

Environmental Sustainability Dashboard for Microsoft Dynamics AX Launch Messaging	
AX 2009 Launch Theme	TAKE YOUR BUSINESS INTO THE FUTURE
Target Audience	Existing and potential customers
Market Landscape	<p>Recently, there has been a massive paradigm shift when it comes to understanding the effectiveness of environmental initiatives. Actions that were once dismissed as soft benefits, meaning they were relegated to organizations that were not focused on shareholder value are now rightly identified as constituting sound business acumen. Apart from the positive social aspects, these initiatives can also be a strategic and cost effective way of increasing the efficiency of an organization.</p> <p>Experts in this field have cautioned against looking at recent emphasis on carbon-reporting as an environmental issue, but instead encourage companies to view it as a market transition. They go on to say that the first most important step to take in beginning to manage this transition is to setup a Dashboard that can give you visibility into your energy consumption and related costs and therefore give you insight into your risks as the market changes. The Dashboard does just that.</p>
Value Proposition	<p>Mid-size companies choose to automate their key business processes in order to gain efficiency and strategic benefits in a highly competitive market. Business process automation via technology truly is a competitive differentiator and will become just as important when looking at your company from an environmental perspective as it is today from a financial perspective. To that end, Microsoft Dynamics is developing crucial functionality that will enable sustainable and effective business processes. The first application that supports this vision is the Environmental Sustainability Dashboard for Microsoft Dynamics AX.</p> <p>MEASURE: The Environmental Sustainability Dashboard will enable mid-sized organizations to track their energy consumption and greenhouse gas emissions, also known as their carbon footprint. While most environmental solutions have been targeted at major enterprises, the Microsoft Dynamics solution has been developed for mid-sized organizations that may not have the bandwidth to hire environmental consultants to help them with this process. The Dashboard is therefore being delivered with tools that will enable these companies to set up and track their own greenhouse gas inventory.</p> <p>MANAGE: Built on the promise that 'if you can measure it, you can manage it' the Environmental Sustainability Dashboard is intended to provide customers with a unique perspective about their business, allowing them to track the</p>

	<p>progress of their environmental initiatives and realize opportunities for significant savings while helping decrease their impact on the planet.</p> <p>MITIGATE RISK: The information surfaced within the Environmental Sustainability Dashboard will also help companies deal with the many pressures they are facing to deliver transparency in this aspect of their business. It will arm companies with the vital information needed to understand their risks and opportunities in a carbon constrained world.</p>		
Positioning Statement	<p>For businesses looking for ways to run more efficiently and help minimize their carbon footprint, the Environmental Sustainability Dashboard for Microsoft Dynamics AX provides information that can help them identify opportunities for cost savings and mitigation of environmental impact.</p>		
Short Message Snapshot (copy ready)	<p>The Environmental Sustainability Dashboard for Microsoft Dynamics AX helps you see your business from a new perspective so you can identify opportunities to increase efficiency, help lessen environmental impact and save money.</p>		
Medium Message Snapshot (copy ready)	<p>The Environmental Sustainability Dashboard for Microsoft Dynamics AX helps enable mid-sized companies to track their energy consumption and greenhouse gas emissions, also known as their carbon footprint, in an effort to identify opportunities for increased operational efficiency leading to bottom-line cost savings, and reduced environmental impact.</p>		
Long Message Snapshot (copy ready)	<p>The Environmental Sustainability Dashboard for Microsoft Dynamics AX helps mid-sized organizations track their energy consumption and greenhouse gas footprint. This will enable them to assess the risks associated with a carbon constrained economy, identify opportunities for increased efficiency that can deliver bottom-line cost savings that are needed in these economically trying times, while pursuing socially responsible initiatives that can help decrease their impact on the environment.</p>		
Resources and Guidance	<p>For more information about The Environmental Sustainability Dashboard for Microsoft Dynamics AX, visit: www.microsoft.com/dynamics/environment</p> <p>For product demos, country and regional availability, licensing information, and systems requirements, visit http://www.microsoft.com/dynamics/ax/product/overview.mspx</p>		
Business Decision-Makers			
	Improve Productivity	Manage Change	Simplify Compliance
Short Message / Tagline	Help people to work smarter and faster	Manage the demands of growth and change	Stay ahead of regulatory compliance and customer initiatives
Core Message (copy ready)	<i>The Environmental Sustainability Dashboard helps reduce the time and effort needed to track vital</i>	<i>The Environmental Sustainability Dashboard helps deliver information to aid companies in becoming more proactive in</i>	<i>The Environmental Sustainability Dashboard helps companies get a clearer picture of the risks and</i>

	<p><i>information, thereby helping people tasked with environmental reporting work more efficiently.</i></p>	<p><i>their approach to environmental issues.</i></p>	<p><i>opportunities associated with the environmental impact of their business.</i></p>
<p>Reasons to Believe</p>	<p>Vital environmental information is captured within routine business processes helping make reporting easy.</p> <ul style="list-style-type: none"> • The Dashboard enables the accounts payable clerk to easily gather a few additional fields of information when paying a bill in order to capture relevant data, eliminating manual data capture, helping ease reporting. • Your employees spend less time gathering information and more time analyzing data to identify areas for improvement and opportunities for cost savings. <p>The Environmental Sustainability Dashboard consists of SharePoint web parts, enabling reports to be surfaced within anyone’s Role Center thereby increasing transparency throughout the organization.</p> <ul style="list-style-type: none"> • Transparency of environmental information throughout your organization not only motivates employees, it can help engage them in making your environmental initiatives successful. 	<p>The Environmental Sustainability Dashboard identifies your organization’s energy consumption and greenhouse gas emissions, helping provide insight to potential risks so that your organization can adapt to market changes.</p> <ul style="list-style-type: none"> • The Dashboard enables you to report on key environmental metrics, while also enabling you to understand their related costs. • The Dashboard helps deliver the information required by supply chain partners and regulatory bodies to aid your business in collaborating with them. <p>The Environmental Sustainability Dashboard helps provide your company with information that is vital to maintaining competitiveness in this changing environment.</p> <ul style="list-style-type: none"> • The Dashboard helps you differentiate your business from the competition as customers and trading partners increasingly choose partnerships based on a company’s participation in environmental initiatives. 	<p>The Dashboard helps businesses understand the quantity and impact of their greenhouse gas emissions so they can begin to see how a carbon market may affect their business.</p> <ul style="list-style-type: none"> • Use the Dashboard to help establish a baseline so that you can set appropriate reduction targets. • Use the Dashboard to help ensure consistent data capture over time, establishing an audit trail. • Use the Dashboard to help reduce risk to possible regulations/taxation as well as unpredictable increases in energy costs. <p>Help reduce the total cost and complexity of establishing a greenhouse gas inventory.</p> <ul style="list-style-type: none"> • Enable capture of relevant data in normal, everyday business processes. • Allow people throughout the organization to track that information over time to identify trends and opportunities for change.