

Product Vision



Extending the Reach

Business Essentials

- Core Business Management
- Rapid Time to Benefit
- Personal and Team BI

Advanced Management

- Business Operations
- Collaboration and Workflow
- Organizational BI

Role Appropriate Customizations
RoleTailored Design
Role Appropriate Deployment

Office
Microsoft
SQL Server

Web Service Connections
Deep Office Integration
Total Cost of Ownership

Guiding Principles

The guiding principles behind our product vision include:

RoleTailored Design

Our user experience looks and feels like the Microsoft® Office system and gives people fast access to the tools and information they need to excel at their individual jobs. Built-in Role Centers give every user a highly personalized experience that maximizes productivity. Deep integration with the Microsoft Office system and Microsoft SQL Server® enable people to find, share, and use data with their preferred tools.

Role-Appropriate Customizations

Our RoleTailored design makes it faster and easier for everyday users to tailor their experience and access to information and tools, reducing IT efforts from the start. Developers and ISVs can take advantage of Web Services and industry standard tools to integrate new or existing solutions with the Microsoft Dynamics GP solution—without touching source code.

Role-Appropriate Deployment

Microsoft Dynamics GP helps customers realize the Total Cost of Ownership (TCO) that fits their business needs, budgets, and growth plans. We “keep it simple,” and at the same time, help organizations meet specialized needs efficiently and cost-effectively. We offer built-in tools for rapid installation, configuration, and data migration—ideal for smaller companies with straightforward requirements, and a critical time-saver for companies that require more complex implementations. Integrations with Microsoft Dynamics Sure Step methodology further reduces implementation time and costs.

A Solution That Fits

We give customers a true “solution of choice” by enabling them to license the package that meets their specific needs.

Microsoft Dynamics GP Business Essentials is packaged and priced for companies looking for built-in business management and business intelligence functionality that’s fast to install and ready to use from the start. Our Business Essentials package delivers core financial management functionality and personal and team-based business intelligence, and at the same time drives rapid time to benefit and the ability to change seamlessly to Microsoft Dynamics GP Advanced Management.

Microsoft Dynamics GP Advanced Management is designed to help companies proactively manage a wide range of business operations and performance. Our Advanced Management package increases the depth and breadth of functional capabilities, offers enhanced built-in collaboration and workflow capabilities, and delivers business intelligence tools that reach beyond individual and team-based analytics to span the entire organization.

Scalability

Transaction processing speed and system scalability are critical to growing business environments. Customers need systems that can easily handle existing transaction loads, with the ability to manage significant increases should your business experience exponential growth. Microsoft Dynamics GP is designed to work with Windows® operating systems and SQL Server to provide high-volume transaction processing at low costs, as validated by the Transaction Processing Performance Council benchmarks, with the ability to scale from 1–Many users. [Learn more](#) about scalability with Microsoft Dynamics GP.

Extending the Reach

Microsoft Office SharePoint Server is a platform for integrating and developing solutions that extend the traditional ERP system to the entire organization. Microsoft Dynamics GP enables businesses to dissolve boundaries across applications and systems by extending information to employees, customers, suppliers, and partners. The goal is to help increase access to relevant Microsoft Dynamics GP information without complicated implementation efforts.

Businesses also can add new capabilities by extending Microsoft Dynamics GP through online services, mobile devices, and application integration. Workflow and business processes can be tailored to specific organizational needs, dramatically increasing operational efficiency. In addition, the solution can be deployed on premise or in hosted environments.

[Learn more](#) about utilizing Web Services and Service Oriented Architecture for Microsoft Dynamics GP.