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# WORK SMART

*Microsoft Dynamics NAV 2009*  
*Simple. Smart. Innovative*





# SIMPLICITY

*The business management solution  
...for more than one million users worldwide*

## *Fast to implement, easy to configure, and simple to use*

Since 1984, Microsoft Dynamics® NAV has established itself as a choice for businesses and organizations looking for a complete business management solution that is fast to implement, easy to configure, and simple to use.

Today, simplicity continues to beat at the heart of Microsoft Dynamics NAV. And its state-of-the-art functionality covers everything you need to run and grow a successful business.

### **Core values for success**

More than one million users have used Microsoft Dynamics NAV to simplify and streamline their highly specialized business processes – and today it is available in

more than 42 country versions. The success of Microsoft Dynamics NAV – and of the businesses that use it – is largely due to the strength of our core values:

- **Rich end-to-end functionality**
  - so you can manage almost every aspect of your business
- **International scope**
  - deal with multiple languages and currencies when you conduct cross-border business
- **Adaptability**
  - simple to customize, and quick to tailor to the scope of your business

- **Easy to use, implement and maintain**
  - short-term, you'll be able to connect with your existing business applications and see productivity rise. Long-term, you'll have an innovative business management solution with a low cost of ownership

No matter how specialized your business or where you are in the world, Microsoft Dynamics NAV can meet the needs of your organization, helping your employees become more effective and your company to stay competitive.

## The Complete Business Management Solution

Microsoft Dynamics NAV collects your business's functions into one integrated system. With close visual and functional ties to Microsoft Windows Vista and Microsoft Office, it's easy to learn, simple to use, and quick to implement. And as your business evolves, Microsoft Dynamics NAV provides a reliable platform for growth.

### **Simple, Smart, Innovative**

Everything you need from a modern business management software solution, Microsoft Dynamics NAV is simple, smart and innovative – to fit the way *you* like to do business. Using Microsoft Dynamics NAV will help you:

- **Raise productivity** – for healthy margins and a strong bottom line
- **Easily produce visuals, tables and reports** – for optimizing your business plan
- **Make your processes transparent and efficient** – for customer satisfaction and easy-to-measure business performance
- **Grow your business** – Microsoft Dynamics NAV quickly adapts to changes in your organization and business environment while the cost of ownership stays low

*“Microsoft Dynamics NAV 2009 is an incredibly efficient tool for financial and project management. We have got an easy and simple tool for handling follow-up and controlling. We can access all relevant information, tasks and business processes in a single overview.”* Jan R. Christoffersen, CEO, NaviCom A/S

# MICROSOFT DYNAMICS NAV





## Financial management

Microsoft Dynamics NAV tracks and analyzes your business information. With end-to-end integration, your company can efficiently manage:

- Bookkeeping
- Inventory
- Analytical accounting
- Fixed assets
- Cash flow
- Bank reconciliations and collections
- Financial processes across multiple currencies, locations, or companies



## Manufacturing

Microsoft Dynamics NAV supplies you with an integrated suite of tools to plan, manage and execute a world-class manufacturing operation. Boost your company's operational efficiency and effectively manage:

- Production orders
- Supply planning
- Capacity requirements planning



## Supply chain management

Microsoft Dynamics NAV helps you:

- Tailor your workflow processes
- Manage your inventory
- Improve your responsiveness
- Pursue new market opportunities
- Work more efficiently with your partners



## Business intelligence

Microsoft Dynamics NAV provides you with crucial real-time business information and a wide range of analytical tools to help you:

- Manage budgets
- Create and consolidate reports
- Look for trends and relationships
- Share knowledge



## Sales and Marketing

Microsoft Dynamics NAV enables your Sales and Marketing to:

- Manage customer records and sales histories
- Create and launch marketing campaigns
- Track customer activity
- Organize service resources
- Forecast and track parts consumption
- Manage contracts and service agreements
- Gain tighter control over costs



## Human resource management

Microsoft Dynamics NAV helps you organize and process key information about your people. You can:

- Attach comments to employee records
- Track absences
- Generate reports
- Remember birthdays and celebrations



## Project management

Microsoft Dynamics NAV gives you an overview of your projects to help you:

- Budget for costs and time
- Automate billings
- Track resource costs and usage
- Plan capacity
- Predict availability



## Service management

- Manage customer calls and queries
- Track support tickets
- Allocate resources
- Create reports
- Carry out asset management





## Innovation can look so simple

Fast to implement, easy to configure, and intuitive to use, Microsoft Dynamics NAV features a breakthrough user experience, new architecture and seamless integration with other business applications.

Even if your business is highly specialized, Microsoft Dynamics NAV is flexible – easily adapting to the unique way you do business. Here are two situations that were crying out for a modern business management solution:

*“The RoleTailored Client allows us to build an interface that is custom made for the job an employee is doing. With the RoleTailored Client, the user stays focused on the task at hand. They’re not distracted by the hundreds of other functions that can be performed in NAV.”* Marc Allman – VP Operations, AMS Controls, Microsoft Dynamics NAV 2009 TAP Customer

### Scenario 1

*Your existing business management solution is out-of-date. Inventive users have developed their own shortcuts – constantly switching screens and applications – to compensate for their system’s shortcomings. Unfortunately, these inventive shortcuts don’t work together. Data and work get duplicated on a daily basis. And productivity is dropping.*

#### Implementing the Microsoft Dynamics NAV solution:

- Required few IT resources as your Microsoft Partner used quick, efficient implementation tools called Microsoft Sure Step
- Quickly integrated all your business applications into one business solution with a single, efficient user experience
- Depending on the size and complexity of the project, your solution can be operational in days rather than months
- Lets each employee do their work from just one screen, raising their productivity – and the productivity of your company.

### Scenario 2

*Your company is a subsidiary. You have tried to implement a scaled-down version of your parent company’s business solution, but it required IT resources you don’t have and it never fit the way you do business.*

#### Implementing the Microsoft Dynamics NAV solution:

- Required very few IT resources to tailor it to the needs of your industry and location
- Has speeded up the sharing of essential business intelligence between your company and its parent company, making decision-making more effective
- Has raised the productivity of your employees
- Has given you a low total cost of ownership

This solution is ideal sites of large organizations. Each site can tailor its business management solution to local needs and legal requirements, yet still share and transfer the necessary financial consolidation with the parent company, and integrate with every other site in the organization.

A man with short brown hair, wearing a blue button-down shirt, is leaning over a computer monitor. He is looking at the screen with a slight smile. The background is a plain, light-colored wall. The overall tone is professional and focused.

### **Simplify your business management**

Microsoft Dynamics NAV is a business management solution with a difference. Connecting and integrating with all your existing business applications, it *simplifies* your business management, helps your people *focus* on what's important, and makes their work effective, efficient, and fun.

# SIMPLE

*Business is complex  
...but your business management solution doesn't have to be*



SMART

*Think smart  
...and share your insight*

## Making smart decisions

What can you do if you are part of a project and you have a good idea? You could conduct some quick analysis in Microsoft Dynamics NAV, check some KPIs (Key Performance Indicators), and make a short report, showing your conclusions in a simple bar chart that you can share with the rest of your team.

So, you go ahead and do it – it doesn't take long.

*“Working with our customer on Microsoft Dynamics NAV 2009, we quickly found that the new user interface and the ability to make customizations without coding dramatically improved the user experience.”*

*“The great thing about Web Services is that it is built upon the Microsoft .NET framework so we can easily integrate it with other .NET applications or build additional add-ons where necessary.”* Richard Postborg, President, TRIMIT A/S

After a short discussion, your team adjusts its plans and reallocates resources. The change in direction ensures you stay on track to meet goals at corporate level. And the changed plans have positive affects on budget and strategic planning. That's the power of business intelligence – all managed from Microsoft Dynamics NAV.

### **Microsoft Dynamics NAV gives your people insight into:**

- Current order status
- Inventory levels
- Relevant transaction details

...so they can take action, and instantly...

- Filter and sort key data
- Measure KPIs
- Produce reports, charts and graphs with one click

...and share their new insight with your company's key decision-makers.

### **From hunch, to insight, to decision**

Microsoft Dynamics NAV enables every individual in your company to turn hunches into genuine insight, and insight into decisions that have a positive impact on your business.

Centrally managed and secure, Microsoft Dynamics NAV provides a consistent overview of information and KPIs to make strategic planning straight forward and transparent. In short, Microsoft Dynamics NAV puts business intelligence in the hands of your people.

## Give them what they want ...and push your company ahead

Open up Microsoft Dynamics NAV and you'll notice two things instantly. The new RoleTailored user experience looks:

- **Familiar**

*If you've worked with Microsoft Office® software, you'll recognize the look and the key features right away. Each user works in their own tailor-made "homepage" – called a Role Center – where they can organize their pages, set up shortcuts, and get to work with almost no training.*

- **Clean and simple**

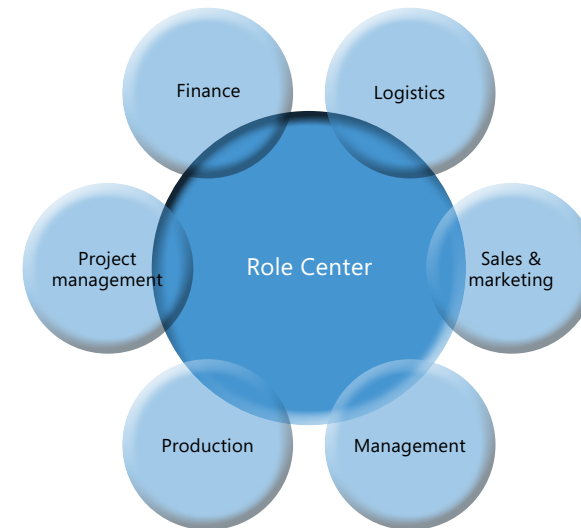
*Logged into their own personal Role Centers, your employees won't get distracted or waste time looking for key information – they can manage everything from one place.*

The result? From day one your employees will think, "This was designed for me." And before long, they won't think about it at all. That's the sign of a system that works exactly the way people need it to.

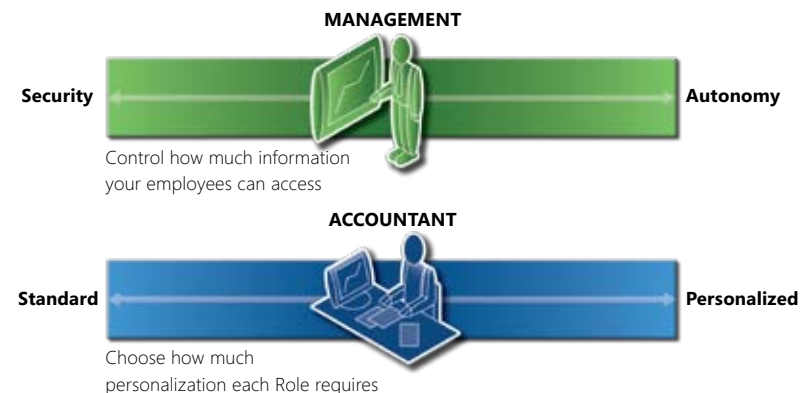
- **Focused and productive**

In Microsoft Dynamics NAV, you create a Role Center by selecting specific out-of-the-box Roles and adding them to a user profile. Because users often play multiple roles in a company, Microsoft Dynamics NAV allows you to combine these into a single Role Center.

And that's what Microsoft Dynamics NAV's new RoleTailored user experience is all about. It looks familiar. It looks clean and fresh. And your people see only what they need to see, keeping them focused and productive.



Role Centers covering essential business functions in six areas of an organization





# RoleTailored user experience

*...because businesses don't close deals. People do.*

## New architecture

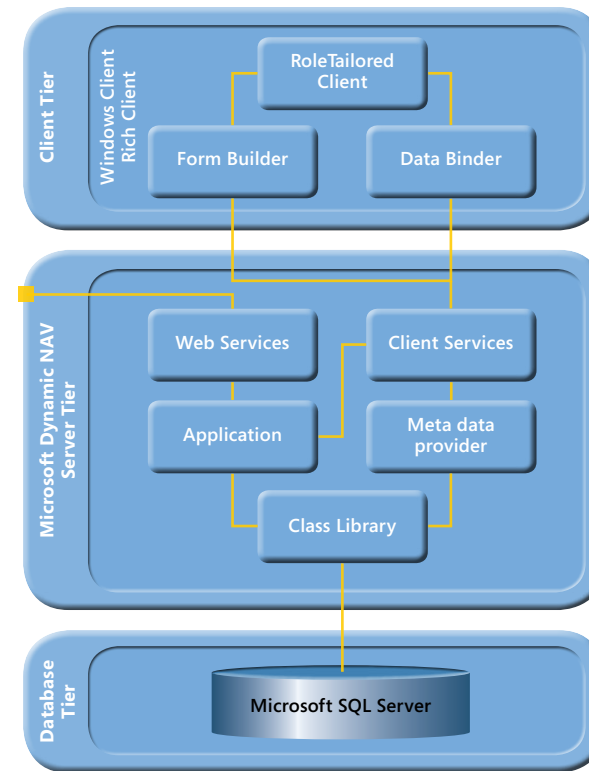
### Web services

People and organizations can get more from their business management solution than ever before. A new architecture and the use of industry-standard Web services for easy integration with other applications.

You can use Web services as a simple way of integrating key information from Microsoft Dynamics NAV with other business applications.

Imagine you're working with a call center on a telemarketing campaign. By creating a Web service, you can make customer data from Microsoft Dynamics NAV available to the call center's employees without giving them full access to the Microsoft Dynamics NAV application.

No learning curve. No duplicated data across your organization. And implementation is really fast.



Innovations in Web services, user experience and graphical reporting thanks to new architecture.



# INTEGRATE

*With other business applications*



## *The right business management solution for you*

Microsoft Dynamics NAV is a comprehensive business management solution, including almost everything you need to run and grow a successful business – out of the box.

However, after nearly 25 years of experience and development, we have a mature, global network of Microsoft Certified Partners who can help you adapt Microsoft Dynamics NAV to your specific line of business. With local, legal and technical knowledge of *your* industry, our partners can provide you with the business solution you need.

Between them, our partners have already created more than **2000 solutions** worldwide, so you can always find a Microsoft Dynamics NAV solution tailored to *your* industry and *your* market.

For example, if you are in fashion, you can find a Microsoft Certified Partner who has adapted Microsoft Dynamics NAV to cover processes specific to fashion – yet is still easily adaptable to changes in the business environment and scope of your company's operations. And of course, it will still be fast to implement, easy to configure, and simple to use.

With more than 3,700 certified partners and 40 localized versions of Microsoft Dynamics NAV, we can offer you a great solution wherever you are, whatever you do, and however you want to do it.

*“The Role Tailored user experience brings the information worker’s all the way to their preferred environment – what they need, when they need it and where they need it.”*

Tina Thomsen, CEO, Top Solutions

It's easy to find a Certified Microsoft Partner – and your solution – here:

[www.microsoft.com/dynamics/solutionfinder](http://www.microsoft.com/dynamics/solutionfinder)



# INNOVATIVE

*Simply innovative  
...and innovative simple*



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**About Microsoft Dynamics**

Microsoft Dynamics is a line of financial, customer relationship, and supply chain management solutions that help businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

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