



Microsoft Dynamics GP Value Proposition. Microsoft Dynamics™ GP is a complete and scalable business management solution that helps growing and mid-sized organizations get up and running quickly, while maximizing the productivity of your people. Microsoft Dynamics GP includes robust financial and operational functionality, such as business intelligence, reporting, budgeting, and forecasting, so you can be confident that your solution will adapt to the changing needs of your business.

Using This Guide

When contacting leads, this reference card will be a valuable resource. In it you will find:

• **QUICK FACTS:**

A section highlighting higher level messaging and talking points.

• **COMPETITIVE OBJECTIONS:**

Helps you address questions and objections related to competitors like SAP, Oracle, and Sage.

• **PROOF POINTS:**

Talks to specific pain points and themes related to your lead.

• **RESOURCES:**

Includes links to additional sales tools, brand guidelines, customer testimonials, and much more.

Quick Facts

Microsoft Dynamics GP:

- Helps you configure your solution to meet specific needs while reducing cost and time in the implementation process.
- Changes and evolves with your business and technology needs.
- Allows for mobility and remote access.
- Integrates financial, customer relationship, and supply chain processes.
- Fosters collaboration across lines of business.
- Provides access to real-time data that can easily be analyzed with familiar tools such as Microsoft Excel®.
- Employs complete financial and operational functionality, such as advanced consolidation, robust business intelligence, rich reporting, forecasting, and budgeting.
- Creates an efficient bridge between documents, spreadsheets, and more structured work such as accounting transactions.

Proof Points

Fits with your systems.

- Microsoft Dynamics GP offers out-of-the-box functionality, so you can get up and running quickly.
- Microsoft Dynamics GP provides scalable functionality designed to adapt to the changing needs of your business.
- With Microsoft Dynamics GP, you can respond rapidly to the changing needs of your business.

Familiar to your people.

- Microsoft Dynamics GP is designed to work like other Microsoft solutions you and your employees are familiar with—requiring less time to learn how to use it and freeing up time to focus on what matters most.

Fuels your business productivity.

- Microsoft Dynamics GP enables you to rapidly integrate and automate your financial and operational processes.

- With Microsoft Dynamics GP, you get a robust set of financial and operation functionality.
- Microsoft Dynamics GP enhances the ability of your employees, vendors and customers to exchange information and share insights across your business.

Enables confident decision making.

- Microsoft Dynamics GP provides you with the most relevant insight because it is designed to adapt to fit into your type of business.
- Microsoft Dynamics GP has the stability you require, so you know your solution will support your business-critical needs, today and into the future.

Customer Scenarios

SCENARIO	MICROSOFT DYNAMICS GP PROOF POINTS	RESULTS / BENEFITS
Customer Operates at a single site and is looking for an easy to use, easy to install system	<ul style="list-style-type: none"> • Complete solution out of the box • An enhanced and streamlined user experience that puts the familiar Microsoft Office System experience to work in a business process environment, tailored to individual role. • Scalable solution that can work for one user to over 1000 users. 	<ul style="list-style-type: none"> • Cost effective solution with compelling price point that is flexible and scalable.
Companies who are looking to make their business more productive, so they can pursue additional business opportunities	<ul style="list-style-type: none"> • Streamlined user interface designed by role for people in the real world • Ability to add and enhance the solution easily, without a developer • Business Intelligence capabilities that free people to take full advantage of business information and Microsoft-based reporting capabilities where they are working in Microsoft Dynamics GP or other applications. 	<ul style="list-style-type: none"> • Companies can bring together personal productivity and business processes to be more productive. • Enhancements are easily created and maintained to provide a low cost of ownership. • People are empowered to make decisions with confidence
Larger organizations that have smaller offices or subsidiary offices with a variety of needs	<ul style="list-style-type: none"> • Easy to use, easy to learn and flexible to accommodate many different business needs. • Scalable for from one user systems to over 1000. • Integration solutions available, built in industry standard tools, to enable connections with other systems. 	<ul style="list-style-type: none"> • Small offices or subsidiaries can have a solution that works the way they need with the parent company maintaining their current system.
Organizations with limited IT resources with desire to have a low number of modifications.	<ul style="list-style-type: none"> • Modifying the look and feel of the product to match your companies terminology or to simply if easy, no need for a developer. • Non-developers can add new fields and windows to the system easily and is automatically integrated with reporting and is automatically part of any upgrade. • Updating to new versions is streamlined and wizard driven to lessen the impact on the users, IT department, and the company as a whole. 	<ul style="list-style-type: none"> • Companies do not need to large IT staff to deploy and maintain Microsoft Dynamics GP.

Competitive Objections

ORACLE

OBJECTION	RESPONSE
EBS is functionally rich and scalable, Microsoft Dynamics GP is not.	While EBS may have good functionality and scalability, Oracle eBusiness Suite may also provide functionality that some customers do not really need and may never use. Customers may pay for functionality they don't need—or may even incur the additional cost of having Oracle consultants remove that unnecessary functionality from their system.
Oracle eBusiness Suite is more scalable than Microsoft Dynamics.	The current release of Microsoft Dynamics GP is not designed to compete directly with Oracle in the high end of the enterprise space. Microsoft Dynamics GP is designed to provide organizations of 50–500+ users with high performance at a low TCO and ROI. (Return on Investment)

SAGE

MAS 90 and MAS 200 offer a lower cost of ownership compared to Microsoft Dynamics GP.	Only in some cases; per The Accounting Library, Microsoft Dynamics GP delivers more functionality across core financials, distribution and manufacturing. Position value and ROI versus cost of acquisition.
Microsoft Dynamics GP will be discontinued and users will be forced to migrate to a new solution.	There is no planned end date for Microsoft Dynamics GP. All of Microsoft's ERP product lines have a path to the future, and our commitment to customers is to always provide them with their "next step."
MAS 90 offers the ease of use and strong business analytics that SMB-segment customers expect.	Microsoft Dynamics GP is also easy to use, with its familiar interface of Microsoft Office and role-based home pages that recognize the unique needs of different roles within the business. FRx, Business Portal, and SQL Reporting provide powerful and easy to use reporting and analytics.

SAP

Business One has superior business analytics with its Drag & Relate capabilities	FRx, Business Portal, and SQL Reporting provide powerful and easy to use reporting and analytics.
Business One offers a lower cost of ownership compared to Microsoft Dynamics GP.	Only in some cases; per The Accounting Library, Microsoft Dynamics GP delivers more functionality across core financials, distribution and manufacturing. Position value and ROI versus cost of acquisition.
Business One is a single, integrated ERP and CRM solution	Release 9.0 of Microsoft Dynamics GP offers seamless integration with Microsoft Dynamics CRM. ISVs are also offering tight integration with Microsoft Dynamics GP 10.0.
Business One can be implemented and running within days	This may be true for small implementations with no modifications or ISV solutions, but SAP partners and other press releases indicate that implementations can also be longer and more complicated. Microsoft Dynamics GP is easy to get up and running quickly and can be deployed with Rapid Implementation methodologies.

Additional Resources

- Microsoft: "Microsoft Dynamics Solution Strategy and Roadmaps" (Web site)
- Microsoft: "Partner Resource Kit" (Web site)
- Microsoft: "Integrated Innovation: Microsoft Dynamics GP and Microsoft Office White Paper" (9/26/06)
- Microsoft: "Microsoft Partner Program Partner Vertical Resource Center" (Web site)
- Microsoft: "Microsoft Business Solutions Competitive Sales Home" (Web site)

