



Ricky Gangsted-Rasmussen

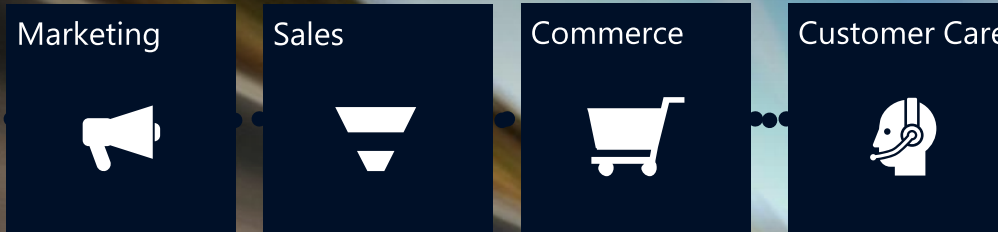
Microsoft Dynamics AX Product Marketing

**Deliver Amazing Customer
Experiences Every Time**



Anatomy of a Business

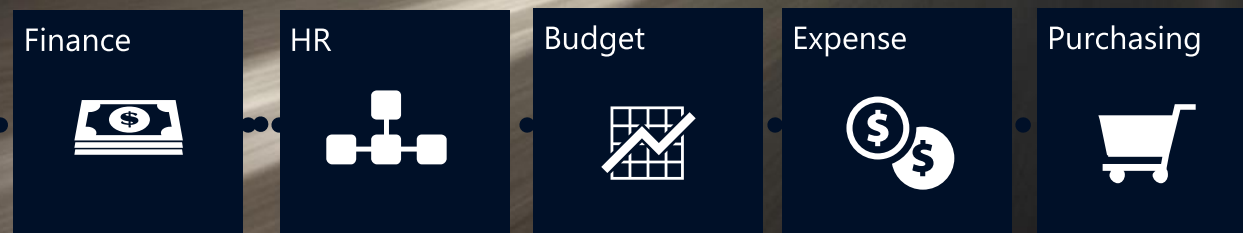
Customer Engagements



Operational Processes



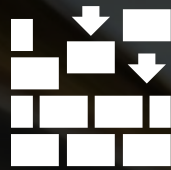
Administrative Processes



Microsoft Dynamics AX2012



Powerful



Agile



Simple



Pervasive Interoperability

Amazing Momentum



What Our Customers Are Saying...

68% consolidation
systems

59% business
transformation

59% faster
time-to-value

55% operational
efficiencies

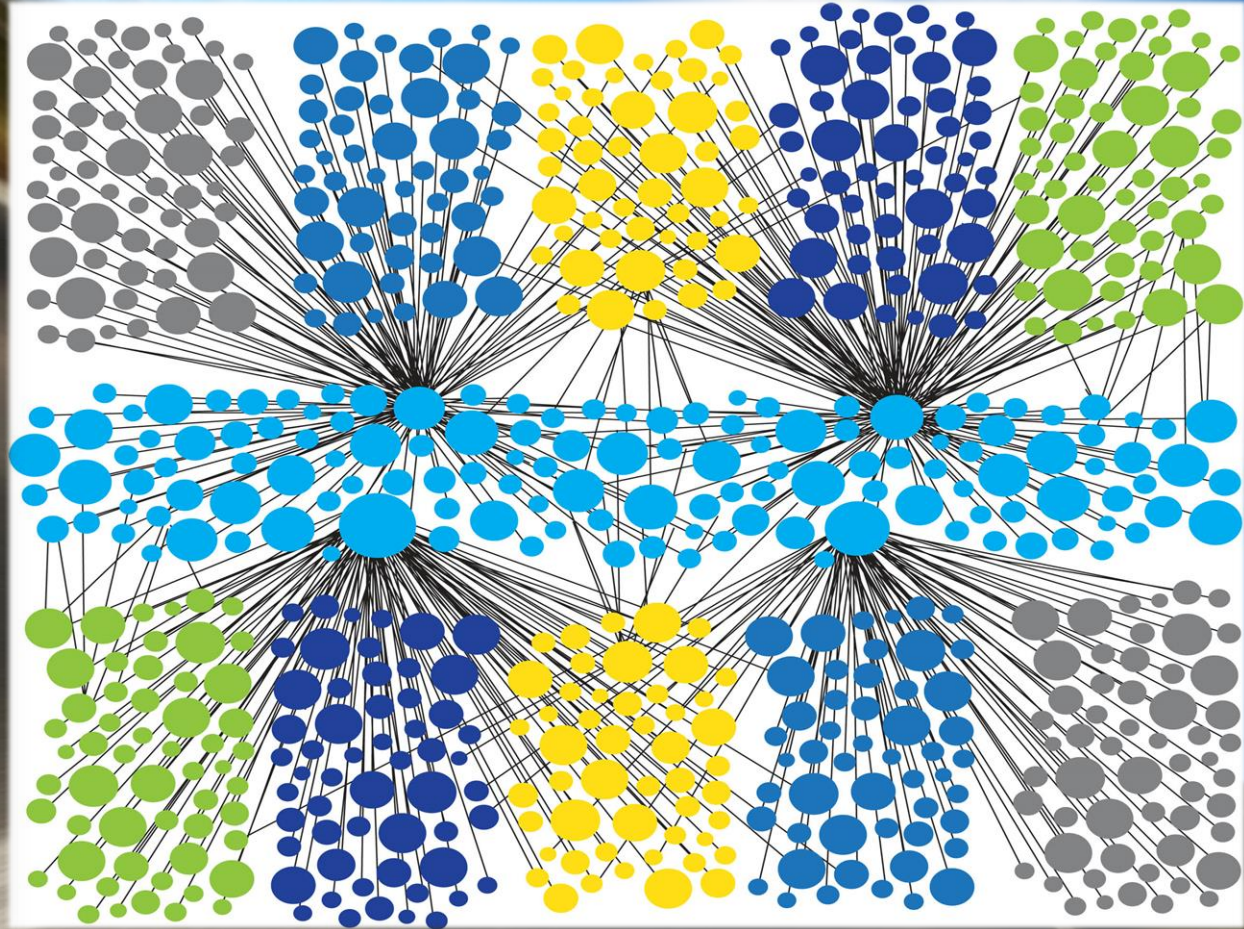
92% ROI

21 months full payback

Reality of Today's IT Environment

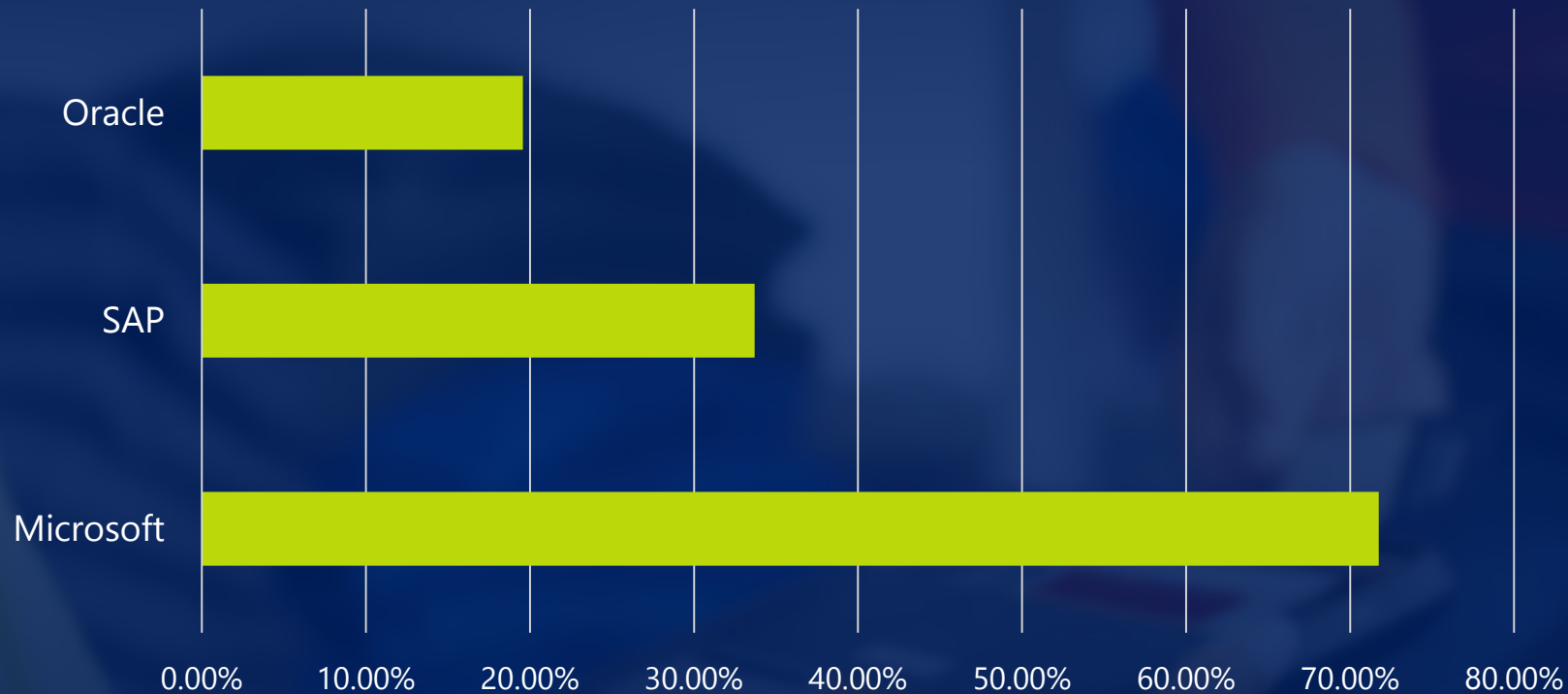
Growing
Legacy
Requirements

Attitude
Towards IT



What the Research Suggests...

Ovum Research August 2013: Global Preferred Vendor for Next Investment in ERP Suite of Applications



"Microsoft's strong showing in Ovum's ICT Enterprise Insights survey is hardly surprising. The company's Dynamics product line is an increasingly attractive option for organizations looking to augment their legacy ERP systems with capable enterprise applications that are easy to deploy and integrate."

Warren Wilson -
Ovum Lead Analyst

UNPRECEDENTED PACE OF CHANGE

Average lifespan of a company on the S&P 500





"I believe

over the next decade computing will become even more ubiquitous and intelligence will become ambient. The coevolution of software and new hardware form factors will intermediate and digitize—many of the things we do and experience in business, life and our world. This will be made possible by an ever-growing network of connected devices, incredible computing capacity from the cloud, insights from big data, and intelligence from machine learning."

Satya Nadella
CEO, Microsoft

ONE MICROSOFT STRATEGY

Create a family of devices and services for individuals and businesses that empower people around the globe at home, at work and on the go, for the activities they value most.

Private Cloud
Public Cloud



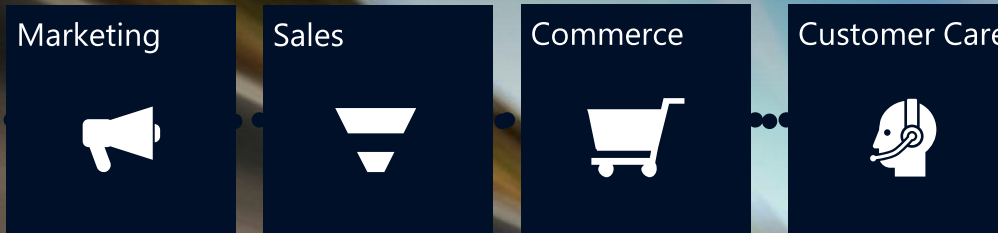
DYNAMICS STRATEGY

Enable high-value activities for business people at work and on the go to help them be the best in their professional lives.



Anatomy of a Business

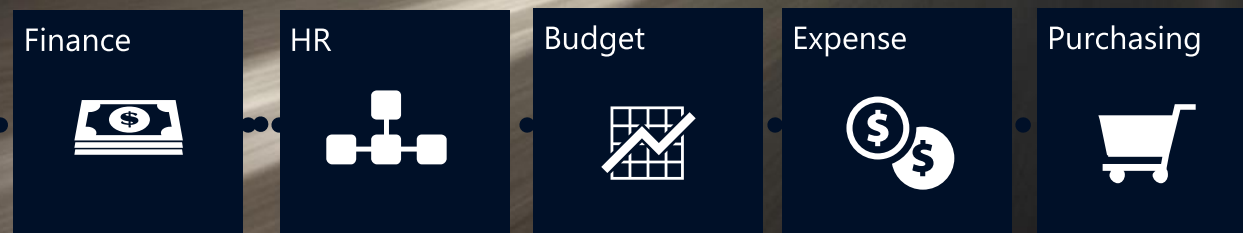
Customer Interactions



Operational Optimization



Operational Efficiency



DELIVER AMAZING CUSTOMER EXPERIENCES

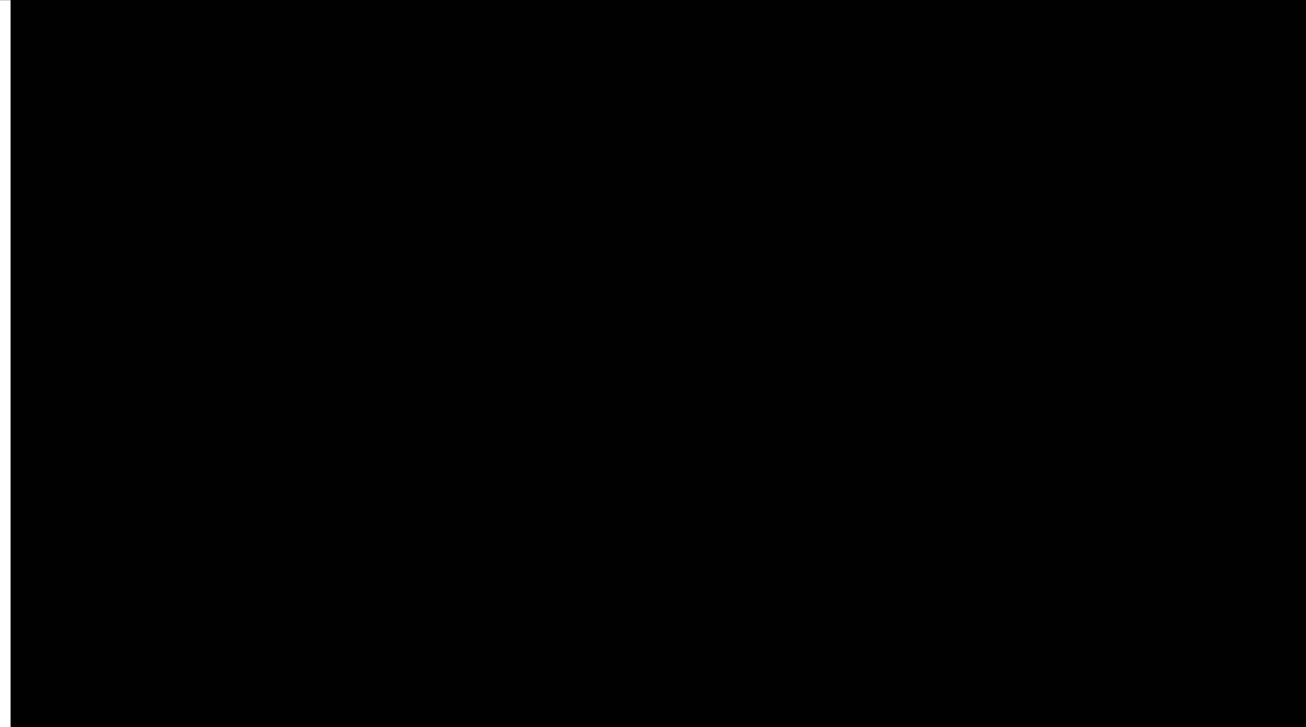
ENGAGE | RUN | EXPAND



Offer continued, personalized experiences
Accommodate customer preferences
Nurture along purchase cycle

Accommodate change requests
Optimize product availability
Offer competitive pricing
Drive customer centricity

Expand and reach more customers
Adapt & optimize with insights
Focus on business innovation



Microsoft Dynamics AX R3 | At-a-Glance

Retail | Manufacturing | Distribution | Services Industries | Public Sector

Retail

Point of Sale, assisted sales, and centralized store management
Omni-channel management
eCommerce and social media
Order management, processing and payment
Merchandizing and catalog management

New

Manufacturing

Lean, process and discrete manufacturing
Product configuration
Shop floor management

Sales, service & marketing

Salesforce and marketing automation
Lead and opportunity management
Sales and case management
Service management
Rebates, Royalties, and trade allowance management
Microsoft Dynamics CRM connector

New

Procurement and sourcing

Direct and indirect procurement
Purchase requisitions
Supplier relationship management
eProcurement and vendor self-service portal

New

Supply chain management

Inventory management and demand forecasting
Multisite advanced warehouse management
Order promising
Distribution planning
Transportation management
Quality management

New

Project

Complex Planning through Microsoft Project
Project accounting and invoicing
Grants management
Project cost control
Work breakdown structure

New

Financial management

General Ledger	Shared services and consolidation
Accounts receivables and payables	Budget planning and control
Commitment Accounting	Compliance management
Cash and bank management	

Business intelligence

Standard and analytical reports with Microsoft SQL Server Reporting Services
RoleTailored, pre-defined data cubes
Dashboard views with KPIs
Self-service reporting

Human capital management

Core Human Resource Management
Talent management
Workforce management
Travel and expense

Unifying Fabric

Microsoft Platform - Today and Tomorrow

Common
User Interface

Browser



Mobile App



Windows Client

Office



Integrated suite

Interoperable Workloads



Composite
Applications

Full Suite

Sales, marketing and services

Plant Operations

Human Capital Management

Store Operations

Other LOB
Applications



Data Tier

MDM

OLTP

Database

SSRS, SSAS



Infrastructure

Virtualization



Networking



Security



Identity Mgt



On-premises, Private and Public Cloud



Integrated
Development
Environment



Application
Lifecycle
Management



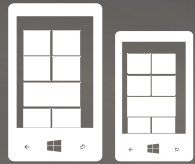
System
Manager



Modern Apps and Mobility

Optimize Devices and Services Business Scenarios

Build



- OOB apps
- Windows and Windows Phone Developer tools
- Innovative Hardware

Deploy



- Windows Store for external facing apps
- Windows Intune your company's market place

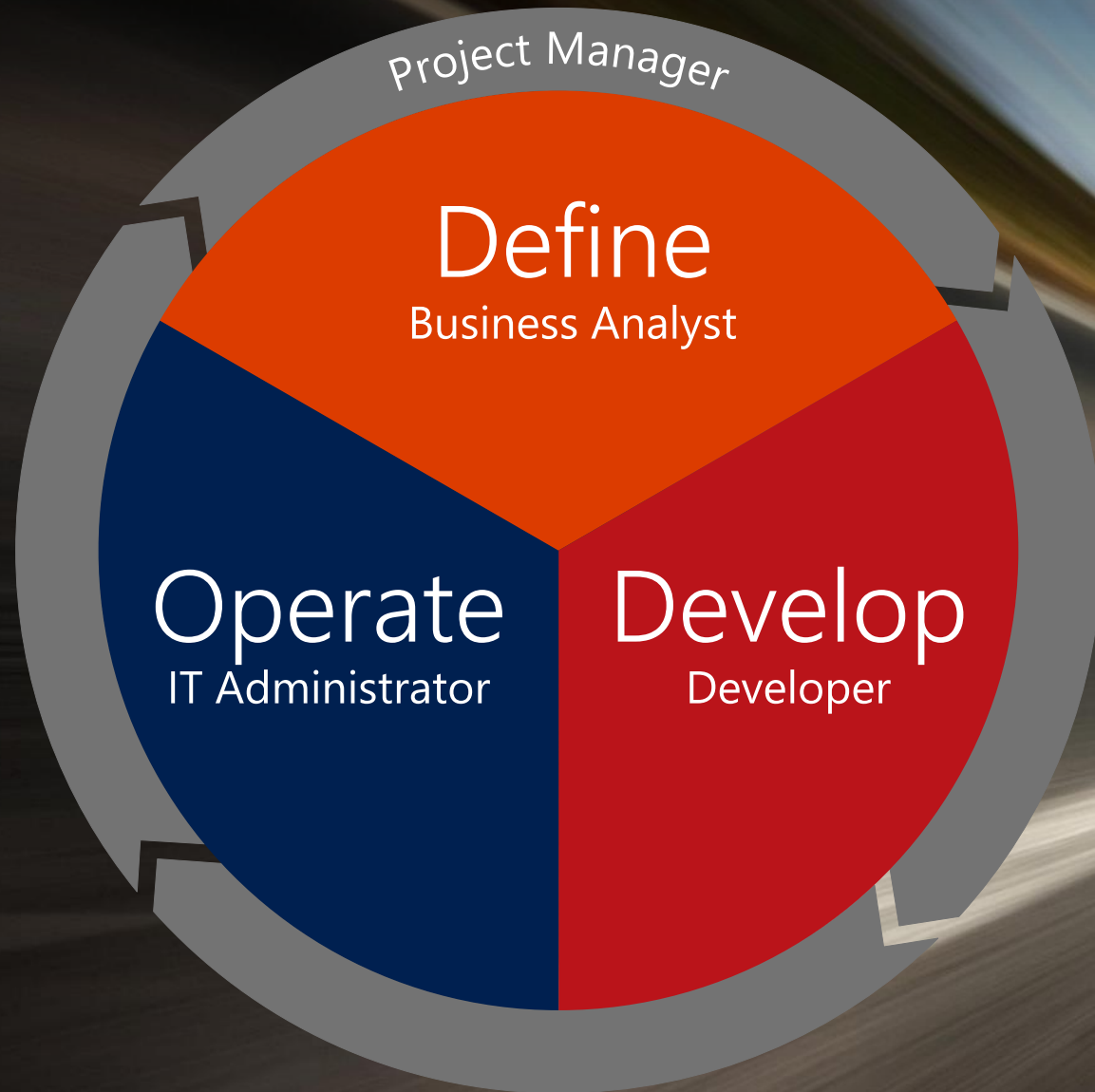
Operate



- Azure Service Bus
- Active Directory Federated Services
- AX Web services Framework



Application Lifecycle Management



Project Manager

- Collaborative workspace
- Sure Step (coming soon)
- Agile project management (coming soon)
- Process methodology automation (coming soon)



Business Analyst

- Business process modeler (BPM)
- License estimator
- Usage Profiler for Infrastructure sizing and usage modeling



Developer

- RapidStart
- Customization analysis
- Upgrade analysis

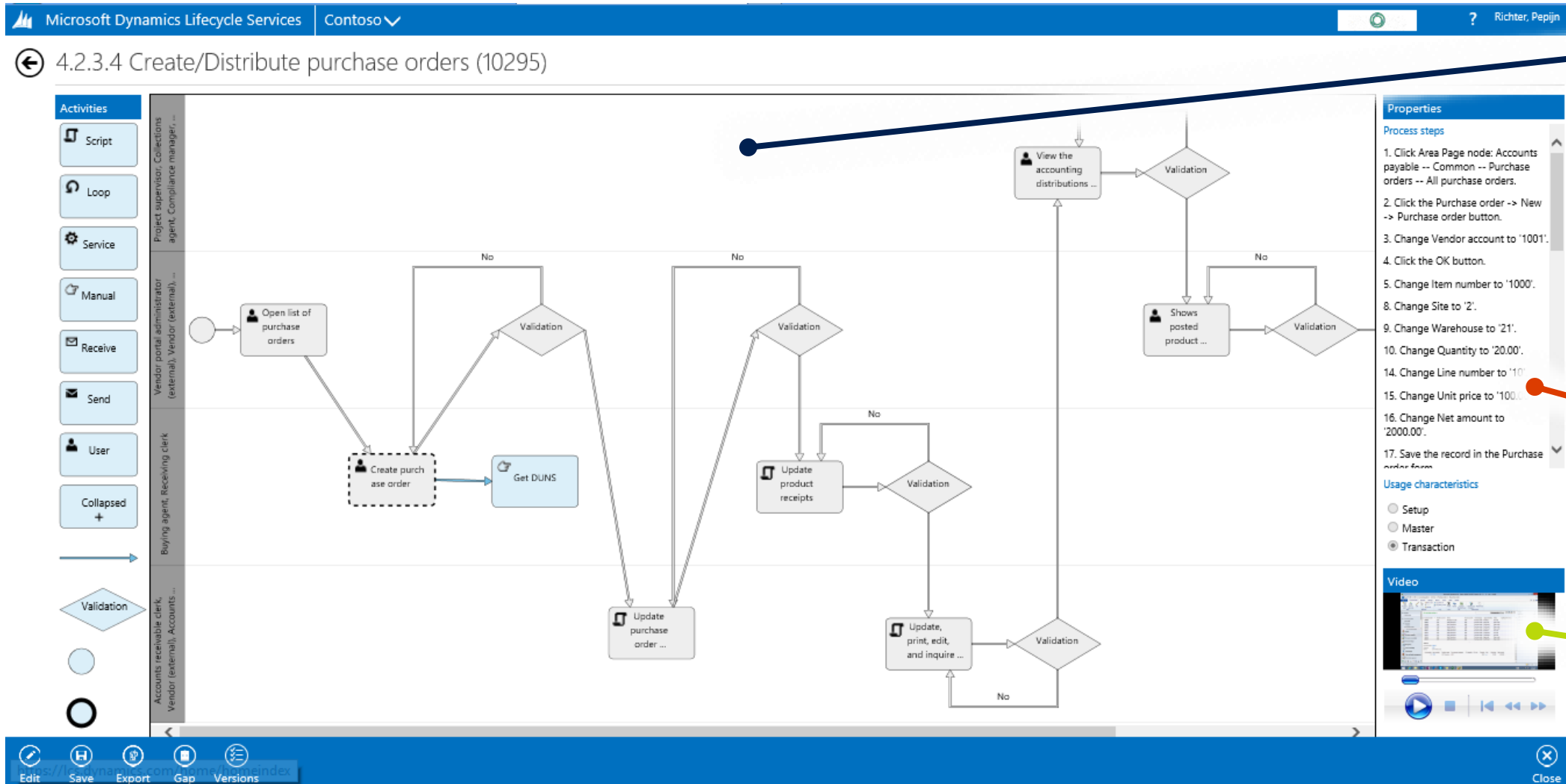


IT Administrator

- System diagnostics
- Issue search
- Support incident management (coming soon)
- Update installer (coming soon)

Business Process Modeler

High quality, quick analysis phase



Adaptable business process flowchart

Dynamics AX meta data for these process steps

Recording of the business process in Dynamics AX

Dynamics AX and Microsoft Azure

Scenarios Powered by the Cloud

1

**Demo, Develop, Test and
Run Your Application**

Portal to simplify
Deployment

2

**Recover your data from a
disaster**

Planned for H2 CY2014

3

**Extend your
Infrastructure**

Modern apps & mobility

4

**Manage your
Applications**

Lifecycle Services and
cloud-powered Support



Simplifying Deployment

The screenshot displays the 'Cloud hosted environments' management interface. At the top, it shows the user 'Smith, B.' and a list of actions: '+ Add environment', 'Azure settings', and 'Azure portal'. Below this is a table with columns for 'TYPE', 'VM COUNT', and 'STATUS'. The table is currently empty. To the right, a sidebar titled 'Add environment' offers four templates: 'Demo' (1 VM), 'Developer / Test' (3 VMs), 'Production' (12 VMs), and 'Disaster Recovery Site' (12 VMs). Each template includes a brief description of its use case. A 'Cancel' button is located at the bottom of the sidebar. The Microsoft logo is visible at the bottom center of the interface.

ENVIRONMENT

Cloud hosted environments

+ Add environment | Azure settings | Azure portal

TYPE	VM COUNT	STATUS
------	----------	--------

Add environment

Demo
1 Virtual Machine

Quick and easy setup for demos of Microsoft Dynamics AX. Does not support heavy functional use.

Developer / Test
3 Virtual Machines

Perfect setup for well-performing development.

Production
12 Virtual Machines

Full fledged production environment ready for heavy business transactions and many users.

Disaster Recovery Site
12 Virtual Machines

Full backup instance of production environment available for business continuity.

Cancel

MICROSOFT CONFIDENTIAL

THE FUTURE STARTS TODAY

“...advancements in business logic and data model, cloud and new apps, services and devices scenarios, all set the stage for continued future innovation evolving directly from the functionality being delivered today....”



#MSDYNAX



Social

Insights

CLOUD

Platform

Productivity