

# Gaining Strategic Business Value From Your IT Investment



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*Executive Wine Tasting and Dinner*

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*Hosted by Microsoft and Synergy Business Solutions*



# A New World of Work

## Trends

One world of business

Always on, always connected

Transparent organization

Cost pressure

## Role of Software

Simplify how people work together

Find information and improve business insight

Help protect and manage information

Reduce IT costs and improve security



people | ready



# Driving Business Outcomes

## The CXO's Agenda

Enable business growth and alignment

Drive IT solution value and delivery

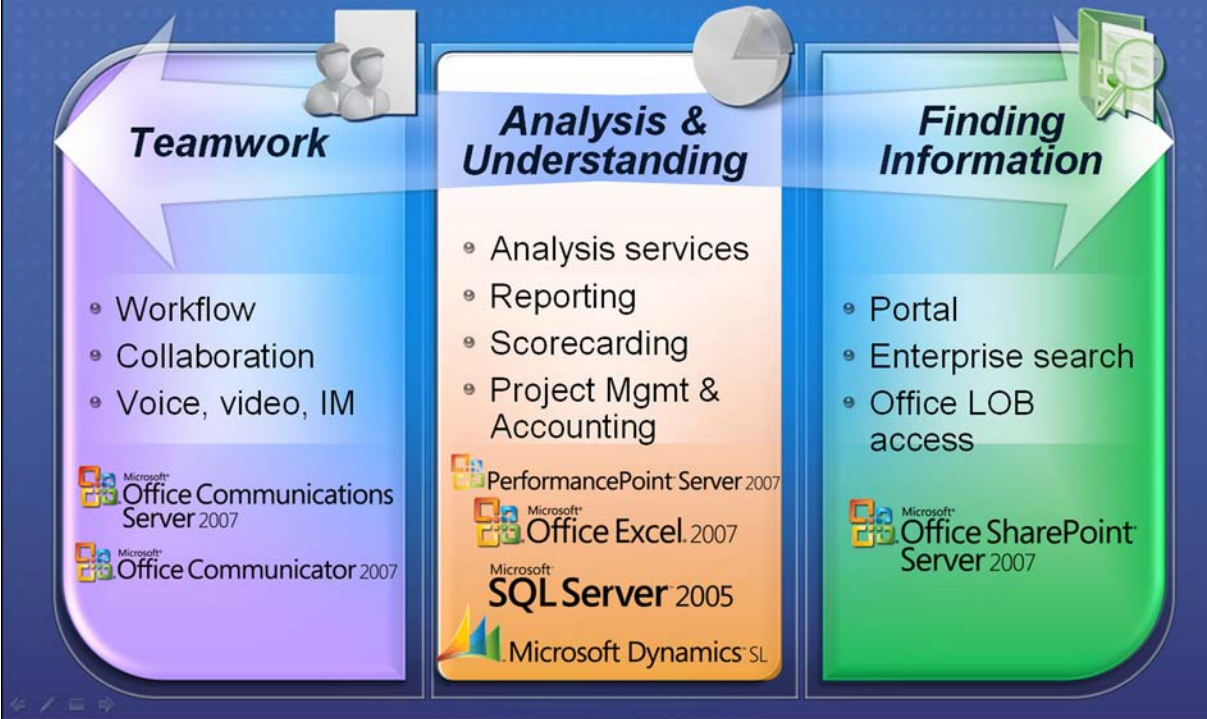
Governance and operation efficiency

Source: Gartner EXP 2006 Survey, summarized



# Amplify the Impact of your People

Teamwork, Analysis and Information



# The Connected Business



# Industry Relevance



ISV Partner Ecosystem

Certified for Microsoft Dynamics   Microsoft Gold Certified Partner   Microsoft Certified Partner

Core Business Solutions

Customer Relationship Management   Supply Chain Management   Financial Management

Microsoft Dynamics Focus Industries

Manufacturing   Distribution   Professional Services   Retail   Public Sector



# People and Process

## Role Tailored Experiences

Office Business Applications

Dynamics ERP

"All the information is at my fingertips."

"I spend all day in Outlook."

"It looks like it was designed for me."



Composite

Immersive

Made for Me

# Five Questions That Define Business Intelligence



Continuous business improvement, not just annual budgeting

## Business Analytics for Dynamics

SL

- Sample report card for a billable consultant
- Companies can measure real time results and make informed decisions
- Continuous Improvement one employee, manager, project, product group, or division at a time



Employee time by budget

Employee time by project

Employee time by client

Employee time by percent of week day annual tasks and budget

# Microsoft Dynamics SL

## Delivering Value Today and Into the Future

- **Connecting Your Business Vision with Software**
  - Software that looks like your business
  - Software that fits with your systems
  - Software that is industry relevant
- **Connecting People with Processes**
  - Software that is familiar to your employees
  - Software that is tailored to specific roles in the company
- **Connecting Your Company to Your Community**
  - Software + Web-based Services that extend your reach beyond the four walls of your business

