



DYNAMIC CPG

The End to End Solution for Consumer Packaged Goods Importers, Distributors and Retailers.

The Consumer Packaged Goods market place is undergoing a transformation as true multi-channel retailing and web stores start to dominate customer buying preferences. Dynamic CPG is a next generation end to end solution that delivers all of the required PROCESSES of the modern importer, distributor, and retailer.

Today's consumers have developed extremely high expectations and these demands will continue to evolve as new ideas, offers, promotions and packaging, delivery and collection options are evolved to differentiate against aggressive competitors. As a result systems and processes of the future need to be able to resolve operational challenges in making these marketing initiatives reality.

Traditional retail and distribution software only addresses various point solutions for disciplines such as importing, supply chain, pricing, merchandising, demand forecasting, product management, and warehouse management.

“ The software is a single integrated platform and database that supports concurrently 13 different entities in a single Microsoft Dynamics AX database. It has revolutionized our operation, removing a mountain of spreadsheets and manual integrations between our old systems.

Rael Wertheimer, Chief Financial Officer
Voyager Group

ERP vendors traditionally combined a series of add-ons and third party solutions with their solutions to achieve end to end transactions. These systems have been expensive to establish and maintain, have complex integration, and lack the agility and flexibility demanded of today's fast evolving multi-channel retailing.

Dynamic CPG is a rich end to end solution for the Consumer Packaged Goods environment built entirely in the acclaimed Microsoft Dynamics AX solution set, recognized by Gartner as the clear leader in the mid-market.

We have taken the full Microsoft Dynamics AX ERP and Retail solution and expanded this using the Microsoft Dynamics AX workflow and development tool sets to deliver a single end to end open solution in one database, with one security framework, and one toolset.

It is no longer about processing transactions, to be successful going forward the Consumer Packaged Goods industry will demand agility and flexibility to rapidly evolve PROCESSES to meet the customer interactions of the future.

Dynamic CPG key features:

- Full ERP Supply Chain, Financial Management, and Customer Relationship Management (CRM)
- Customer Service, Return Management, Claim Management and Credit Control
- Demand Forecasting and Planning
- Merchandising, Rebates, Pricing and Promotions
- Product Life Cycle Management
- Request for Quotation, Procurement, Landed Costing
- EDI, Scan Packing and Freight Management
- Retail and Web Stores



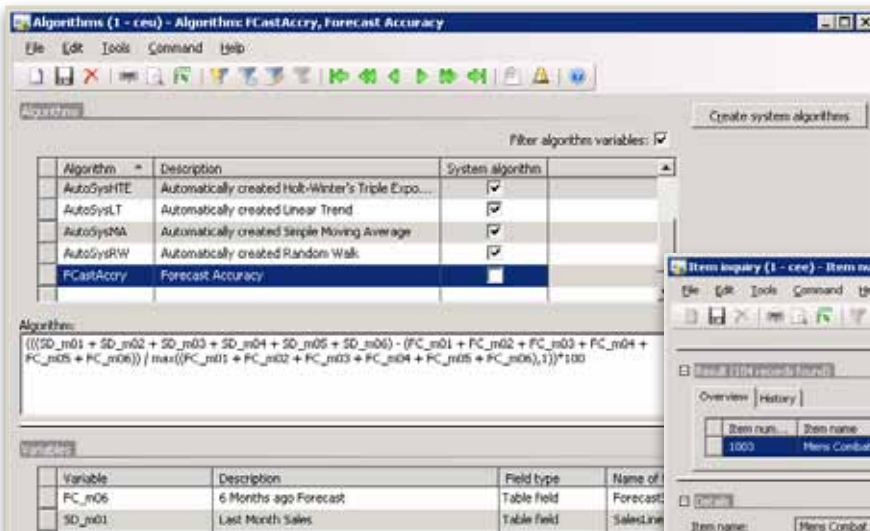
End to End Solution for Consumer Packaged Goods Importers, Distributors and Retailers

Adopt new approaches to your Consumer Packaged Goods PROCESS and embrace leading technology from Microsoft and Collins Computing.

Product Lifecycle Management (PLM)

End-to-end solution covering all aspects of the marketing and selling PROCESS including full CRM (Client Relationship Management) fully integrated with all other parts of the solution.

- Activities – Critical Path Management
- Item creation and editing – Create your own workflow to simplify editing and creating items with data consistency and approvals
- Workbook – Configurable design specifications automatically attached to purchase orders with revisions or via a self service portal
- Costing sheet – A comprehensive costing pricing sheet utilizing data from within Microsoft Dynamics AX, determine product feasibility and get the desired outcomes for both you and your clients quickly and simply
- Item inquiry and catalogues – Searching data held in Microsoft Dynamics AX including BOM's
- Request for quotes – Exposed to the Enterprise Portal for easy supplier access and response in a consistent manner



▲ Algorithm Builder

Industry Standard Algorithms such as Box Jenkins, Holt Winters Triple Exponential Smoothing Combined with your own Algorithms all built within Microsoft Dynamics AX provides you with a unique competitive advantage.

▼ Item Inquiry

The item inquiry presents all the information required to make quick, simple decisions in a configurable format. The PLM solution has access to Sales, Purchases, On Hand and SKU pricing in a matrix. This form can generate catalogues for presentation on the web, emailed, or printed and given to customers.



Microsoft Dynamics AX

Dynamic CPG is built on the Microsoft Dynamics AX full ERP solution.

This includes as standard:

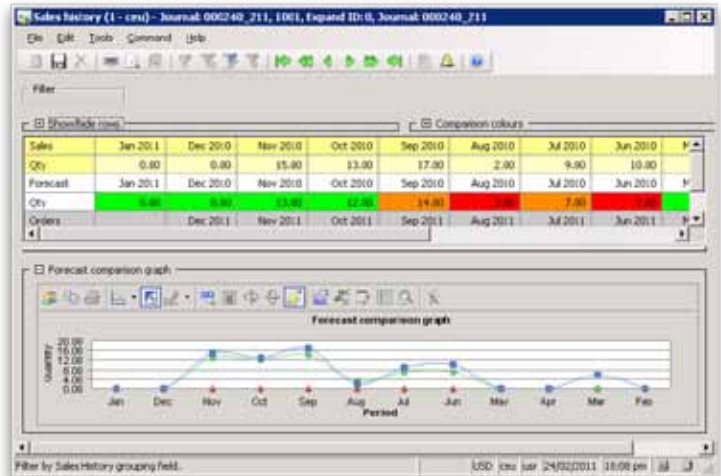
- Customer Relationship Management
- Marketing and customer service
- Manufacturing with full MRP
- Inventory and Warehousing
- Speciality Retail functions including integrated POS
- Web Store and order processing with comprehensive customer pricing
- Procurement and expense control
- Full financial management with powerful dimension analysis
- Fixed Assets
- Fully integrated with Microsoft Office including Outlook for Workflow and Alerts
- Range of reporting tools including SSRS, embedded cubes, EXCEL based and specialist financial reporting
- Full international compliance for tax, GST with standard multi lingual support for 30 plus countries
- Multi company operation and multi-currency options including Shared Services
- Full development tool set and comprehensive security
- Additional process and procedure development tool
- Scalable access methods including Web interface.

About Collins Computing

Founded in 1986 and located in Orange County, California, Collins Computing is the largest Southern California Gold Certified Microsoft Dynamics partner. Collins Computing is the only Microsoft Dynamics partner to be named to the prestigious Microsoft Inner Circle for 14 years. Exclusively delivering Microsoft Dynamics ERP and Microsoft Dynamics CRM applications, we've implemented solutions for some of the largest and fastest-growing businesses.

Collins Computing is a reseller and implementer of Microsoft Dynamics GP, Microsoft Dynamics AX and Microsoft Dynamics CRM for companies worldwide with a focus in Orange County, San Diego, Los Angeles, Ventura and Riverside.

We invite you to find out more about our company, Microsoft Dynamics, and our implementation services for ERP and CRM. Then give us a call and discover how Collins Computing can help you realize your greatest business potential.



▲ Sales History

Analytical views of an individual item or configurable group of items from within Microsoft Dynamics AX allow the user to visually compare forecasts to 5 years sales history, review trends by day/week/month/year. Filtering capabilities including by market hierarchy, state, customer group, sales person, etc.



Corporate Headquarters

Collins Computing, Inc.
26050 Acero Street
Mission Viejo, CA 92691

(800) 943-9211
info@collinscomputing.com
www.collinscomputing.com

Count on Collins, Count on Success.