



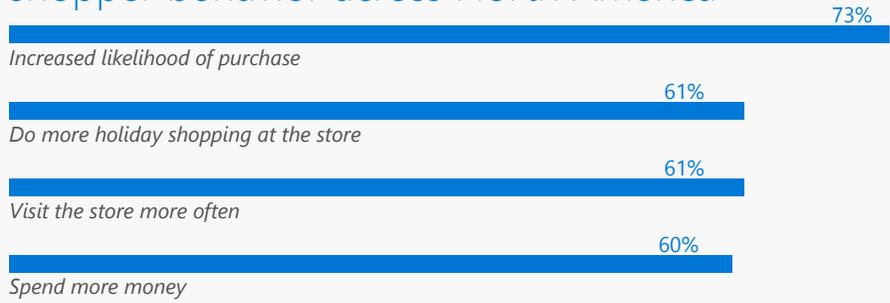
Microsoft Dynamics AX

Factsheet

Emerging trends in retail

By the numbers

How beacon marketing campaigns influence shopper behavior across North America ¹



Biggest opportunity for big data in retail according to U.S. retail executives ²

The average cost of a data breach in 2015 is **\$3.8 million**.³

Half of customer expect retailers to have options to buy online and pick up in store.⁴

In October 2015, smartphones accounted for **42% of U.S. retailer traffic** and **16% of online revenue**.⁵

5.9%

E-commerce only makes up 5.9% of global retail sales, but that number is growing.⁶

46%

Percent of American's who admitted to showrooming.⁷

Sources:

1. Swirl Networks, 2014
2. 1010data, 2014 Big Data in Retail Study, 2014
3. IBM, 2015 Cost of Data Breach Study, 2015
4. Accenture, Customer Desires vs. Retailer Capabilities, 2014
5. Brand Building, October 2015 Online Shopping Trends, October 2015
6. eMarketer, December 2014
7. Harris Interactive, 2014

Microsoft Dynamics AX
Factsheet

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What's new?

Microsoft Dynamics AX
Why Microsoft?

Amazing customer experiences through intelligent operations

Delivering customer experiences is top of mind for every retail organization, and the use of technology is a talisman for the delivery of this. Building on the Microsoft vision around a desire for 'more personal computing,' retail is at the forefront as organizations respond to the need for customers to shop in any mode, on any device, and at a time convenient to them. Offering a frictionless and rewarding experience to your customers, regardless of their shopping style during the purchase cycle, is a key differentiator to keep them coming back to you. This, in turn, will increase their spend frequency and turn them into advocates of your brand. Offering the right tools to your customers and associates to enable this experience is of paramount importance, whether it's the in-store experience, arming associates with intelligent tools to deliver exemplary service, or providing scalable computing through the cloud to enable high, but elastic, volumes of computing as customers use their own devices to transact. Customers move from social networks, to online stores, to in-store experiences, and as they do this, they expect a seamless, integrated, and consistent engagement with you.

Create amazing customer experiences through intelligent operations

Global expansion with flexible deployments

Do you want to accelerate innovation and future growth through a dynamic and agile solution that adapts to business needs? Choose one that offers limitless cloud scalability and delivers compliance and data security whilst at the same time provides seamless experiences for customers by empowering your employees to be truly productive. Microsoft helps you to manage the complexities of multiple languages, multiple sites, multiple companies, and complex international taxation and regulatory requirements as your business grows and enters new markets. All of this is delivered through a single, comprehensive cloud commerce platform that offers virtually limitless cloud scale, industry leading security, and enables real-time connected solutions across any device and any location, all with the predictability and repeatability needed to drive rapid speed-to-value. With the new Dynamics AX, you will reduce deployment efforts and streamline the complexity for Retail HQ components. Native deployment to the Microsoft Cloud and efficient self-service installation of in-store components make configurations easier and more intuitive.

Seamless commerce & omni-channel excellence

Modern Retail is now digital. Customers and retail employees demand intuitive, engaging, informative solutions that make the shopping experience fun, rewarding and ultimately lead to a sus-

tainable competitive advantage for you. Customers want to shop on their terms – for what they want, where, when, and on the device of their choice as they move across multiple channels during their engagement with your brand. Arm your employees with modern, connected, mobile-enabled solutions that give them a 360-degree view of the customer, which allows them operate with unprecedented levels of productivity and offer world-class customer service within and beyond the store. Microsoft offers role optimized productivity tools, as well as social solutions that engage and empower your people and delight your customers with the right information at the right time, regardless of channel. Our latest release also offers the ability to host scalable e-commerce services in the cloud and leverage 3rd party online stores.

Effective merchandise management

Be ready for what's next. New channels, new geos, and new products and services are appearing constantly. Retailers need to continually anticipate trends in the retail marketplace, adapting quickly to maintain market leadership. Microsoft helps you to execute with the insights you need by providing powerful merchandising capabilities, which include the global and local management of products, custom attributes, unlimited categories for enhanced category, and assortment management. Additionally, workspaces are a unique area dedicated to improving worker efficiency and productivity by allowing them to centrally manage the majority

of tasks and actions related to channel deployment and operations.

Intelligent Operations

Powerful analytics coupled with intuitive recommendations save retail employees time, enable them to better serve customers, and help them make more informed decisions that drive growth through deep data insights. Workflows that are tailored to your employees needs and cross through front office operations and key back office operations, like inventory management and vendor relations, mean efficiencies in processes, which ultimately delivers more revenue and higher margins to your business. The introduction of the new Dynamics AX brings workspaces that improve the efficiency and productivity of workers by letting them centrally manage most of their tasks and actions that are related to channel deployment, operations, and retail IT operations. Also, streamlined configurations and UI for retail-specific implementations enable greater out of the box channel support, specifically around configuration options for retail-specific implementations.

Global expansion with flexible deployments



Deployment flexibility

With the new Microsoft Dynamics AX, you can deploy a complete solution to run your entire retail operation or deploy specific business functions with the option to expand into others later. Unlike the best-of-breed approach where multiple solutions have to be integrated with middleware that causes an added layer of complexity, Dynamics AX offers a more accurate, timely, and consistent user experience with a single data model, business rules, and architecture. Start with the components most critical to your business and proceed at a pace that's right for you. Microsoft Dynamics AX can be deployed on the cloud, through third-party hosted partner clouds, or on Microsoft Azure via Infrastructure as a Service (IaaS). This brings true choice and portability between on-premises and private cloud deployments, along with all the benefits and security features that come with Microsoft Azure's world-class service.

The cloud deployment services provide several benefits, such as reduced deployment efforts and complexity for Retail HQ components, native deployment to the Microsoft Azure public cloud, and self-service installation of in-store components to make configuration easier and intuitive. Also, we provide several topologies that can be deployed to the Microsoft Cloud:

- *Retail 1-box trial topology*
- *Retail multi-box high availability topology*
- *Developer topology with the Retail SDK*

A low touch component installation provides self-service tools that install Retail Modern POS, Hardware Stations, and support for the upload and distribution of customized packages.



Partners

Microsoft Dynamics AX is delivered through a global network of partners with deep vertical experience. These business partners can provide you with assistance tailored to your specific needs—including solution selection, planning and design, customization and configuration, implementation, training, and ongoing support. This means you can get world-class business solutions from professionals who understand how your business works. To find a local Microsoft Dynamics AX partner and solutions for your business, visit <http://dynamics.pinpoint.microsoft.com>.



Mobile solutions

Having access to the same line-of-business applications employees rely upon in the office while they're away is critical for many of today's companies. Mobile access to these applications was once a competitive advantage, but today, it's a business essential. If you have field sales reps, mobile professionals, mobile service technicians, or support staff, then connected mobile solutions based on Microsoft Dynamics AX and the Windows Mobile platform create greater efficiencies, which help you open new business opportunities, drive increased productivity, and reduce costs. Mobile solutions for Microsoft Dynamics AX provide a familiar, flexible, and financially compelling mobile solutions platform.

Seamless commerce and omni-channel excellence



Modern point of sale (MPOS)

Superior store systems consolidate your customers' purchase information, such as sales history, transaction details, and wish lists. Providing the right information at the right time on any device enables your sales associates to better assist customers and make recommendations based on purchase patterns and preferences. Microsoft Dynamics AX includes our MPOS solution with features like payment integration and offline capabilities. The latest release also includes cloud-based POS functionality similar to MPOS and can be used across platforms and browsers to help reduce deployment cost.

- *Transaction, gift, and loyalty processing*
- *Cash and drawer management*
- *Customer data capture, purchase history, and wishlists*
- *Recommendations*
- *Inventory receipt, reporting, and stock counts*
- *Clientelling*
- *Mobile and tablet-optimized*
- *Device activation by using Azure Active Directory (AAD)*
- *Responsive layout design*
- *Cloud POS support for Internet Explorer and Edge browsers*



E-commerce

Take your e-commerce strategy to the next level with an e-commerce platform that offers support for third-party storefronts, including features such as a rich consumer API, authentication integration to any third-party open ID provider, payment integration, and search-based technology that offers accurate, timely, and consistent performance.

- *Web content management and site development*
- *Destination-based taxation*
- *Reserve and collect*
- *Dynamic refiners and recommendations*
- *Real-time inventory updates and catalogue management*
- *Shopping cart and payments*
- *Rich consumer API to connect with third party providers*
- *Authentication integration to any third-party open ID providers*
- *Payment integration*



Order management and payment processing

Create orders and quotes without leaving the customer's side using POS order management. Accept, fulfill, and track standard and special orders with a 360-degree business view. Manage and apply required tax schemas, inventory reservations, and perform price and inventory checks. Orders can be retrieved at any store, including online and call center. Payment Services support credit card tokenization and are integrated with a unified payment interface to support payment processing for POS, A/R, online channel, and cross-channel payment settlement.

Seamless commerce and omni-channel excellence



Call center

Call center functionality is available to take orders from customers directly over the phone, target customers via mail catalogs, and assist sales. All of this is accessible through a responsive UI based on HTML5 that can be accessible via any browser.



Social integration

In today's social and mobile world, you need to move faster and share knowledge more broadly than ever before, connecting with your customers on their terms, which means including social channels in your omni-channel strategy.

- *Social insights can facilitate more impactful customer experiences, ensuring that messages resonate while highlighting trends that impact your brand*
- *Implement promotions, discounts, coupons, and more via social sites*
- *Monitor, publish content, knowledge management, and brand awareness*

Effective merchandise management



Catalog management

Create product catalogs and categorization schemes that can be targeted to or shared between channels. Additionally, enrich products with descriptions, specifications, product relationships, images, videos, rich text contents, and other data all within a centrally managed and easy to use interface. The latest release includes capabilities to better define and manage mail-order catalogs, including the products associated with the catalog, specific catalog pricing, catalog related call scripts, and ability to link a catalog to one or more targeted mailing lists. Gain insight into promotional response rates by creating specific key codes or source codes tied to the catalog, which can be linked to the sale in order entry. The solution also provides continuity or product club support (i.e., book of the month) in which multiple schemes and rules can be defined. The Catalog Management Workspace provides easy access to catalog dashboards and metrics, including a summary of active catalogs and catalog lifecycle tracking, all within a single location.



Merchandising

Use category management to centrally manage your assortment, including creation, scheduling, tracking, as well as n-level deep item hierarchies. Flexible and configurable promotions enables you to optimize for profitability supporting options, such as coupons (with rules), mix-and-match, and buy-one-get-one scenarios.



Loyalty capabilities

Configure and manage various loyalty programs, including tiers, tier rules, dates and discounts, points accrual, and redemption, across any channel. In addition, manage gift cards seamlessly, across channels.

Intelligent operations



Workspaces

Our latest version of Microsoft Dynamics AX offers three workspaces to let your employees centrally manage their tasks:

The Category and Product Management Workspace enables:

- Assortment management
- Assortment lifecycle tracking

The Prices and Discounts Workspace enables:

- Price and discount management
- Category price rule management
- Price and discount priorities

The Catalog Management Workspace enables:

- Summary of active catalogs
- Catalog lifecycle tracking in a single location



Centralized store management

Centralized POS terminal management includes visual and functional profiles, user interface layouts, and employee permissions. Consistent store/ERP data model and business rules facilitate accurate, timely data. Data replication helps ensure critical updates across the organization including inventory and financial updates, sales order payments, gift card usage, and updates to loyalty programs. Maintain staff information at store, regional, and global levels. Additionally, Microsoft Dynamics AX enriches specific retail scenarios, including pricing and promotions, assortment and catalog, BI and reporting, loyalty, gift cards and seasonality, and markdowns enhancements and Kits.



Hardware and payment compliance

Support retail industry standards, including object linking and embedding (OLE) point of sale (OPOS) to maximize POS hardware and peripheral choice. Manage payment card industry (PCI) data security standards compliance and ongoing support. Manage multiple or dual shift/cash drawers—enabling two cashiers to use a POS register off and on while maintaining their own cash drawer, as well as dual printer signature capture and dual scanner.

Additionally, device activation can be made using Microsoft Azure Active Directory (AAD), increasing security and cloud-based activation, enhancing security for token management, improving reliability and troubleshooting, as well as error messaging during the activation process, which helps to simplify the process for IT administrative tasks related to the activation of the device. The security available helps to stop unauthorized remote use of MPOS and helps to track MPOS devices for PCI compliance purposes. It maps physical devices with a business entity, and it reports device information from headquarters.

Intelligent operations



Store operations

Optimize your store operations, track inventory real time, maintain accounts receivable, keep customers coming back with customer loyalty, save time by maintaining labor records, track layaways, back orders, sales orders, quotes, and much more. The workspace enhances efficiency and productivity allowing store associates to centrally manage their tasks and actions.

Additionally, the Channel Operations Workspace enables a range of functions, including statement posting, tracking shift status for a store, and managing point of sale (POS) permissions for a given store and quickly access all related pages.

MPOS and Cloud POS will allow store managers to manage some store operations, including:

- *Statements and cash reconciliation*
- *POS profile & UI management*
- *Loyalty execution and program management*
- *Pricing, promotions, and offer management*
- *Store configuration and assortment management*
- *Creating post statement track shift status for a given store*
- *Manage worker point of sale (POS) permissions*
- *Quickly access all related pages*



Supply chain & logistics

A real time view of your organization and products gives visibility to people and processes in order to handle costs and provide more efficient customer service across these functions:

- *Replenishment*
- *Order management*
- *Warehouse and transportation logistics*



Business intelligence

Take the data you are capturing across all of your channels, combine it with data from other data sources, and display it in meaningful visualizations and reports to drive your business forward and turn insight into action. Simply put, get to know your customer better and see more clearly how your company is performing. You'll have a wealth of insight presented through familiar self-service capabilities, dashboards, and reports. Our role-tailored, personalized dashboards are designed specifically for individual jobs, so people get the information most relevant to them. We put the data that they need at their fingertips—literally—providing them with the right information, at the right time, helping them to convert insights into impact.



Microsoft Dynamics AX
What's new?

Retail HQ



Azure-hosted Retail HQ offers centralized management and complete visibility of all aspects of commerce operations through a web client.

Workspaces

Workspaces could help to improve the efficiency and productivity of workers to perform merchandising operations by letting them centrally manage the tasks and actions that are related to the merchandising role. Also, the price and discount priorities feature gives customers more control over how prices and discounts are used. The feature also enables new scenarios where higher store prices win over standard prices.

Category and Product Management Workspace

The **Category and Product Management Workspace** enables:

- *Assortment management*
- *Assortment lifecycle*
- *Tracking*

Retail HQ



Prices and Discounts Workspace

The **Prices and Discounts Workspace** enables:

- *Price and discount management for a given channel and category*
- *Category price rule management*
- *Price and discount priorities, which let you assign priorities to price groups and discounts to control the order in which they are applied*

Catalog Management Workspace

The **Catalog Management Workspace** enables:

- *Summary of active catalogs*
- *Catalog lifecycle tracking in a single location*

Channel Deployment Workspace

The **Channel Deployment Workspace** enables:

- *Track channel configuration progress.*
- *Take the required steps to complete a task, or provide information to complete the task.*
- *Directly download the Retail Modern POS (MPOS) program installation in stores.*
- *Access all related pages.*

Channel Operations Workspace

The **Channel Operations Workspace** enables:

- *Creation and posting statements.*
- *Track shift status for a store.*
- *Manage worker point of sale (POS) permissions*
- *Quickly access all related pages.*

EPOS client is replaced with MPOS

The EPOS client is replaced with MPOS and the eCommerce channel has also been added to Retail Essentials by default enabling greater out-of-box channel support and providing a streamlined configuration option for retail-specific implementations and allowing streamlined configurations and a streamlined UI for retail-specific implementations through Microsoft Dynamics Retail Essentials.

Enhanced support for data entities

Retail data entities have been expanded to support all master and reference data that is related to retail. There is also enhanced support for data entities across the entire Microsoft Dynamics AX solution. This enhancement will let Data entities customers have metadata-driven import and export of data and OData entities also let customers integrate Microsoft Dynamics AX with third-party programs.

Retail HQ



BI reports

More than 30 back-office reports and 10 channel-side reports are available in this new version letting customers to access to BI reports to better predict trends, uncover insights and operation at the best possible performance.

Consumer-level permission POS

Retailers can choose whether POS operations are available to consumers for self-service scenarios within the new Dynamics AX. Retail Server uses permissions for application programming interface (API) calls.

Configuration manager and validator

The configuration manager and validator feature provides the ability to bootstrap the configuration, validate the status and completeness of the configuration for the various configuration element, Manage and validate entity configurations. This feature enables Bulk configuration data upload and business entity validation.

Retail hardware station



New hardware profile

An added hardware profile supports more diverse hardware from one station to the next. A new hardware station profile supports a unique terminal ID for each hardware station when electronic funds transfer (EFT) transactions are processed. EFT support has been merged into hardware station to reduce the involvement of MPOS in EFT payment processing enabling POS devices to connect to peripherals such as printers, cash drawers, or payment devices. It provides greater flexibility for implementations and also provides enhanced security and reduced exposure to credit card data.

Retail server and data management



OData V4 support

Connect to a Commerce Runtime (CRT) database that stores business data for the channel by using CRT services. This new support will help the customer stay current with OData standards and also could help to create a robust omni-channel experience by integrating sales across in-store, mobile, and online channels.

E-commerce API

The E-commerce API is now available through Retail Server to support online scenarios and also provides hosted and scalable e-commerce services that can be used with third-party online stores.

Retail server and data management



Cloud re-engineered Commerce Data Exchange

Even when the functional parity is similar to Microsoft Dynamics AX 2012 CU8, Commerce Data Exchange has been re-engineered for the cloud and still responsible for managing the data transfer between Microsoft Dynamics AX and retail channels such as online stores or brick-and-mortar stores but allowing the Async service to use direct access to the channel database, enabling Commerce Data Exchange to become a real-time service that is hosted as a Microsoft Dynamics AX custom service and letting MPOS manage synchronization between offline databases and Retail Server.

Credit/debit card features enhancements

Dynamics AX supports all existing Microsoft Dynamics AX for Retail 2012 credit/debit card features plus some new enhancements letting customer process credit/debit card transactions for payments, support plug and play, and semi-integrated cross-channel payment processing by using the payment SDK.

Device activation

In this new version of Dynamics AX, the device activation can be made using Microsoft Azure Active Directory increasing security and cloud-based activation, Enhanced security for token management, Improved reliability, troubleshooting and error messaging during the activation process. It also offers a simplified process to IT administrative tasks related to the activation of the device. In terms of security, these enhancements can help to stop unauthorized remote use of mPOS and help to track mPOS devices for PCI compliance purposes, it maps physical devices with a business entity and it reports device information from headquarters.

Rich media content support

Manage rich media content, which can be authorized and served through Media Gallery, helps to address pain points around externally hosted images by managing them from a single place. It provides powerful content management through Media Gallery for uploaded and externally hosted images and filtering to find images. It also lets you easily create bulk associations between externally hosted images and entities, such as products and catalogs, supports Retail-hosted storage for images, and includes Excel integration for easy updates. Some detailed support can be found in the list below:

- *Image upload, view, manage, and delete from Media Gallery for both externally hosted and Retail-hosted images.*
- *Image upload and view from entity pages (Products, Catalogs, and so on) by linking an image from the gallery and uploading an image from the desktop.*
- *Optimize the images for thumbnail, custom size, and original.*
- *Bulk link entities by using a template and background jobs for bulk association.*
- *Excel integration overwrites the attribute group limitation of naming conventions and predefined paths.*
- *Supports for Offline images and secure images for personally identifiable*
- *Information (PII) content, such as Retail-hosted employee and customer images*

Rich clientele experience



Retail offers immersive mobile experiences anywhere, any time, and on any device. In this new version we are providing a new enhanced shopping and store experiences across all channels.

Modern POS

Even when we are providing functional parity with AX 2012 MPOS, we have made some enhancement to add some new features for sales staff to process sales transactions, customer orders, and perform daily operations and inventory management, by using mobile devices anywhere in the store. With the new Dynamics AX version, we are including the following features:

- *Customer lookup across stores/channels*
 - *The ability to create customer orders without accessing Real-time Service*
 - *Improved device activation workflows, status, and error messages*
 - *Extensibility improvements, such as pre/post triggers and activity support to improve customization.*
-

Cloud POS

Thanks to the unique architecture provided in this version of Dynamics AX, we are introducing a browser based POS with functional parity similar to mPOS and device activation support using AAD. The responsive layout design means it can be used in mobile devices and to support cross-platform browsers. This new cloud-based POS could help to enable retailers to easily activate remote POS stations, which could lower and reduce deployment costs.

Flexible e-commerce platform

In this release, you now have the flexibility to use the content management system of your choice. A robust e-commerce platform is provided to support third-party storefronts. This lets you integrate with content management systems to create an omni-channel e-commerce website, thanks to the following features added to this e-commerce platform::

- *A rich consumer API*
 - *Authentication integration to any third-party open ID providers*
 - *Payment integration*
-

Call Center

Even when the feature parity with the AX 2012 Call Center solution is available (with the exception of price overrides), users can deploy a call center to let workers take orders from customers directly over the phone and create orders, target customers via mail catalogs and streamline operations through fast order entry, assisted sales and fulfillment by using this call center module. All this thanks to a responsive and redesigned UI based on HTML5 that can be accessible via any browser.

Warehouse management



Warehouse Mobile Devices Portal

In this version of Dynamics AX, a stand-alone installer can be downloaded directly through a menu item in Warehouse management instead of the standard Dynamics AX setup process. It's designed for self-driven on-premises deployment and configuration. During the enabling process of the Warehouse management module to use the mobile device functionality, you need to install and configure the Warehouse Mobile Devices Portal locally and get a connection to the Microsoft Dynamics AX program in the cloud.

Sales



Delivery alternatives page

Based on the existing algorithms for delivery date calculation, the delivery alternatives page offers a new user experience for order promising. As part of the new experience, this page consolidates relevant information from multiple forms onto one space, shows "ready-made" alternative delivery packages, such as a combination site/warehouse/variant/transport mode, based on the fastest delivery (earliest available date) criterion that the user can choose from, and it lets the user select options from the simulation interface and transfer them to the sales order line.

This new experience can help organizations that aspire to provide high levels of customer service while still committing to an inventory optimization strategy that promises orders reliably and competitively. After all, your customers' own business requires that products be available on time. The delivery alternatives task page makes the order promising task quicker, easier, and more systematic by identifying and recommending the best alternative order delivery dates in one interactive place.



Microsoft Dynamics AX

[Grow at your pace](#)

Helps your businesses grow at your pace with the choice and flexibility to modernize your business.

[Transform business faster](#)

Enables businesses to simplify and speed up their business processes.

[Make smarter decisions quicker](#)

Empowers your people to make smarter decisions quicker, so they are ready for anything.

Grow at your pace



Evolve your business with the choice & flexibility of the cloud

- *With the same code base, data model and technical infrastructure across deployments, you can easily deploy and/ or move from private to public cloud when your business requires you to do so.*
- *Get the flexibility, speed and cost benefits of running your ERP solution private cloud (on-premises) and your development, test and DR in the public cloud.*
- *Keep your business running while taking advantage of cutting edge technology as you help your business migrate from and connect with existing/ legacy systems in heterogeneous landscapes integrate with cloud through a modern integration platform.*



Get peace of mind with trusted cloud

- *Easily set up segregation of duty with minimal maintenance of user accounts with a simple single sign-on through Azure Active directory in the cloud and federation to your people using an on-premises deployment.*
- *Get the peace of mind with Azure SLA for uptime, disaster recovery in the cloud across both public and private cloud deployments.*
- *Get the security and compliance of the Microsoft Azure cloud with adherence to WW security standards.*



Scale your business operations globally

- *Get the flexibility to deploy or expand your business operations globally with Microsoft Azure availability in 140 countries, including China, all backed by Microsoft's \$15 billion investment in global data center infrastructure.*
- *Match your business growth by easily adding users and business scenarios in a "pay as you go" model.*

Transform business faster



Improve business planning with predictable implementations

- *Support your end-to-end application lifecycle through an extension of Lifecycle Services with new methodologies and best practices driven tool sets for implementation, updates and support.*
- *Support your business in the cloud and on-premises with Microsoft Lifecycle Services (LCS).*
- *Reduce risk to your organization with a flexible solution architecture that enables incremental implementations, changes, or updates.*
- *Use telemetry and diagnostics, to improve product usage and identify issues so you can proactively minimize downtime.*



Faster time to value from technology investments

- *Easily validate predefined and automate deployment of business processes and data to get your business up and running faster.*
- *Enable business analysts to streamline business processes and respond rapidly to changing business conditions.*
- *Simplify and accelerate your updates through predefined methodologies, automated testing and code merge while minimizing business disruption.*
- *Provide self-service learning and resources to your people to optimize system usage and ultimately streamline business processes.*



Readily available resources and solutions

- *With new added support for Visual Studio on-premises or in the cloud your people can use their existing skill set to optimize processes to meet your business needs.*

Make smarter decisions quicker



Enable people to quickly get operational insights

- *Dynamics AX uses in-memory BI to give your people real time operational insights so they can make informed decisions.*
- *Enable people to find, sort, visualize, and use information easily with an intuitive user interface that provides contextual insights through Power BI.*
- *Plan and anticipate customer needs through the use of Azure machine learning capabilities.*



Empower people to work and collaborate faster

- *A new guided user experience gets your people up to speed quickly with an easy-to-use, and familiar solution that looks and works like Microsoft Office 365.*
- *Enable your people to be more productive with activity-based workspaces to provide a task specific experience, new user task guide), and integration with O365 productivity and collaboration applications.*
- *Work faster, enable collaboration and get insights by seamlessly sharing information between Microsoft Dynamics AX and Dynamics. CRM, Office 365 and Power BI.*



Access your information nearly anywhere on any device

- *A fully browser based, new html5 client that runs across browsers, devices and platforms gives your people to access their business application regardless of the device or platform.*
- *Give your business the capability to extend and build business specific mobile apps through a mobile SDK and make them available to your employees through a private marketplace.*



Microsoft Dynamics AX

[Use the cloud your way](#)

Run your business and operations across mixed IT environments in a secure and trusted cloud from Microsoft.

[Simplify your application lifecycle](#)

Change the economics of deployment, operations and support.

[Reinvent your productivity with intelligence](#)

Boost productivity with broad adoption and real-time operational insights on nearly any device, anywhere.

Use the cloud your way



Gain the choice and flexibility of hybrid cloud

With the same code base, data model and technical infrastructure across deployments, you can easily deploy and/ or move from private to public cloud when your business requires you to do so.

Get the flexibility, speed and cost benefits of running your ERP solution private cloud (on-premises) and your development, test and DR in the public cloud.

Keep your business running while taking advantage of cutting edge technology as you help your business migrate from and connect with existing/ legacy systems in heterogeneous landscapes integrate with cloud through a modern integration platform.



Get the peace of mind with trusted cloud

Easily set up segregation of duty with minimal maintenance of user accounts with a simple single sign-on through Azure Active directory in the cloud and federation to your people using an on-premises deployment.

Get the peace of mind with Azure SLA for uptime, disaster recovery in the cloud across both public and private cloud deployments

Get the security and compliance of the Microsoft Azure cloud with adherence to WW security standards.



Match your business growth with a single global solution

Get the flexibility to deploy or expand your business operations globally with Microsoft Azure availability in 140 countries, including China, all backed by Microsoft's \$15 billion investment in global data center infrastructure.

Match your business growth by easily adding users and business scenarios in a "pay as you go" model.

Simplify your application lifecycle



Predictable implementations and updates

Support your end-to-end application lifecycle through an extension of Lifecycle Services with new methodologies and best practices driven tool sets for implementation, updates and support.

Support your business in the cloud and on-premises with Microsoft Lifecycle Services (LCS).

Reduce risk to your organization with a flexible solution architecture that enables incremental implementations, changes, or updates.



Get from planning to production faster than ever

Easily validate predefined and automate deployment of business processes and data to get your business up and running faster.

Enable business analysts to streamline business processes and respond rapidly to changing business conditions.

With new added support for Visual Studio on-premises or in the cloud your people can use their existing skill set to optimize processes to meet your business needs.



Lower the cost of maintaining by automating processes

Simplify and accelerate your updates through predefined methodologies, automated testing and code merge while minimizing business disruption.

Use telemetry and diagnostics, to improve product usage and identify issues so you can proactively minimize downtime.

Provide self-service learning and resources to your people to optimize system usage and ultimately streamline business processes.

Reinvent your productivity with intelligence



Greater user adoption and collaboration

A new guided user experience gets your people up to speed quickly with an easy-to-use, and familiar solution that looks and works like Microsoft Office 365.

Enable your people to be more productive with activity-based workspaces to provide a task specific experience, new user task guide), and integration with O365 productivity and collaboration applications.

Work faster, enable collaboration and get insights by seamlessly sharing information between Microsoft Dynamics AX and Dynamics. CRM, Office 365 and Power BI.



Real-time access to analytics to drive intelligent operations

Microsoft Dynamics AX uses in-memory BI to give your people real time operational insights so they can make informed decisions.

Enable people to find, sort, visualize, and use information easily with an intuitive user interface that provides contextual insights through Power BI.

Plan and anticipate customer needs through the use of Azure machine learning capabilities.



Access to business info on nearly any device, anywhere

A fully browser based, new html5 client that runs across browsers, devices and platforms gives your people to access their business application regardless of the device or platform.

Give your business the capability to extend and build business specific mobile apps through a mobile SDK and make them available to your employees through a private marketplace.



Why Microsoft?

Microsoft Dynamics AX is the Microsoft's business solution for enterprises that enables people to make smarter decisions faster with access to real-time insights and intelligence on nearly any device, anywhere. It enables business to redesign their business processes faster so they can innovate and get quick time to value to stay ahead of the competition. It gives businesses the flexibility to grow at their pace through the choice and flexibility of the cloud, allowing them to scale their operations globally to meet business needs.

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