



# Top Reasons to Buy Microsoft Dynamics AX

Microsoft Dynamics AX is a powerful business solution for the global enterprises of today and tomorrow. Simple to learn and use, Microsoft Dynamics AX delivers value fast by supporting industry-specific and operational business processes across your global enterprise.

## Run Your Global Enterprise

Make the most of new business opportunities, while streamlining global operations. With Microsoft Dynamics AX, you can expand your operations to new geographies easily with country-specific localizations in a single solution to meet regulatory requirements for 36 countries including high growth markets such as Brazil, India, China, and Russia.\*

## Work Better, Faster, and Smarter

Make informed, proactive decisions by giving your people forward-looking systems. Microsoft Dynamics RoleTailored user experience surfaces the information, tasks, and insights relevant to specific job functions. By putting the resources you need most right at your fingertips and ensuring that the solution works seamlessly with the Microsoft productivity tools you're already familiar with, you can help your people work better, faster, and smarter right from the start.

## Support Business Today and Tomorrow

To meet ever-changing business requirements, you can simplify and accelerate deployment with instant-on capabilities while standardizing on common technologies and a familiar user interface. Take advantage of the flexible Microsoft Dynamics AX solution architecture that enables either end-to-end or workload-based implementations. You can replace your legacy systems one-by-one. As a result, you can reduce implementation times and deploy one business scenario at a time.

## Gain a Competitive Edge

Differentiate your business from competitors by rapidly adapting your system to support your unique business requirements. With the model-driven, layered architecture, you can develop and maintain unique business processes easily and upgrade to new releases with ease.

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*"For us it is all about agility. If we can deliver in weeks what used to take months, we are holding back the business."*

– Greg Smith, Chief Information Officer, Royal Canadian Mint

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## Take Advantage of Business Solutions from Microsoft

It's our fundamental value proposition: The interaction of business and productivity applications, communications solutions, and the underlying technology platform, all working on-premises or in the cloud. Business solutions from Microsoft are powered by our ongoing commitment to research, development, and innovation. Combined with a global ecosystem of specialized partners, Microsoft Dynamics AX uses the power of the Microsoft platform to deliver solutions for the way your people work today with embedded business intelligence and familiar communication and collaboration technologies integrated with line of business applications.

\*Visit our website for information regarding availability in your country.

## Meet Your Industry Needs

Meet your business requirements quickly with prebuilt industry capabilities for manufacturing, distribution, services, retail, and the public sector all in a single solution. In addition, take advantage of the industry-specific capabilities that the worldwide Microsoft Partner Network is offering for Microsoft Dynamics AX and visit the [Microsoft Dynamics Marketplace](#). Discover the value Microsoft Dynamics AX can provide your enterprise including:

### Public Sector

Provide quick access to information to enable a fluid proactive decision making process, and give employees flexible tools that help them be productive. Microsoft Dynamics AX enables you to:

- **Empower people to drive innovative processes** – with role centers designed to meet the needs of government workers, the application guides users through their work, empowering them to be more productive.
- **Provide insight and accountability** – provide real-time insights on up-to-date financial and operational performance to enable confident decision making.
- **Address constituents’ needs** – empower employees to inspire action solving constituent challenges.

### Services Industries

Manage your talent-driven and project-centric business across multiple practices and offices. Microsoft Dynamics AX enables you to:

- **Cultivate reliably unique client experiences** - evolve repeatable, distinctive, and highly client-responsive service experiences across distributed teams.
- **Capitalize on and catalyze talent** - balance utilization across boundaries while catalyzing professional creativity and innovation.
- **Compress time to insight and action** - streamline project execution and operations with familiar and role-based tools.

### Retail and Distribution

Deliver a complete shopping experience with a solution for multichannel management, store operations, merchandising, and financials. With Microsoft Dynamics AX you are:

- **Connected without compromise** - globally reach customers how, when and where they shop with omni-channel control.
- **Personally relevant** - provide exceptional customer engagement and productivity through contextual, instant insight and complete order management at the point of service.
- **Agile and opportunistic** - fulfill your brand promise and capitalize on “What’s Next” with an agile and easy to model omni-channel solution

### Manufacturing

Improve your capabilities to compete in a global environment, respond quickly to customer demand, and lower your operational costs. Microsoft Dynamics AX enables you to:

- **Drive innovation** - grow your business by addressing constantly evolving customer needs.
- **Enable speed and agility** - improve capabilities to compete in the global manufacturing environment.
- **Empower people** - inspire action through operational intelligence.

Figure 1: Microsoft Dynamics workloads composing the integrated suite.

