

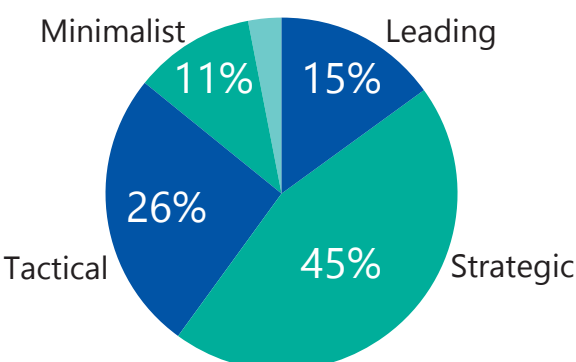
Business Your Way

Start with what you need today and add what you need later – whether it's in the cloud or on your servers. A business solution from Microsoft gives you flexibility and choice now and as your business needs change.



Embrace changing IT priorities

Organizational approach to information technology



As your business grows, the role of IT becomes even more strategic. Microsoft Dynamics ERP is an easy-to-use and flexible-to-deploy business management system that allows your IT team to align resources with business priorities. For example:



Cloud: Virtualize IT and focus full attention on revenue generating applications.

On-premises: Allow IT to take full ownership and control.



Control cost structures



Microsoft Dynamics ERP lets you make the right choice of capital investment versus operating expense to meet your company's needs. For

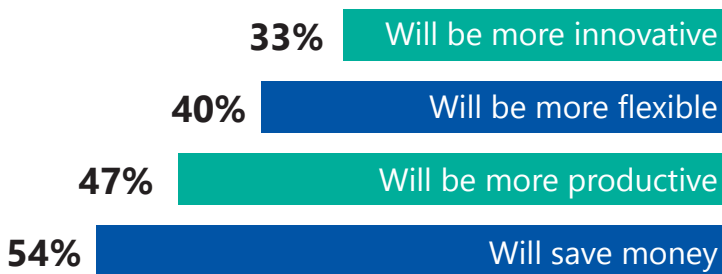
Cloud: Spread out software and/or hardware expense into predictable monthly payments.

25



On-premises: Support steady, long term growth with a lower total cost of ownership.

Benefits that small and mid-size companies expect from cloud computing



Support workforce requirements

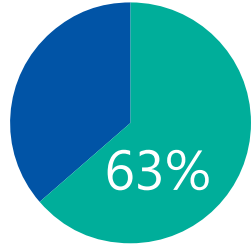
Only **20%** of small and medium businesses believe that data is less secure in the cloud.

The way people work and connect is changing, but companies with a centralized workforce have different needs than those with dispersed workers. Give your people access to the tools they need to do their best, whether it's in the office, at home, or on the road. For example:

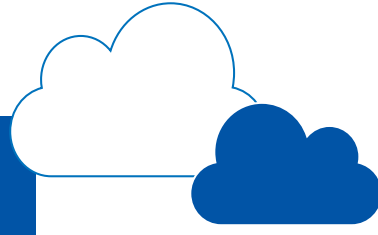


Cloud: Web based access to business management software delivers information regardless of location.

On-premises: Meet strict regulatory requirements and give secure access to those who need it in the field.



Increase service options



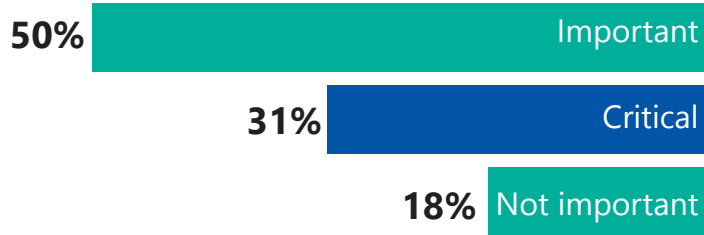
A global network of reselling partners help you get Microsoft Dynamics up and running quickly through best practices and industry expertise. Your local partner will help you choose the deployment option and payment structure best suited to your business needs. For example:

Cloud: Implementation and support services can be included in your monthly payment to minimize upfront expenses.



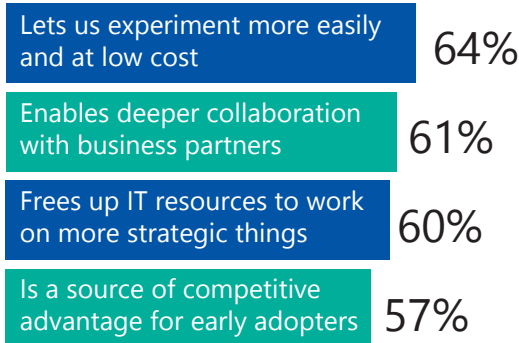
On-premises: Packaged solutions help you determine the best hardware configuration to support the way you do business.

The importance of a local service provider to small and mid-size companies



Prepare for growth

Why businesses move to the cloud



Planning for your future shouldn't be taken lightly. As your business grows you will want a business management solution that provides flexibility and choice to support your changing needs. For example:

Cloud: Adjust user counts to respond to seasonal or project requirements and provide easy access to employees growing new regions.



On-premises: Adapt to complex regulatory requirements with full control.

Microsoft Dynamics® ERP gives you the real power of choice. Learn more about business solutions from Microsoft and let's chat about what's right for your business.

Sources: Information Week Reports: Outlook 2013 by Mike Healy, Edge Strategies survey commissioned by Microsoft Corp., "SMB Business in the Cloud 2012", How the Cloud Looks from the Top: Achieving Competitive Advantage In the Age of Cloud Computing. A Harvard Business Review Analytic Services Report