



The New Way to Do Business: Extending Connections with Microsoft Dynamics GP 2010

“Works well with others”—a term you’ll remember from childhood report cards. In today’s business world, that term spans everything that technology can offer organizations for extending connections. Microsoft Dynamics® GP 2010 brings home a high mark, taking full advantage of Web services, integration with Microsoft Dynamics CRM, and a simplified platform to bring together employees, customers, and vendors across applications and systems efficiently and cost-effectively.

To start, developers can quickly choose from more than 350 Web services that offer better performance and easier integrations. We’ve also developed a straightforward integration platform based on Web services that connects applications to and from Microsoft Dynamics GP and enables developers to create independent integration adapters. And connections through Web services integrations no longer depend on Microsoft® Internet Information Services (IIS)—eliminating the need to buy separate servers and greatly simplifying infrastructure and IT management.

This latest release helps sales, service, and business management staff collaborate through built-in integration with Microsoft Dynamics CRM. Sales and service information flows directly to the back office and provides people with a complete view of customers, contracts, pricing, product and service availability, and more. In addition, we’re offering an important innovation with the Extender tool. Without writing new code, organizations can capture and consolidate business-specific information—for example, every unique detail related to a customer, client, or vendor—that’s previously been housed in separate systems. People now have a centralized source that simplifies reporting and tracking and lets them work together more easily on cross-team and cross-department tasks.

All our innovations work to strengthen business relationships. One quiet, but important example: while working in Microsoft Dynamics GP 2010, employees can connect at a deep level with customers and vendors through instant messaging. They can hold ad hoc conversations, hold a Microsoft Office Live Meeting, share views of customer and vendor information, and create and deliver sales quotes, sales orders, and purchase orders—all within an instant message.

We’re delivering a solution that extends connections so that everyone in your organization—and the systems that help your business run—work well together.

Microsoft Dynamics GP 2010. The new way to do business.
