



Productive People, Simplified Processes, Connected Ecosystems

By running Microsoft Dynamics ERP and CRM solutions alongside the latest Microsoft business productivity infrastructure, an organization can move closer to becoming a dynamic business by enjoying the following benefits.

- **Empower People.** Organizations that run Microsoft Dynamics with Microsoft Office 2010 and Microsoft SharePoint Server 2010 empower their employees by exposing business data when and where it is needed most and by providing a rich productivity experience across the PC, phone, and browser.
- **Simplify Business Processes.** The latest Microsoft business productivity infrastructure helps to enhance collaboration through new features such as document co-authoring. When combined with business processes that are managed by Microsoft Dynamics solutions, such as creating sales quotations, these new features help people complete tasks more quickly and with fewer steps, which can translate into more business won.
- **Connect Ecosystems.** When combined with Microsoft Dynamics business solutions, the latest versions of Microsoft Office and Microsoft SharePoint Server can enhance the ties between a company and its customers, partners, and suppliers. These closer connections can provide a competitive edge by improving customer experiences and supporting closer connections across the supply chain.

Microsoft Dynamics and the Microsoft business productivity infrastructure drive dynamic businesses

“Dynamic business” describes organizations that have the ability to continuously evolve and transform in response to economic, operational, and organizational challenges. Companies that are truly dynamic—responding quickly and effectively to these challenges—will realize tremendous competitive advantage in the shifting business climate of the next decade.

The goal of Microsoft Dynamics® is to help customers turn their companies into dynamic businesses. We do this by empowering people to be more productive, by simplifying business processes so companies can be more agile, and by enabling seamless connections with the customers, partners, and suppliers that compose the business ecosystem.

Achieving this transformation requires more than world-class enterprise resource planning (ERP) and customer relationship management (CRM) solutions. It requires the seamless flow of data from business management solutions and corporate data stores to the desktops and mobile devices of the people who manage internal processes, interact with customers, and make the decisions that drive the business.

Microsoft Dynamics is built to work with other Microsoft products and technologies, including Microsoft® Office 2010 and Microsoft Office SharePoint® Server 2010, the business productivity software that is used by hundreds of millions of information workers every day. Deployed alongside Office 2010 and SharePoint Server 2010, Microsoft Dynamics ERP and CRM solutions can improve collaboration, communication, insights, and productivity across the business.

The following pages highlight some of the ways new features of Microsoft Office 2010 and Microsoft SharePoint Server 2010 can enable organizations to derive more value from Microsoft Dynamics ERP and CRM solutions— helping them move closer to becoming a dynamic business.



Empower People

With Microsoft Office 2010 and SharePoint Server 2010, there are even more ways for organizations to equip their employees with access to data stored in Microsoft Dynamics ERP and CRM solutions, empowering them to make better decisions and be more productive.

Make Better Decisions

New and improved features in Microsoft Excel® 2010, such as Sparklines, PowerPivot, and Slicers, help employees work with huge datasets and identify trends and patterns that might otherwise go unnoticed. These insights help employees make better-informed decisions.

Access Business Information from Anywhere

With Microsoft Office 2010, documents are accessible across the PC, phone, and browser. Users can read and edit Office documents with full fidelity from virtually any device.

Microsoft SharePoint Workspace® 2010 enables people to work offline with data from Microsoft Dynamics applications. This capability ensures that employees always have access to important business information, even when an Internet connection is not available.

Equip the “Next Generation” Workforce

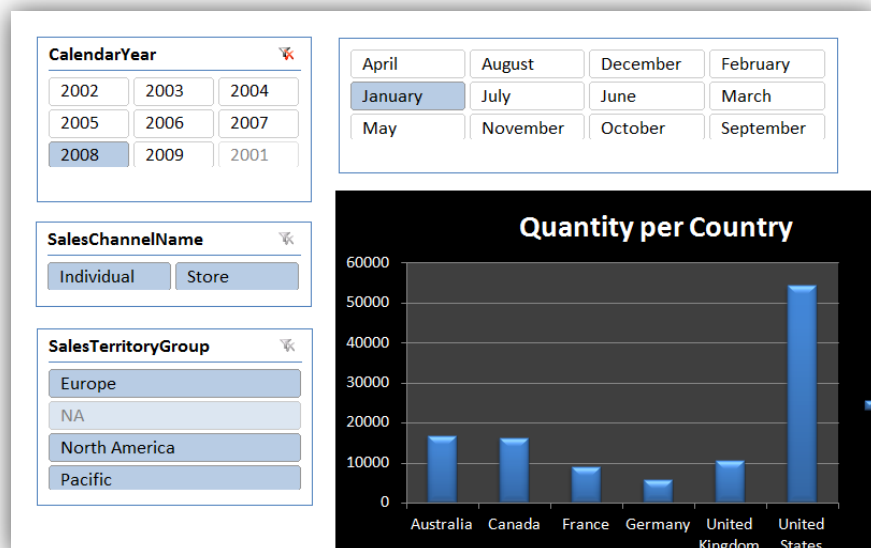
Companies running Microsoft Dynamics CRM can connect to external social networks to track sales and marketing activities, and with SharePoint Server 2010 they can connect employees to internal social networks to foster greater information sharing and collaboration.

Microsoft Dynamics and SharePoint Server 2010 can also work together to accommodate new paradigms for finding information. New features, such as feeds and tags, keep employees aware of updates to business documents and help them find relevant work performed by others in the organization.

Create Compelling Communications

The sophisticated audio and video editing tools included in Microsoft Word 2010 and Microsoft PowerPoint® 2010 enable employees to bring business documents to life. People can easily add professional-quality images, pictures, logos, and videos to their business correspondence without the need for additional software.

Combining the new PowerPivot feature in Microsoft Excel 2010 with Slicers helps employees answer questions, discover insights, and ultimately make better-informed decisions.



Simplify Business Processes

By adopting Microsoft Office 2010 and Microsoft SharePoint Server 2010, companies that use Microsoft Dynamics business solutions can reap significant gains in process efficiency. Incorporating powerful collaboration and communication technologies, Office 2010 and SharePoint Server 2010 can help streamline complex business processes that require interaction across functions and roles.

Collaborate with Control

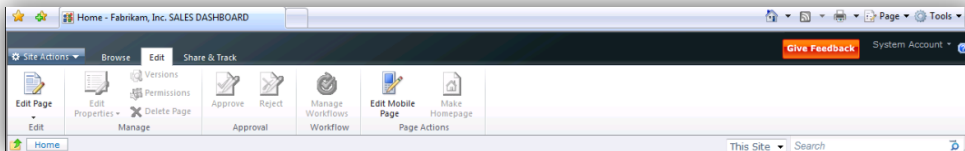
New co-authoring features included in Microsoft Word 2010 and Microsoft PowerPoint 2010 help simplify processes by eliminating the back-and-forth exchange of e-mail messages and attachments when drafting business documents, making it easier for multiple people to contribute to that document at the same time. As a result, the final version of the document can be distributed more quickly since the need to reconcile and edit changes can be reduced or eliminated.

E-mail communication plays a critical role in business processes, and new features in Microsoft Outlook® 2010, such as Mail Tips and Quick Steps, help employees manage their correspondence more effectively. External List folders can be configured to pull relevant information from Microsoft Dynamics solutions and make it available to employees in Outlook 2010, even when they are offline.

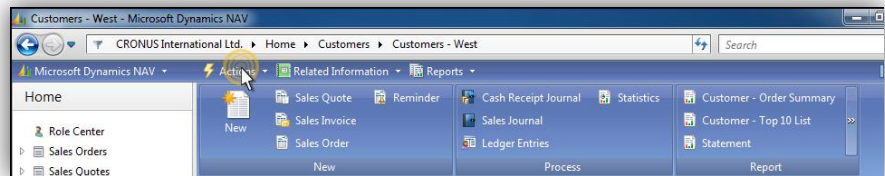
Extend the Reach of Business Data

New features of SharePoint Server 2010 can make Microsoft Dynamics ERP and CRM data accessible to more people across the organization. The External Lists feature displays Microsoft Dynamics data in a SharePoint list and can enable users to change and update data from within SharePoint, according to validation and permission rules managed by Microsoft Dynamics.

The Fluent user interface is now consistent across Office 2010 and SharePoint Server 2010. This makes it easier to expose relevant tasks and actions when working with Microsoft Dynamics information, and is aligned with the user interface design approach being adopted by Microsoft Dynamics solutions.



Ribbons, part of the Fluent user interface, are now more consistent across SharePoint 2010, Office 2010, and Microsoft Dynamics ERP.



Connect Ecosystems

A combined deployment of Microsoft Office 2010, Microsoft SharePoint Server 2010, and Microsoft Dynamics solutions can help companies cross the digital boundaries that often separate them from their customers, partners, and suppliers.

Share Visibility through Dashboards

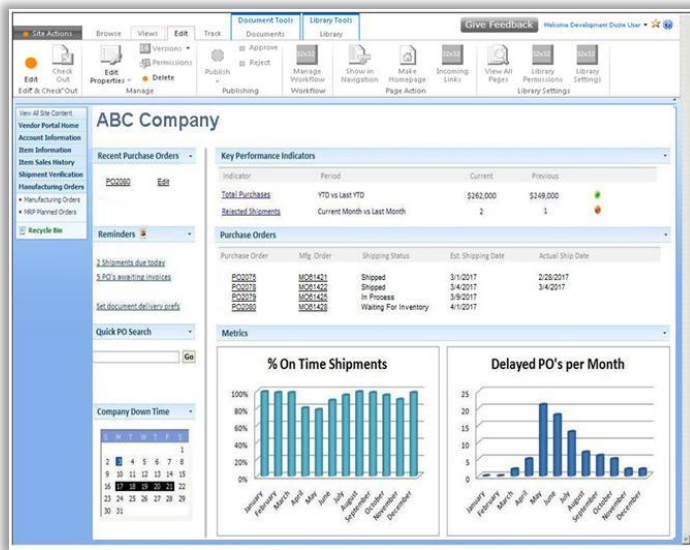
Together, SharePoint Server 2010 and Microsoft Dynamics provide an excellent way to securely connect with customers, partners, and suppliers. Business Connectivity Services in SharePoint Server 2010 supports authorized edits to data stored in Microsoft Dynamics ERP and CRM, so that customers can see their shipment status, and suppliers can view their open purchase orders or invoices for their accounts.

Expand Communication Channels

Companies that deploy Microsoft Office Communications Server 2007 R2 together with their business partners can open up new communication channels. With click-to-communicate functions for phone, instant messaging, and e-mail, it becomes easier to reach out to people you work with, whether or not they are inside your company's firewall. Individuals can use this same technology to gain visibility into the schedules and availability of customers and suppliers with whom they work.

Practical IT Platform

Support for open standards in SharePoint Server 2010 helps developers to build applications that connect to third-party sites. In particular, support for Representational State Transfer (REST) Web services and Atom 2.0 makes it easier to connect SharePoint sites to external Web sites, such as Twitter or Flickr. In addition, Microsoft InfoPath® 2010 can also consume REST web services, which could be used to validate or populate data a customer or supplier enters in a form.



Supplier dashboards, running in SharePoint Server 2010 and linked to Microsoft Dynamics ERP, can help improve overall supply chain efficiency.

For more information about Microsoft Dynamics, visit www.microsoft.com/dynamics.

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