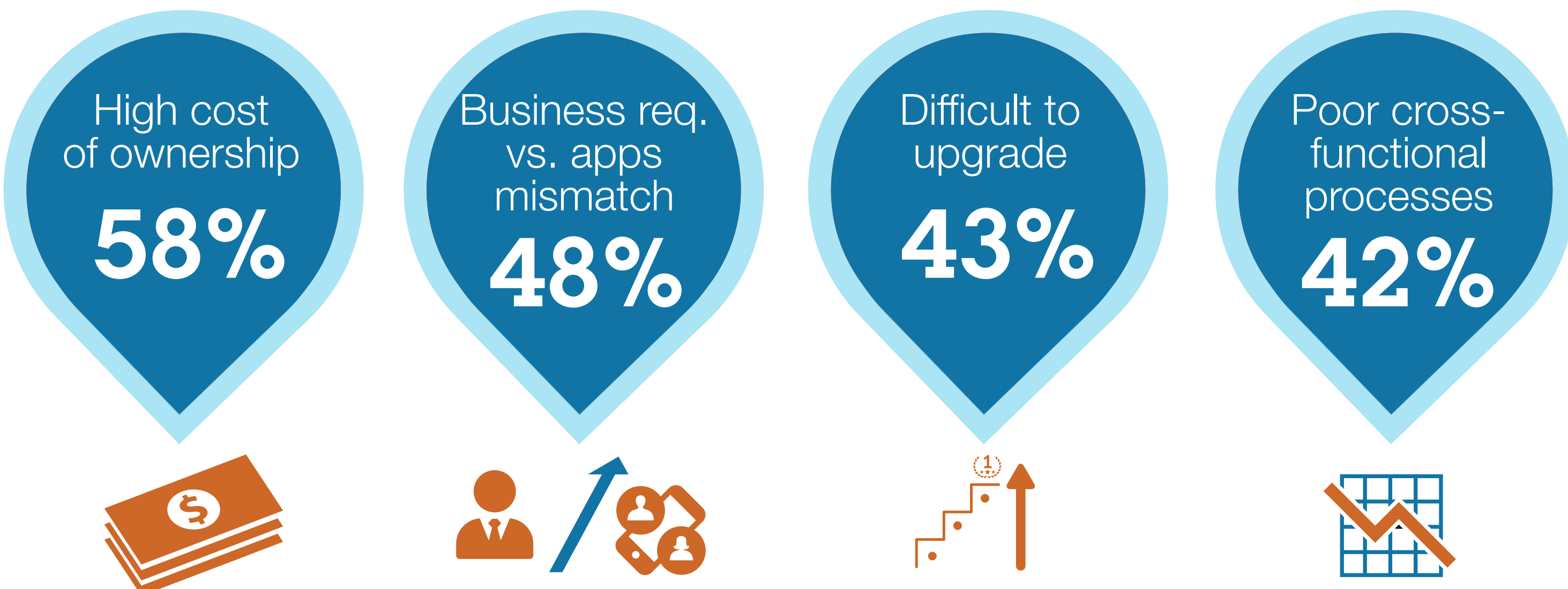


ERP TRANSFORMATION FOR EFFICIENCY, EFFECTIVENESS AND GROWTH } Microsoft Dynamics Solution by IBM

CHANGING MARKET DYNAMICS

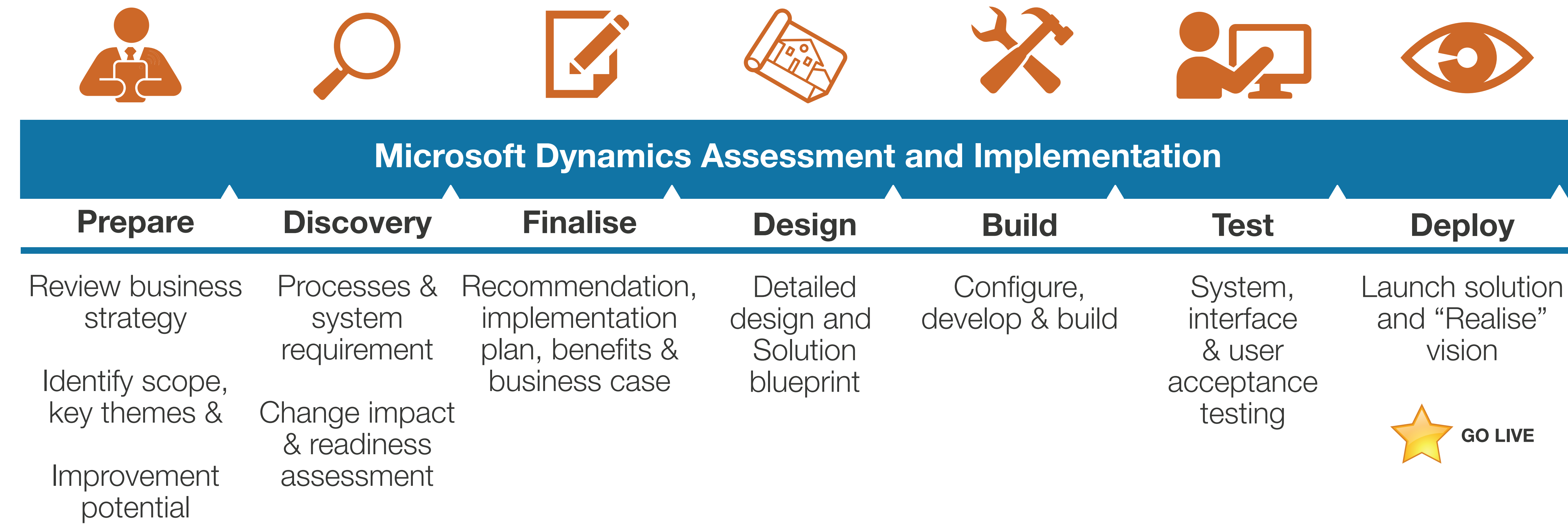
- Increasing operational complexity**
 - Product complexity
 - Distribution complexity
 - Limited technology
 - Expanding regulations/mandates
- Growing competition**
 - Consolidation
 - New players
 - New strategies by competitors
 - Third party logistics
- Shifting economics**
 - Severe cost pressures
 - New pricing models
 - Private label
 - Cost to serve
- Evolving customers**
 - Demographic changes
 - Access to informations
 - Expanding retail formats
 - Customers growing tech savvy

ERP TRANSFORMATION BARRIERS

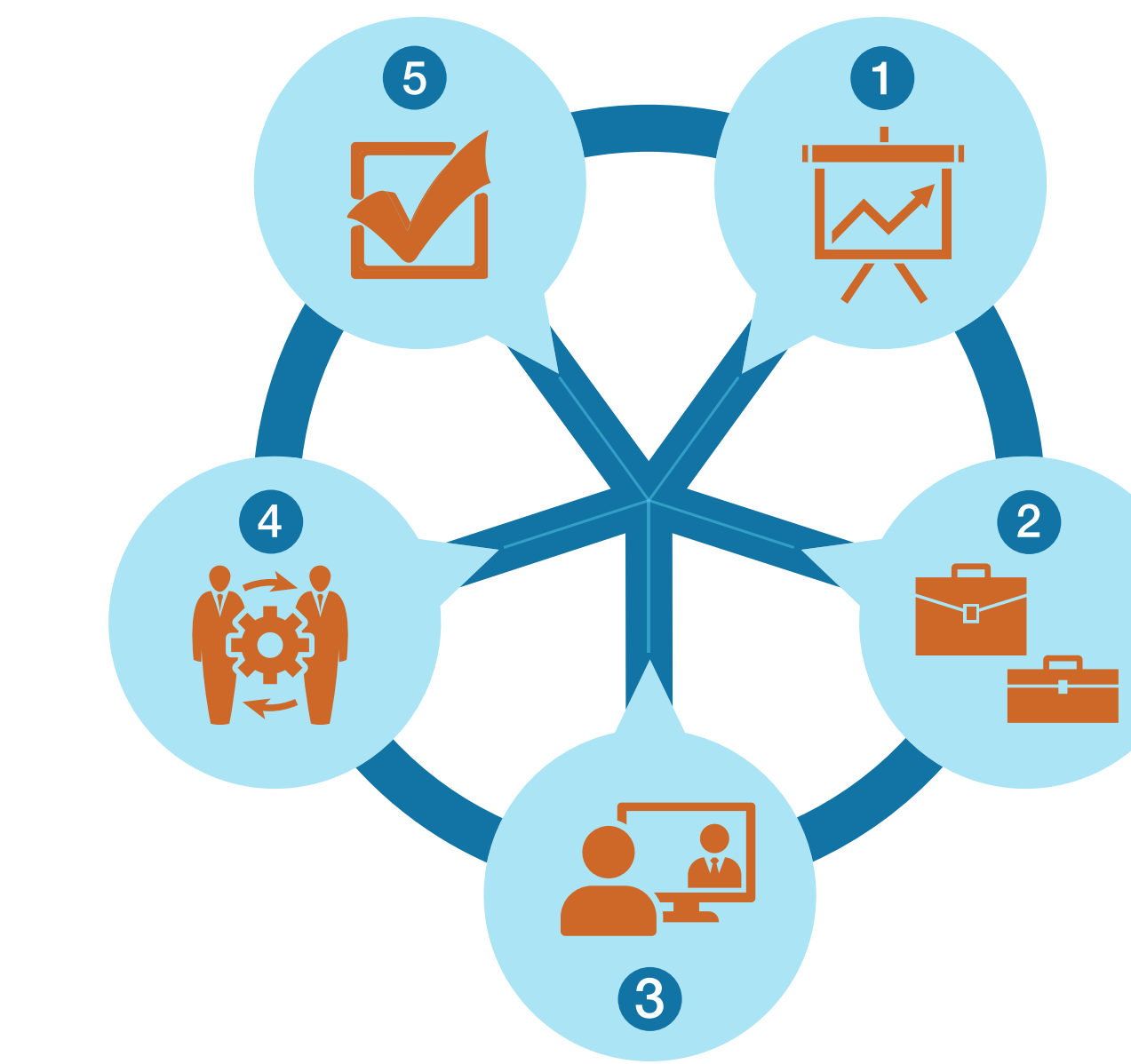


Source: Responses from Forrester Research : Paul D. Hamerman: "Enterprise Apps Customers Have Issues"

TRANSFORMATION APPROACH



BENEFIT AND BUSINESS OUTCOME



1. Increased enterprise growth across new product lines, services & countries
2. Improved and Standardized business processes
3. Real-time enterprise reporting, visibility across the organization
4. Able to respond to rapidly changing customer needs
5. Simplified compliance and governance

MICROSOFT DYNAMICS AND IBM

Microsoft Dynamics	IBM
<ul style="list-style-type: none"> Powerful end-to-end solution offering Midsize and Enterprise customers a single, Integrated solution Recognized by Gartner as an industry leader in ERP Excels in usability, functional excellence, low total cost of ownership (TCO), and faster time to market 	<ul style="list-style-type: none"> IBM is the global leader in business applications & services Deep expertise in Microsoft technologies IBM's globally integrated capabilities offer competitive solutions with global, regional, local, and onsite expertise

HOW TO GET STARTED

- For more Information, visit ibm.com/gbs/microsoft
- Speak with an IBM Representative
- Start a fast start review with Microsoft Dynamics Enterprise Assessment

IBM DIFFERENTIATORS

→ Proven Approach

IBM's Transformation Journey

Tools to Accelerate

Access to Expertise

Strategic Partnership

