dhaher
General Manager Microsoft Business Solutions, Microsoft Middle East & Africa

To find out more
visit www.microsoft.com/dynamics
or local websites.

To contact us directly, see the office directory included on page 35 or contact Brenda Mortier, brenmo@microsoft.com Marketing Lead Dynamics MEA, Microsoft Business Solutions

Microsoft ®

Looking for business software your people can (and will) use?
Microsoft Dynamics is a line of integrated, adaptable business management solutions that enable your people to make important business decisions with greater confidence. Each solution works like and with familiar Microsoft Office software, easing adoption and reducing the risks inherent with implementing a new solution.

Financial Management
Maintain control of your finances and manage them with a high level of efficiency. You can make complete, current financial information and reports available to anybody who needs it to perform business planning. Simplify and automate routine and repetitive functions, so your employees can focus on more critical tasks. Use Microsoft Dynamics to create the required financial and other reporting needed for regulatory compliance.

Supply Chain Management (SCM)
Connect your entire supply chain in a productive, fast-moving flow. Assess the business value of your vendor and business partner relationships to make sure they suit your objectives. Offer sophisticated communicative, collaborative, and self-service capabilities to make it easy and compelling for other companies to do business with you. Increase efficiencies in distribution to improve customer satisfaction and reduce the cost of doing business.

Customer Relationship Management (CRM)
Maintain close contact with your customers and prospects, and manage sales and marketing initiatives and track their results. Microsoft Dynamics can also assist you in identifying emerging customer needs early and respond to them before the competitors do.

Products / Services

Microsoft Dynamics AX

Microsoft Dynamics AX is a comprehensive business management solution that provides midsize and larger organizations end-to-end industry specific functionality. Microsoft Dynamics AX is also built to make it easier to do business across multiple locations and countries.

Functions
Asset / Service Management, Cash Management, Integrated Accounting / General Ledger, Costing / Project Management, Debtors & Creditors, Manufacturing, Planning & Forecasting, Human Resources & Training, Reporting, Business Intelligence, Sales / Contact Management, Procurement, Inventory & Distribution Management, Customer Relationship Management, Product Configurator

Industries
Mining, Construction & Engineering, Wholesale, Retail & Hospitality, Transport & Logistics, Finance & Business Service, Public Administration & Community Services, Process & Discrete Manufacturing, Retail, Apparel and Textile

Microsoft Dynamics NAV

Microsoft Dynamics NAV is a business management solution for midsize organizations that helps you simplify and streamline specialized business processes.

Functions
Asset / Service Management, Cash Management, Integrated Accounting / General Ledger / Costing / Project Management, Debtors & Creditors, Manufacturing, Planning & Forecasting, Payroll, Human Resources & Training, Reporting, Business Intelligence, Sales / Contact Management, Supply Chain Management, Customer Relationship Management, Enterprise Resource Planning

Industries
Mining, Construction & Engineering, Wholesale, Manufacturing Retail & Hospitality, Transport & Logistics, Finance & Business Services, Public Administration & Community Services, All - general purpose

Microsoft Dynamics GP

Microsoft Dynamics GP is a complete and scalable business management solution that helps growing and midsize organizations get up and running quickly.

Functions
Asset / Service Management, Cash Management, Integrated Accounting / General Ledger / Costing / Project Management, Debtors & Creditors, Planning & Forecasting, Payroll, Human Resources & Training, Reporting, Business Intelligence, Sales / Contact Management, Supply Chain Management, Customer Relationship Management, Enterprise Resource Planning

Industries
Mining, Construction & Engineering, Wholesale, Retail & Hospitality, Transport & Logistics, Finance & Business Services, Public Administration & Community Services, All - general purpose

Microsoft Dynamics SL

Microsoft Dynamics SL is a business management solution specialized to help project-driven midsize organizations obtain reports and business analytics, while helping increase efficiency, accuracy, and customer satisfaction. With solutions for professional services, operations, field services and construction management Microsoft Dynamics SL gives you the tools to help ensure projects are estimated correctly, completed on time, and meet your customers' requirements.

Functions
Asset / Service Management, Cash Management, Integrated Accounting / General Ledger / Costing / Project Management, Debtors & Creditors, Planning & Forecasting, Payroll, Human Resources & Training, Reporting, Business Intelligence, Sales / Contact Management, Supply Chain Management.

Industries
Mining, Construction & Engineering, Wholesale, Retail & Hospitality, Transport & Logistics, Finance & Business Services. Public Administration & Community Services, Small Business, All - general purpose

![Microsoft Dynamics Retail Management System logo] **Microsoft Dynamics** Retail Management System

Success in your retail business requires that you have retail store management tools that work for any situation and help you to respond quickly to changes in your business. Microsoft Dynamics provides better insight into your business, helping you to improve customer satisfaction, empower your employees to make better decisions, respond to changing business situations, and lower your IT costs. Microsoft Dynamics offers retailers a complete point-of-sale (POS) solution that can be adapted to meet unique retail requirements.

Functions
Reporting, Business Intelligence, Sales / Contact Management, Point of Sale

Industries
Wholesale, Retail & Hospitality, All - general purpose

![Microsoft Dynamics CRM logo] **Microsoft Dynamics CRM**

Microsoft Dynamics CRM is a flexible customer relationship management (CRM) suite with marketing, sales, and service capabilities suitable for businesses of all sizes. Designed with a single unified code base for both on-premise and hosted deployments, Microsoft Dynamics CRM enables customers to choose the right deployment model for their specific business and information technology (IT) capabilities.

Functions
Asset / Service Management, Reporting, Business Intelligence, Sales / Contact Management / Customer Relationship Management, Marketing Automation, Event Management, Analytics, E-Service Portal, Enterprise Search, Extended Sales Forecasting, CRM Notifications, Business Productivity, Sales Methodologies

Industries
All - general purpose

Useful information for partners & existing customers

Learn more about becoming a Microsoft Dynamics Partner
Go to microsoft.com/dynamics/partners to learn more about becoming a partner. Contact your local sales office or contact Soha Kamal, Dynamics Partner Capacity and Readiness Lead MEA, skamal@ microsoft.com

Microsoft Dynamics Path to Partnership
https://members.microsoft.com/partner/ dynamicspathtopartnership/

Microsoft Partner Portal
https://partner.microsoft.com/ Sign in to access your Partner Program benefits.

Partner Channel Builder
https://partner.microsoft.com/ Network with other Microsoft partners.

Partner Solution Profiler
https://partner.microsoft.com/ Profile your business solution in the Partner Solution Profiler.

Certified for Microsoft Dynamics program
www.innovateonmicrosoftdynamics.com/ cfmd
Differentiate your software solutions in the market with a distinctive logo, increase demand with co-marketing, expand international market reach with channel building and accelerate your time to market with early adopter initiatives.

PartnerSource
www.microsoft.com/mbs/partnersource PartnerSource is a portal available to partners who focus on Microsoft Dynamics and related business products.

Partner Vertical Resource Center
https://partner.microsoft.com/ A vertical market strategy can help you differentiate your business and increase your competitive advantage.

Microsoft ROI Support Center
http://nucleusresearch.com/microsoft-roi- support-center/ The ROI Support Center can help you to demonstrate the business impact of a Microsoft Dynamics solution.

Microsoft Dynamics Solution Finder
http://www.microsoft.com/dynamics/ solutionfinder.mspx Quickly and easily find the solution you need for your specific business needs.

Partner Marketing Central
https://partner.microsoft.com

Existing Microsoft Dynamics Customers
https://mbs.microsoft.com/ customersource/

CustomerSource is a password-protected site for customers using Microsoft Dynamics, provided as a benefit of a service plan. Use it to search the knowledgebase, download updates, view online training and find other information resources virtually 24 hours a day. Go to https://mbs.microsoft.com and enter your Microsoft Business Solutions Account Number to confirm your organization name and update your user accounts.

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Microsoft Dynamics®

WORKS THE WAY YOU DO
FAMILIAR TO YOUR PEOPLE
ENABLES CONFIDENT DECISIONS

Integrated, adaptable business management solutions that help you drive business success.

FINANCIAL MANAGEMENT

SUPPLY CHAIN MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT

Microsoft®