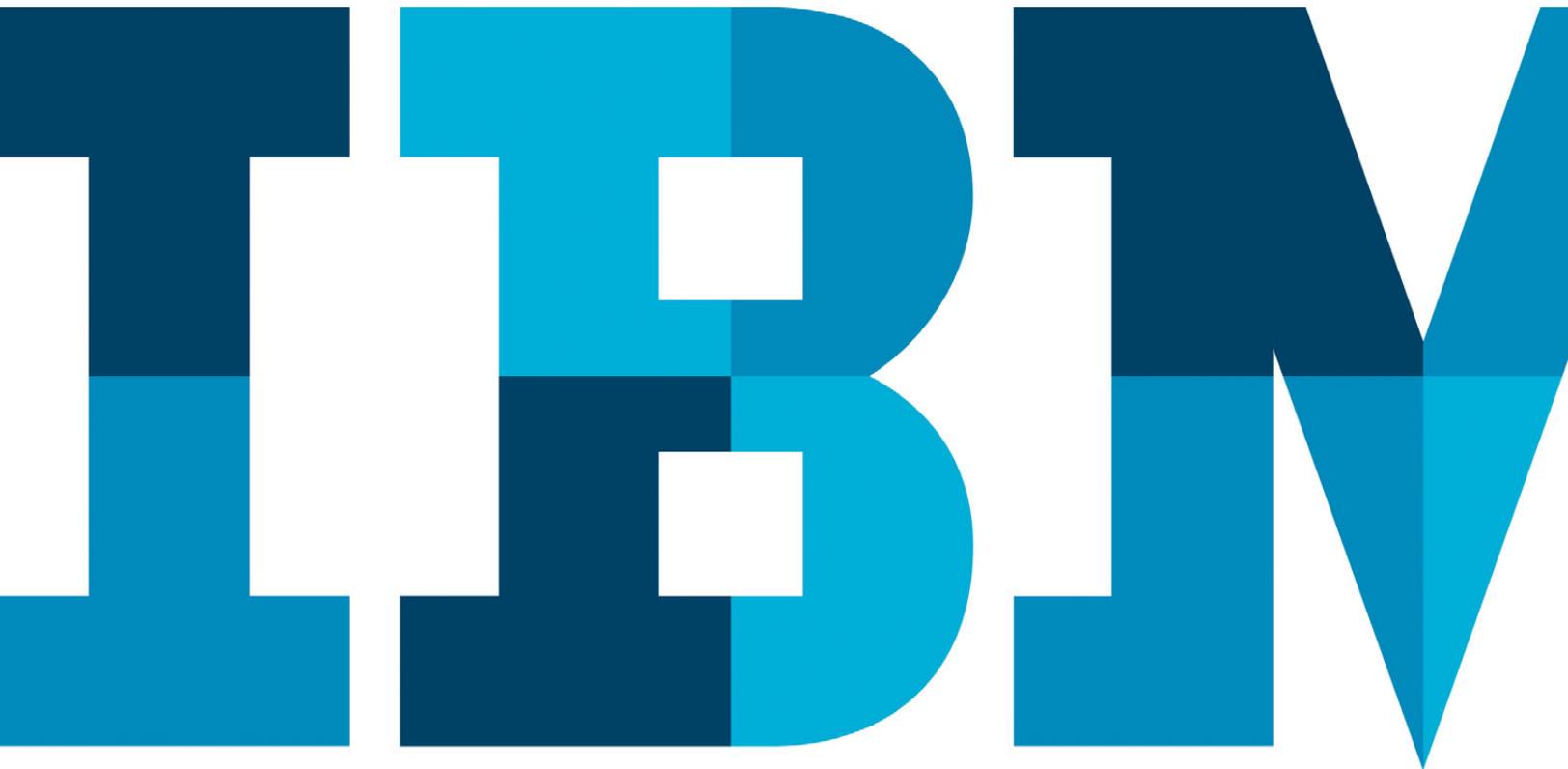


Microsoft Dynamics AX solutions from IBM

Powerful, agile and simple enterprise resource planning



Highlights

- Improve productivity with familiar, easy-to-use tools and access to information that enable people to work quickly and make proactive decisions
- Manage change and growth by improving supply chain and financial metrics visibility and quickly adapting processes to meet dynamic business conditions
- Compete globally and manage complexities by consolidating and standardizing processes and providing visibility across your organization
- Reduce the risk and liability associated with corporate governance, regulatory compliance and customer initiatives
- Gain from the global footprint and expertise of IBM—a leader in ERP services

Has your business outgrown your existing enterprise resource planning (ERP) system? In a competitive business environment, keeping pace involves a constant drive to launch services, address the needs of larger and more complex customers, meet compliance challenges, access effective business intelligence, improve supply chain management and more. Without a feature-rich, adaptable, industry-focused ERP solution in place, it can be a struggle to react quickly enough. Using Microsoft Dynamics AX, IBM can help you meet these challenges.

IBM Global Business Services—a leader in enterprise resource planning

IBM understands that no two companies share the same set of problems. From retail to manufacturing to finance and beyond, our experience working with a range of clients helps us understand what makes your business different and offer the right solutions. IBM® Global Business Services® is one of the largest consulting organizations in the world, with extensive experience in ERP design and implementation.

Jegs, a major distributor of electrical, houseware, “do it yourself” and gardening products in the UK, wanted to streamline and automate its key business processes, and improve its reach to new and existing customers. Supported by IBM Global Business Services, Jegs audited its IT infrastructure, analyzed its existing processes, performed a fit-gap analysis and mapped out the requirements for a new centralized ERP system. IBM then helped Jegs implement a Microsoft Dynamics AX solution, completing the project on time and within budget. Eloise Gibbons, Managing Director, Jegs, says, “The new solution gives us a more comprehensive way of managing our business processes, and makes life much easier for our staff ... Overall, the system is easy to learn, and IBM provides excellent support, which minimizes the need for training.”

You can begin your ERP project with confidence when you are backed by IBM. We work with leading companies from around the world to deliver end-to-end, cost-effective solutions that are tailored to the unique needs of each industry. Unlike smaller regional systems integrators who often find it difficult to manage

complex or global projects and struggle with scalability, IBM has the expertise, global presence and scale to help your business grow. Our offerings include application package selection, strategy, change management and implementation, and application management services, along with infrastructure and hardware. Add in IBM Global Financing, and we are truly a one-stop shop, which minimizes the complexity and risk inherent in ERP implementations.

A strategic business management platform

Microsoft Dynamics AX is a comprehensive ERP solution for midsize and larger organizations that empowers people to work effectively, manage change and compete globally. It makes it easy to operate across locations and countries by standardizing processes, providing visibility across your organization, and helping to simplify compliance. The latest version of the solution—Microsoft Dynamics AX 2012—has several enhancements over the previous version, delivering new levels of capability, agility and a compelling and empowering user experience. Microsoft Dynamics AX coupled with IBM's deep industry expertise, strategy, program governance and template management experience provides a powerful and cost-effective ERP solution. Powerful, yet simple to use, straightforward to implement, and quick to adapt, Microsoft Dynamics AX solutions delivered by IBM Global Business Services can help make your organization more efficient and productive.

Help people work faster with the familiar Microsoft look and feel

The key to helping your business survive in a rapidly changing global economy is to empower your people to do the best possible job they can. Microsoft Dynamics AX helps support your entire business with built-in, best practice business processes that automate and streamline activities such as identifying and winning customer prospects, fulfilling customer orders, serving



existing customers better and managing your supply chain. With the new levels of visibility it provides, people can potentially work faster and smarter, increasing their effectiveness.

The enhanced Role Tailored user interface in Microsoft Dynamics AX helps drive productivity and business insight through its familiar user experience and connection with business processes. Users comfortable with the Microsoft Windows operating system and Microsoft Office feel at home with Microsoft Dynamics AX since the user experience is familiar. Microsoft Word and Microsoft Excel—familiar and powerful tools that workers already know and use—work bidirectionally with Microsoft Dynamics AX to enhance worker productivity. Since powerful business intelligence functionality is an embedded part of the application, users can make faster, better decisions.

Respond quickly to market demands

To keep pace with the competition, your company needs to extend into new territories, launch new products and services, and increase business strengths through mergers and acquisitions. With Microsoft Dynamics AX, you can successfully manage change and growth by building profitable supply chain relationships and quickly adapting internal processes to meet dynamic business conditions.

Microsoft Dynamics AX is simple to set up, easy to customize and highly scalable. It is built on a set of unified natural models, enabled by a model-driven layered architecture which makes company-differentiating changes easy to execute. This means that you can adapt and upgrade your solution over time with less risk and expense.



Expanding across borders—a global solution

Today, business opportunities can mean enlarging your customer base to include a worldwide audience or expanding across borders into new sites or branch offices. Microsoft Dynamics AX is designed to manage the complexities of a global organization by consolidating and standardizing processes and providing visibility across your organization. While simple enough to deploy for a single business unit in a single country, Microsoft Dynamics AX can support the unique requirements for business systems in 36 countries—all from a single-instance deployment of the software. Multiple currencies, time zones and languages, as well as compliance with multiple banking, reporting standards and legislative codes, give you the global coverage that you require.

Manage risk, simplify compliance

Companies face many regulatory requirements that vary widely across regions and countries. Microsoft Dynamics AX can help you reduce the risk and liability associated with corporate governance, regulatory compliance and customer initiatives. It can help you save time and effort with workflows that enforce and enhance controls based on specific risk and compliance scenarios, and ensure consistency with standardized, repeatable processes that can reliably aggregate compliance data. With Audit Workbench in Microsoft Dynamics AX, you can define and refine your corporate policies and automate the auditing process.

Cost-effective, easy to deploy and use

Microsoft Dynamics AX delivers rich, prebuilt, industry-operational functionality out of the box, with proven functionality for manufacturing, distribution, retail, public sector and service industries. Unlike many other ERP systems, this solution covers both administrative and operational requirements, providing more value, and also rapid time-to-value—whether

as a flexible ERP solution for a part of your business, or as the single, company-wide solution. Microsoft Dynamics AX is delivered on familiar, high-value, low total cost of ownership (TCO) technology, providing access to a broad universe of people and resources that already understand the technology platform. Microsoft Dynamics AX delivers pervasive interoperability with Microsoft Office, Microsoft SharePoint and Microsoft Lync to bring users the familiar, productive experiences they expect—empowered with access to Microsoft Dynamics AX data and functionality.

A one-stop-shop partner for Microsoft Dynamics AX

As one of the world's largest business consulting services organizations, IBM has a proven track record of helping deliver lasting change to thousands of customers, large and small, around the globe. Our experience with business applications is second to none, and when you are planning something as significant as a business-wide enterprise resource planning (ERP) implementation, that's important. Our experts not only understand the Microsoft Dynamics AX solution, but also have the process and industry experience to address your particular challenges and needs. This becomes especially important with Microsoft Dynamics AX 2012 since a more experienced partner can help you get more out of this powerful and advanced application. IBM is a leader in solution implementation accelerators and we are committed to developing leading industry-based methods, assets and templates to speed implementation and maximize your return on investment.

Our long-standing relationship with Microsoft has resulted in an extensive Microsoft consulting practice, making us one of their largest global partners. We have been a member of the Microsoft Certified Partner program since 1995 and have several

thousand dedicated Microsoft Certified consultants and technology professionals. All this makes IBM the perfect partner to help you implement a Microsoft Dynamics AX solution that fits your needs. Let us help you with a fully integrated ERP solution that powers your productivity and growth.

IBM also offers:

- **Application package selection services to accelerate the selection process through proven methodologies, templates and benchmark data that provide an objective approach to evaluating vendors' offerings.**
 - **Microsoft enterprise architecture services to help you assess your Microsoft architecture, understand how applications can be integrated, and leverage new techniques in architecture development to simplify, streamline and optimize your Microsoft environment.**
 - **Business intelligence strategy, services, related tools and frameworks so your organization can make better decisions.**
 - **Custom application development services using Microsoft technologies and proven IBM application development methods, tools and techniques to provide new business capabilities.**
 - **Microsoft product solutions to design and implement SharePoint, SQL and BizTalk solutions that optimally address your business needs.**
 - **Application management services to manage your Microsoft technology stack. Our application management services include those for Microsoft Dynamics CRM, Microsoft Dynamics AX, Microsoft Office Microsoft SharePoint Server, Microsoft Business Intelligence, Microsoft Office Communications Server, Microsoft BizTalk and custom Microsoft.NET applications.**
-

For more information

To learn more about Microsoft Dynamics AX solutions from IBM, please contact your IBM representative or visit:

ibm.com/Microsoft

Additionally, IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management, and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward.

For more information, visit: ibm.com/financing



© Copyright IBM Corporation 2011

IBM Corporation
Route 100
Somers, NY 10589

Produced in the United States of America
September 2011
All Rights Reserved

IBM, the IBM logo, ibm.com and Global Business Services are trademarks of International Business Machines Corporation in the United States, other countries or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Microsoft, Windows, Windows NT, the Windows logo, Microsoft Dynamics, Microsoft Office, Excel, Lync, SharePoint and BizTalk are trademarks of Microsoft Corporation in the United States, other countries, or both.

Other company, product or service names may be trademarks or service marks of others.



Please Recycle
