



# MICROSOFT DYNAMICS™ MOBILE

*Connect your customers, your employees, your business*



# Put your business management solution into the hands of the people who need it most

The benefits of implementing a business management system – streamlined processes and fast response-times – have been so well documented that they're often taken for granted.

But did you know that only 15 percent of your employees actually use your business management system? And that they are the people furthest from the action?<sup>1</sup>

What about the people who are face-to-face with customers, moving product, making sales? Often they are armed with little more than pen and paper, a few scribbled notes and what they can remember about spec,

stock, and supply. Things can get messy out there. Things can go wrong.

## The solution?

Plug them into your company's Microsoft Dynamics™ business management system<sup>2</sup>.

Give them what they need, at their fingertips, when they need it. Let them check product availability, update key figures, and process orders – fast and error-free.

Microsoft Dynamics™ Mobile offers:

- A fast Return On Investment
- Familiar and easy-to-use software

- A system that works even when there's no network available
- Applications that grow to support the needs of your mobile people.

All this means improved productivity, better responsiveness to customers, increased revenue, and big savings in time and money.

Mobilize your Microsoft Dynamics™ solution with Microsoft Dynamics™ Mobile and connect your employees, your customers, your business.

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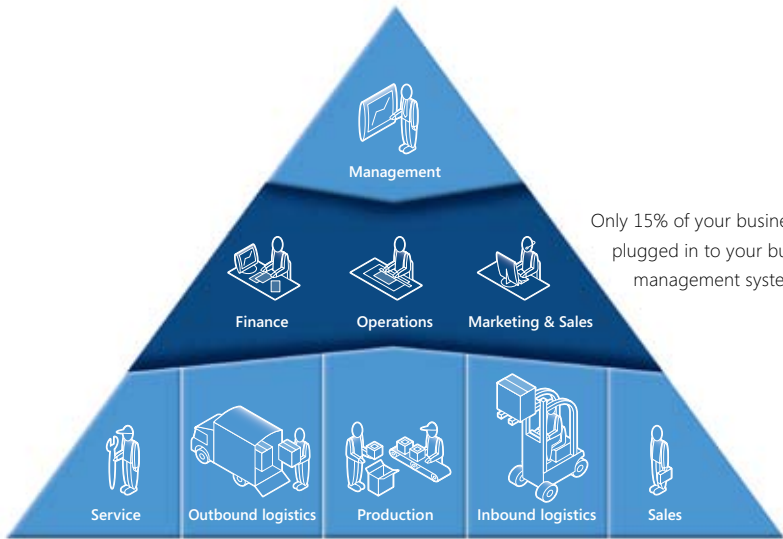
***“The worldwide mobile worker population is forecasted to increase from 676.0 million in 2004, accounting for 23.1% of the worldwide workforce, to 878.2 million in 2009, accounting for 27.3% of the workforce.”<sup>3</sup>***

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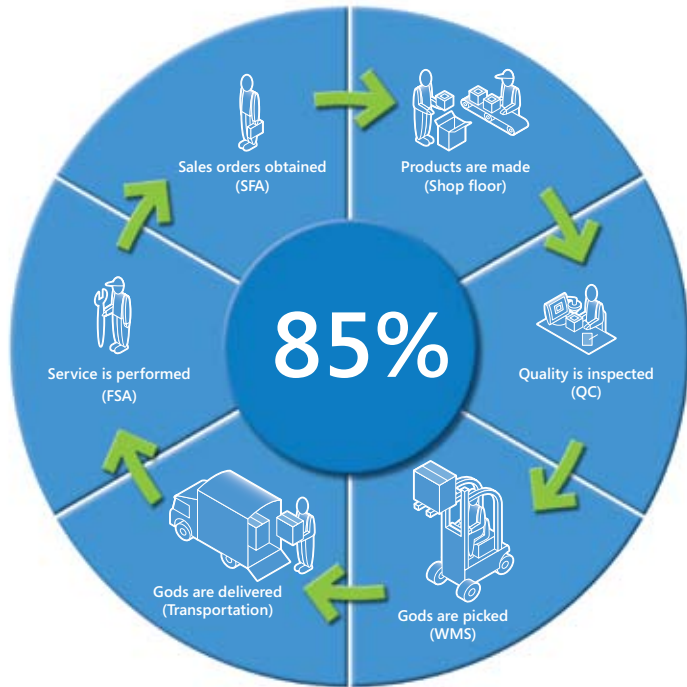
<sup>1</sup> AMR, *The Enterprise Resource Planning Spending Report, 2005 - 2006*

<sup>2</sup> Currently released for Microsoft Dynamics AX and NAV, planned for Microsoft Dynamics GP

<sup>3</sup> “Worldwide Mobile Worker Population 2005-2009 Forecast and Analysis”, October 2005, IDC



Only 15% of your business is plugged in to your business management system<sup>1</sup>



Put your business management system in the hands of the other 85%



# How you can get more out of your business using fewer resources

It's simple. Do everything once, not twice. Implement Microsoft Dynamics™ Mobile and:

- Increase your productivity<sup>1</sup>
- Promote stronger customer relationships<sup>2</sup>
- Help improve access to key data<sup>3</sup>
- Reduce administrative costs

How does Microsoft Dynamics™ Mobile achieve this?

## Mobile Sales in action

To register an order, the reps of Masterplast – a Hungarian-based wholesaler of building materials – would call the sales desk. On the other end of the line, one of the sales desk staff would write the details down, type them

into the system and finally send them off to the warehouse. Not very efficient. Not only was there plenty of room for error, they failed to capture valuable customer information.

The solution? Go mobile!

Using Microsoft Dynamics™ Mobile, sales reps now do everything<sup>1</sup> – check product prices, look up delivery information, and take new customer orders – on the spot<sup>2</sup>. Sales reps can scan the product barcode, enter the quantity of products required and send them directly to the business management system<sup>3</sup>. And they can access information about delayed payments, available credit limits and

Masterplast's dedicated loyalty system – all in the presence of the customer.

The Mobile Sales application has reduced Masterplast's sales management cycle by more than 30 percent, eliminating nearly all the errors in the process. And Masterplast has seen a 20 percent increase in inside sales productivity.

But the biggest benefit? Stronger customer relationships thanks to a 60 percent reduction in the time used to answer customer and inventory queries.

<sup>1</sup> Cuts out paperwork, minimizes errors and allows your employees to increase their efficiency

<sup>2</sup> With the latest information, employees can make better decisions faster to meet the needs of the customer

<sup>3</sup> Decreases administrative costs and allows employees to do more value-adding work

<sup>4</sup> IDC "Mobilizing the Enterprise in 2006, Doc #33677", July 2005



*Access key sales features with one click*



*Capture your customer's signature*



# ACCELERATE

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*"80% of organizations that have mobilized at least one application reported it met or exceeded expectations."<sup>4</sup>*

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## *A mobile business management solution that impacts your bottom line. Directly.*

Mobile Sales is the first mobile application from Microsoft Dynamics Mobile. Mobile Sales is RoleTailored and task-oriented and an ideal solution for field sales representatives and other mobile employees who need to work in remote locations. The field sales representatives can plan visits, review relevant sales information, and create orders. Mobile employees can use the calendar and task functionality of Microsoft Pocket Outlook® directly from the application to get a full view of their daily activities.

Mobile Sales consists of small task components, tasklets, which can be combined in numerous ways to cater to individual needs. The RoleTailored application leverages the power of Windows Mobile®-based devices and helps mobile users become effective and efficient in their daily tasks.

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*KiMs, a Danish snack and crisps producer, used Mobile Sales to cut inventory losses by 50%, cut distribution costs by 25%, boost administrative productivity by 15% and provide more than one additional sales visit per sales rep per day.*

Microsoft Dynamics™ Customer Solution Case Study

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# PERFORMANCE



### **Easy to use**

We make it easy for you. Adopt mobile versions of your existing systems. Or develop new tailor-made applications using Microsoft Dynamics™ Mobile Development Tools. Why? Familiarity. With minimal training, your people will be up and running with easy-to-use applications on Windows Mobile®. The 75 sales reps at KiMs were trained in just half a day – and were then out selling again using the new solution and device.

### **Role Tailored**

We don't just look at your business needs. We scrutinize each role, each scenario, and each task. Why? To produce user-friendly

applications, tailored to the needs of your employees, and your business.

### **You don't need to be connected all the time**

We give you the option to work even where there's no network connectivity. Your employees can carry on working, uninterrupted – and synchronize their work in one go, as and when they need to.<sup>1</sup>

### **Integrated**

Microsoft Dynamics™ Mobile uses a combination of Windows Mobile, Microsoft Dynamics and powerful, new mobile versions of the Microsoft .NET Compact Framework and Microsoft® SQL Server™ Compact

Edition. Why? It's standardized, it's proven, it works. It's ready for your IT to roll-out quickly and extend the reach of your business management system. Fast and security-enhanced.

In short, Microsoft will help you minimize your technology investments with applications that are proven and tested, simple to customize, simple to deploy and simple to manage, and that scale to support the evolving needs of your employees.

<sup>1</sup> Connectivity and synchronization may require separately purchased equipment and/or wireless products (e.g., WiFi card, network software, server hardware, and/or redirector software). Service plans are required for Internet, WiFi and phone access. Features and performance may vary by service provider and are subject to network limitations. See device manufacturer, service provider and/or corporate IT department for details.

## Bring new levels of efficiency to handling your stock

### **A Mobile Warehouse<sup>1</sup> solution helps save time, reduce security risks and eliminate mistakes**

Take this simple scenario. John works in stock. He uses a robust hand-held PC that bounces if he drops it. He started using the Mobile Warehouse application after a 15-minute training session, and now he's cut his average picking time considerably. Not just because he can pick faster. Now, using the bar code scanner to check each item against his inventory list, he never picks the wrong thing.

John's also noticed that since everyone started using the new system, fewer items have gone missing from the warehouse.

Sales are happy too. They can see the exact status of every order instantly. As a result, turnaround times for orders have halved – a massive improvement in customer service.



*Access the inventory fast*

<sup>1</sup> Microsoft Dynamics™ Mobile plans to release a Mobile Warehouse and a Mobile Service solution in the first half of 2009. This release plan is for information only and represents Microsoft Corporation's current view of its product development cycle. It was accurate at the time of publication. None of the information in this release plan should be interpreted as a commitment on the part of Microsoft Corporation.

# RESULTS



## *Bring new levels of efficiency to your service activities*



*Answer customer queries on the spot*

### **A Mobile Service<sup>1</sup> solution minimizes costs and maximizes service-driven sales**

Terrence is a field service technician. In his company, he has the most face-time with customers. His customers expect an instant response to service requests, immediate access to all relevant work order information and high levels of performance. Minimize costs; maximize service-driven sales – Terrence needs the right service information on tap.

And now he has it.

Terrence is using a smart hand-held device running a Mobile Service solution.

All it took was one brief training session, and now he can view customer and work

order histories, parts availability and delivery schedules wherever he is. Because he can access up-to-date customer and work order histories as well as equipment and spare part information, he can answer those awkward questions on site. And he's always certain that the information he delivers is accurate.

Terrence can even scan bar codes to make sure he's using the right components. And he's able to capture his customer's digital signature for work confirmation.

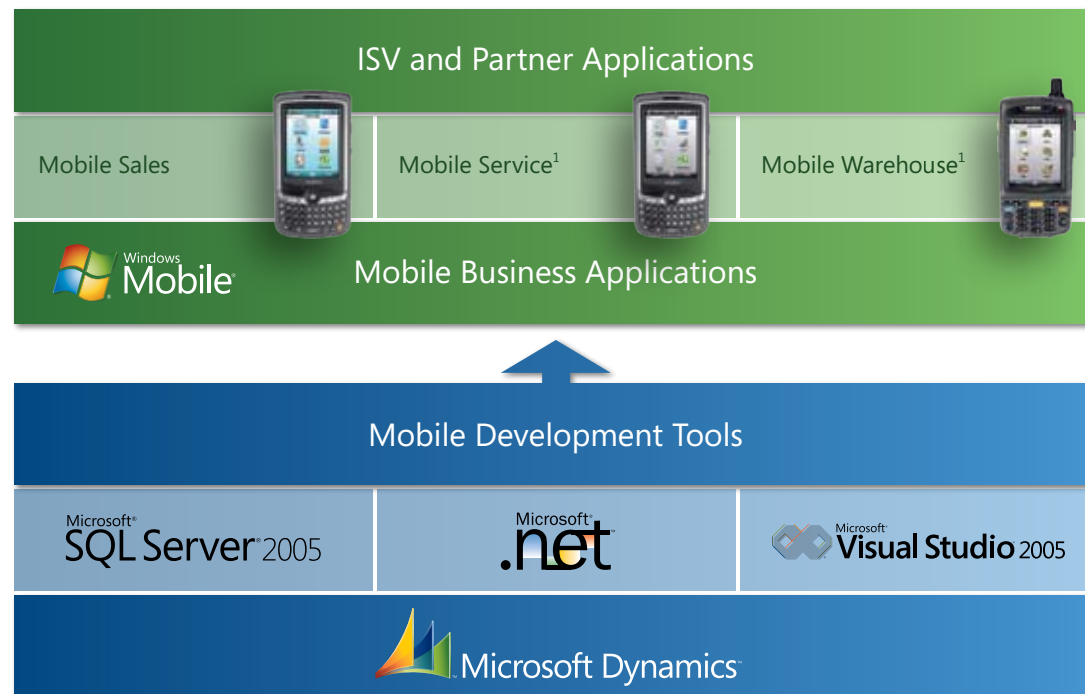
As a result, Terrence feels more confident with his customers – he experiences their satisfaction first hand. And he knows his has helped improve his company's bottom line.

## The right platform; the right strategy

You want a solution that's tailored to your business – and no one knows your business better than you. That's why our partners work with you to find or build the right mobile solutions using Microsoft Dynamics™ Mobile Development Tools. An open architecture, the Mobile Development Tools integrate with your Microsoft Dynamics and Microsoft infrastructure. We use the Mobile Development Tools ourselves to build our mobile applications.

The result? A scalable, extensible mobile platform that makes use of your existing Microsoft infrastructure.

This means you can add or remove features as your business develops. And as your business grows, your mobile business management system grows with it.



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CONFIDENCE

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### **About Microsoft Dynamics**

Microsoft Dynamics is a line of financial, customer relationship, and supply chain management solutions that help businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

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For more information about Microsoft Dynamics Mobile, visit [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)