

# Top reasons to purchase

## Microsoft Dynamics



Whether you are outgrowing entry-level accounting software, rubber-banding an outdated legacy solution, or simply tired of paying annual maintenance fees to a vendor that provides little to no value for your money—now is the time to give your people the tools they need to succeed. Microsoft Dynamics GP is a quick to implement, easy to use business solution with the power to support your business ambitions. Here are the top reasons to purchase Dynamics GP for your small or midsize business:

### It's more than just ERP

Microsoft has a complete vision for business applications, and it goes beyond what a simple stand-alone ERP solution or accounting software can do. It starts with a unique combination of business intelligence, collaboration, and communication tools embedded across your core business processes. The result—empowered people who make decisions that help increase your margins, improve your cash flow, and ultimately drive your business growth.

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"Microsoft Dynamics GP on Azure, Dynamics CRM Online, Office 365, they all function as one business solution which helps us get the information we need for our complex organization in real time."

Jason Eden, RREAL

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### Helps your people work better and faster

The RoleTailored experience of Dynamics GP surfaces the information and tasks 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 already know how to use—training time is replaced with an intuitive experience that helps people work smarter right from the start.

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"With Microsoft Dynamics GP, it takes a few minutes to run all the profit-and-loss and other financial reports and produce financial statements at the end of the month," says Silverman. "Those tasks used to take a week-and-a-half."

Connie Silverman, Kauffman Center

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### Gets you up and running in days, not weeks

RapidStart implementation tools help make the solution fast and simple to deploy. And because the solution is easy to learn and use, you can be up and running quickly with less disruption to your business.

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"We want to build out an infrastructure that can be agile and take advantage of new technology. We have zero tolerance for downtime. And in the end there was no downtime. There was no disruption to the business. Having the comfort of a global data center offers huge value—and huge peace of mind"

- James Farrell, Catalogic Software

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## Works the way you do

Dynamics GP supports your core business needs with comprehensive built-in capabilities that are easy to customize. And you can be confident that our global ecosystem of partners—backed by the strength of Microsoft—have built a broad range of solutions that address specific industry needs.

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“In all our growth, Microsoft Dynamics GP hasn’t shown its age. It’s been able to handle everything we needed and the volume of work we have—all without us having to worry about customization.”

- Jonathan McCarron, Thinking Maps

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## Transforms the way you work and connect

Transform the way your people do business with a solution that works the way they want to use it—over the web, through a SharePoint portal, or using a traditional desktop computer. With a business solution from Microsoft, both office and remote employees can perform business processes and connect through the tools and channels they’re used to—such as instant messaging, email, voice, and presence.

## Drives and supports your business growth

Dynamics GP supports and propels your business goals and overall growth. It easily accommodates new processes and additional lines of business, and it scales to meet higher demands, without sacrificing performance or incurring major increases to your original technology investment—or your payroll.

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For more than five years, Microsoft Dynamics GP has supported us as we have grown from 17 to more than 110 team members.”

-Travis Perkins, EMIT technologies

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## Provides a flexible deployment model

You can choose the deployment model that makes the most sense for your business, whether on-premises, in the cloud, or a combination of both. Plus, you’ll have the elasticity to adjust as your needs change.

## Reduces your risk

Millions of users around the world already trust Microsoft to deliver innovative consumer and business solutions. In addition, our global partner network provides you with access to the local resources and expertise you need. And, when you purchase Dynamics GP, you can be assured of support for the version you buy for up to 10 years after its release.

## Propels your business forward

With a business solution from Microsoft, your people will have the innovative, flexible tools they need to be proactive and productive—keeping you ahead of the competition. As a result, your business can move forward instead of standing still.

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“Our Microsoft Dynamics solution enables us to manage the process of growth more efficiently and strategically, while reflecting excellent stewardship of food and cash donations.

- Matthew Reich, City Harvest

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