


Microsoft® Business Solutions



Transformation in Motion



Inside: comprehensive,
integrated solutions to fuel your
competitive edge

Microsoft®

Say good-bye to

struggling to improve customer service while chasing down scattered data,

late nights trying to get the right customer info to the right employees,

searching for one CRM solution that connects everything without hitches,

and get back to providing customers what they want, when they want it.

Free to work.

Today, putting your customers first isn't merely an option—it's vital to your success. But with all the other challenges you face, who has time to put an effective customer-focused solution to work? Now, you do. Say hello to Microsoft Business Solutions Customer Relationship Management. Imagine enabling your people to deliver the answers your customers want, when they want them, every time you interact. And keep them smiling, coming back, and not lured by competitors.

Put a superior CRM solution into action, leaving you free to work. Download helpful insights and tap into a local partner who can help you by calling us at 1-888-477-7989 and selecting option 1 or visiting us online at www.mbs-transformation.com.



This way to your potential.

On your mark. Get set. Transform.

The lifeblood of your business is the relationship you have with your customers. It's what keeps them coming back. And it's what keeps them from buying elsewhere.

The defining element on how to win not just more customers, but more of the right customers, is founding solid customer relationships that add value to what the customer needs and wants. The same holds true with existing customers, which are your best, most-qualified prospects for additional revenue. Adding value through established and trusted relationships will enhance your customers' experience, and keep them coming back.

The way to achieve those objectives is simply to be better than your competition at what's most important to your customers, and that starts with strong customer relationships. To reach that ultimate goal, Microsoft® Business Solutions is ready to help you transform the relationships you have with your customers now into what you'd like them to be in the future.

Boundaries that not so long ago seemed insurmountable—whether rooted in technology, culture, customs, geography, languages or currencies—have been erased. For you and

your business, the absence of those boundaries opens a whole new world of possibilities, freeing you to think less in terms of "no" and more in terms of "yes." And what you want to say to customers, every time, is "yes!"

In today's business world, moving forward in single steps is like standing still. The time to transform the way you do business is now, and Microsoft Business Solutions is here to help you make that transformation in the way that works best for you. Microsoft Business Solutions technology and services are built on years of business experience and a healthy investment in research and development, all of it centered on the challenges facing businesses like yours.

For you, Microsoft Business Solutions is a local solution. Our worldwide network of rigorously certified business partners

spans the globe. Chances are good there's at least one who lives and works in the same community you do. Our business partners offer you proven expertise in putting technology to work for businesses like yours. Microsoft Business Solutions is poised to help you embark on your journey of transformation. Please join us.

"...what you want to say to your customers, every time, is "yes!"

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*You care about your customers.
So put them at the center of
your business.*

Your customers are unquestionably the most important part of your business. In order to thrive in today's challenging marketplace, it's crucial for your business to deliver superior customer service every day, all day. Microsoft® Business Solutions has the technology to help you deliver superior service to build stronger customer relationships.

And it can be done on your terms, your schedule and your budget.

By integrating, automating and consolidating elements of your business that were once incompatible, Microsoft Business Solutions is ready to go to work for you.

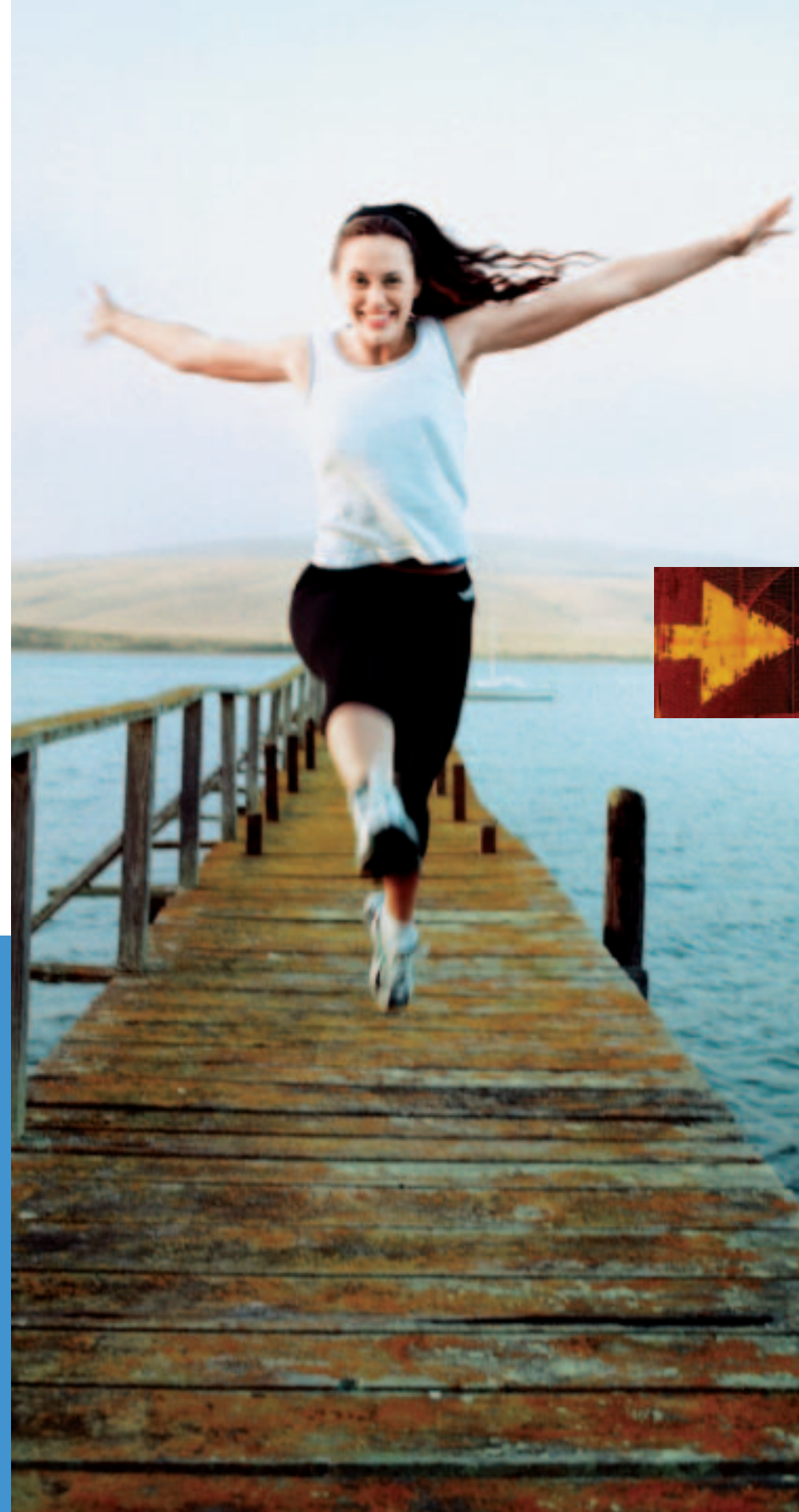
Imagine having powerful technology and related services in your hands. And the ability to put your customers at the center of your business. Imagine if you could use the various points of sale across your company to maximize efficiencies and profits, and if you could build more effective relationships with suppliers, vendors, employees and customers.

With Microsoft Business Solutions on your side, you can. We offer business applications to small and medium-sized businesses specific to financials, business intelligence and analysis, customer relationship management, inventory and order processing, field service, e-commerce, human resource management, intranets and portals, project management, retail management and supply chain management.

You can deliver for customers any way you want

With Microsoft Business Solutions on your side, you can take advantage of key business applications specific to:

- Financials
- Business intelligence and analysis
- Customer relationship management
- Inventory and order processing
- Field service
- E-commerce
- Human resource management
- Intranets and portals
- Project management
- Retail management
- Supply chain management



Your future

is just around the corner. Can we give you a lift?

Imagine having powerful technology and related services in your hands. And the ability to put your customers at the center of your business.



Microsoft Business Solutions builds technology that can be customized according to your needs, and integrates additional industry-specific technologies as well.

Show Your Customers How Important They Are

Your customers expect your business to know them. They expect to find what they're looking for when they're looking. And they don't want to spend a lot of time waiting in line when they're ready to buy.

Microsoft Business Solutions builds technology that helps you meet—and exceed—your customers' expectations. The technology puts the information you need in your hands when you need it—which is right now. Armed with that information, you can manage inventory and purchasing so that your customers find what they need, when they need it.

You can also deliver superior service where it matters most—at the point of sale.

Your employees will have the information they need to conduct sales, returns and exchanges more quickly and with far fewer errors—something all customers appreciate. And remember.

For your sales team, the updated information compiled from several points throughout your business will let them manage more leads more profitably, and more quickly fix areas in your business that could be more efficient. And it will give them more time to put a good face on your business by building stronger relationships with your preferred customers.

For you, technology that manages customer relationships gives you the power you need to transform your business by knowing and anticipating customer needs to deliver personalized service. You'll also have a complete view of your transactions with vendors and suppliers. That puts you in the driver's seat when it comes to negotiating. It also helps you better manage your bottom line.

How Microsoft Business Solutions Can Help You

Around the world, Microsoft Business Solutions draws on the experience and expertise of thousands of employees who represent a wide cross-section of business savvy. Their mission is to help you achieve your mission by giving you the technology and services that help you build powerful customer relationships. We invite you to consider our team your team.

Then there's the wisdom of our global network of 4,500 business partners. They are certified only after rigorous training and testing. They know the technology inside out, and their experience in working with small and medium-sized businesses gives them a perspective and depth you can count on.

Regardless of your company's location or specialty, we're ready to work side by side with you to tailor the technology to your unique needs and circumstances. It's what we do, all day, every day.

"We can do this. It's not outside our reach."

Imagine

your entire business moving ahead in step with customers.

The yield: a higher degree of satisfaction among your customers. And a more satisfied customer is far more likely to be a returning customer.

The energy behind the solution.

6 One of Microsoft's seven core businesses, Microsoft Business Solutions is the evolutionary result of merging Great Plains Software Inc., Microsoft bCentral®, Navision a/s and the creation of new offerings such as Microsoft Business Solutions Customer Relationship Management (CRM) and Microsoft Retail Management. Microsoft Business Solutions delivers more than 40 years of cumulative experience working with companies such as yours, addressing challenges with solutions known worldwide for their quality, innovation and business expertise.

Superior service. It's what keeps them coming back for more

Your company's mission: in a challenging marketplace, with increased demands on your time and other resources, consistently deliver the brand of superior service that keeps your customers coming back for more. And keeps them from shopping elsewhere.

At Microsoft® Business Solutions, our mission is to offer you the technology and related services you need to transform that mission into an everyday reality. Your customers are ready for superior service. And we're ready to help you deliver it.

Microsoft Business Solutions Customer Relationship Management (CRM) empowers you and everyone in your business to offer that superior service—and much more. With Microsoft CRM you can treat your customers the way they expect to be treated. The technology works as hard as you do, but it's easy to use. That frees up your time and your mind to do what you do best—manage your business.

It also works with your existing systems, so you don't have to start over. The data you already have about your customers and other parts of your business is valuable. Microsoft CRM puts it to work for you.

From the ground up, Microsoft CRM integrates sales and customer service along with a centralized database that works across your business. Forging a solid and reliable bond between your customers and the points where they interact with your business will benefit you in several ways.

First, your customers will realize that you don't take their business for granted. It gives your customer service employees access to the data they need to deliver superior service. Your

customers will spend less time waiting when trying to interact with your business. And your customers will remember the fact that your business has taken the time to dramatically reduce—if not eliminate outright—the errors and careless mix-ups that cause delays and frustrations.

The yield: a higher degree of satisfaction among your customers. And a more satisfied customer is far more likely to be a returning customer.

For your sales team—the human face of your business—Microsoft CRM is a powerful resource for closing deals without having to second-guess inventory or pricing. It gives your sales team an accurate

picture of what your current customers need today and what they will need tomorrow. Having up-to-the-minute customer data also gives your sales force the knowledge required to manage more leads more efficiently—and more profitably.

Microsoft CRM gives your sales managers the information they need when they need it—right now. It puts crucial forecasting and quota information in your sales managers' hands. That shaves hours off the traditional process of pulling data from disparate systems and random pieces of paper. It lets them quickly track and analyze trends that lead to successful sales. At the same time, they can identify—and work to resolve problems—in areas where your business could be more profitable.

Conventional wisdom dictates that knowledge is power. Automating processes and procedures at all points where your business interacts with your customers gives you a broad, deep

and complete view. It enables you to anticipate your customers' needs and then staff, stock and grow accordingly. It gives you the power to manage and plan more profitably—this month, next year and beyond.

You can say goodbye to the old-fashioned, tedious, frustrating and error-prone way of gathering and analyzing valuable customer data. With Microsoft CRM, you'll have the information you need to really know your customers and maximize every interaction between them and your business. It gives you power to use your relationships with your customers to grow your business according to your vision.

Powerful customer relationship management technology used to be available only to big businesses with big technology teams. Microsoft CRM makes it affordable for businesses just like yours. And the Microsoft Business Solutions worldwide network of certified business partners are ready to work with you to transform your vision of superior customer service into a reality in the way that best suits your business.

Every day customers visit companies just like yours, in person, over the phone, or via the Internet in search of the goods and services they need. With Microsoft CRM working for you, seize the opportunity to transform that interaction into a foundation for a relationship that is long-lasting and profitable. Your customers are ready. So is Microsoft Business Solutions.

“My customers noticed and appreciated our service — and stayed loyal to us.”

Go forward now.

www.mbs-transformation.com



Leap ahead.

While still keeping your business firmly grounded.



Ring up instant answers at the point of sale.

When it's time to buy, customers have an unprecedented number of choices. When they visit your retail business, it's crucial that you put your company's best face forward at the point where it matters most—the point of sale.

Technology can transform that point of sale into a place where customers are shown how important they are to your business—every day. And today that technology is available to companies just like yours. It's affordable. It's easy to use, and easy to maintain. And it's built with a high degree of flexibility so that it can be customized to meet the unique needs of businesses like yours.

“Business intelligence increases your ability to treat your customers better than your competition does.”

If you're a local or regional *Independent Merchant*, Microsoft® Retail Management System can help you transform your business into what you want it to be by providing answers to your most pressing questions and solutions to your most pressing problems. Problems that occur IN YOUR STORE—whether it's your first store, your lead store, or the store you're planning to open next month.

Start with inventory. If a customer can't find a product, you're already behind. Rather than lose opportunities, choose a solution that helps you proactively reduce out-of-stocks and/or locate the product.

By having up-to-the-minute knowledge at your disposal whenever you need it, you'll satisfy the needs of your customers better than ever. And you can deliver the superior service that they expect. You'll have critical inventory information in your hands. You'll be able to see instantly which products are hot sellers and which ones aren't moving. You'll know what's available right now, what needs to be re-ordered, and what's on its way.

When you have the right data you can choose the right assortment of merchandise so that what your customers are looking for is there when they are ready to buy. And the information doesn't just sit on a screen. It's

“Okay. Now we're doing business the way we intended.”

consolidated into easily accessible reports. That knowledge improves your bottom-line performance and gives you a solid base from which to merchandise your store—or stores.

Having product information immediately allows you to take a more proactive approach to inventory. For your business, that approach results in fewer emergencies, fewer headaches, and more satisfied customers.

At the same time, it transforms every customer transaction into a commodity you can use to make every sale count—business intelligence. When data from the point of sale is made accessible to store managers, the level of understanding—and the opportunity to improve sales, customer service and store operations—improves dramatically.

Business intelligence also puts you in the driver's seat when it comes to negotiating with your suppliers. It gives you the information you need to build customer loyalty programs that keep your customers coming back.

Start connecting now.

www.mbs-transformation.com



Transform every transaction into the business intelligence you need to realize your full potential.

In short, business intelligence increases your ability to treat your customers better than your competition does. Better treatment leads to better relationships, and better relationships lead to your success in today's highly competitive business environment.

And if expansion is on your horizon, it's important to make sure the technology you choose is designed to make that expansion work the way you want it to.

For your business, expansion could mean adding new stores and new points of sale while retaining the power to manage them all at the store level or from one centralized, efficient system. Or it could mean branching into new product lines with new inventory and pricing schemes. Microsoft Retail Management System is built with a high degree of flexibility so that you can grow when, how and how much you want.

It costs your business customers when they have to wait in long lines and find themselves on the receiving end of errors due to a cumbersome system. With technology that's intuitive and easy to use, everyone in your business—cashiers, back-office staff and management—can get up to speed rapidly and accurately. Your customers will appreciate not having to wait in long lines. And they'll appreciate the fact that

your business knows them well enough that they can quickly buy, return and exchange.

Then there's the cost of training new employees. High turnover is a fact of life for most retail businesses. Coupled with the fact that you have less time on your hands for training, difficult technology can be a real problem. With technology that's easy to learn, you realize a savings in training. And you realize something even more valuable—the peace of mind that comes with knowing your customers are receiving superior service from employees old and new alike.

When you decide to put Microsoft Business Solutions Retail Management System to work for you, you're not alone. The solution is delivered to you via a channel of certified and experienced business partners. This is a POS decision you can make with confidence. Our business partners are committed to understanding your challenges, your dreams, your business—and your vision for what you want that business to be. We're all committed to working with you to customize the software into a tool for transforming the vision you have for your business into reality.

If you're ready for that transformation to begin, we're ready to work with you.



Taming A Wild Inventory

Wild Birds Unlimited Inc. recognized the need for better inventory management—and better customer service. The organization had a central inventory of about 500 core items, but because of the localized nature of the \$4.5 billion bird-feeding and bird-watching market, no two stores carried the same inventory.

Wild Birds now uses technology to better manage inventory and deliver better customer service. "We chose Microsoft® Retail Management System Store Operations because it gives store owners proven point-of-sale features that please customers and shorten tasks," says Ed Balda, director of management information systems for the company.

Fast transaction speeds help associates serve more customers more quickly. For Wild Birds Unlimited, The credit card processing time is reduced by 85 percent—down to 3.5 seconds per transaction. And the company's customers know their business is valued: They get newsletters, birthday cards, new-customer cards, product-specific mailings, loyal-customer incentives and reminder cards if they haven't shopped in a while.

"Everything about Microsoft Retail Management System is designed to accomplish necessary chores in seconds," Balda says. "It lets associates and owners spend more time really listening to and satisfying customers. Because chores don't write checks; customers write checks."

Now,
there's nothing stopping you.

Our financing plan eases your purchase and implementation of business-transforming technology.

You're *this* close to making it happen.

In conjunction with Microsoft® Capital, Microsoft Business Solutions offers small and midsize businesses Total Solution Financing from Microsoft. Our financing plan eases your purchase and implementation of business-transforming technology.

Available in 30- and 60-month payment terms, the financing package includes Microsoft Business Solutions or Microsoft software, maintenance for the life of the agreement, authorized Microsoft Business Solutions ISV software, partner installation and implementation services, and the hardware required to implement your solution.

The program, which is currently available in the United States and Canada, will be expanded to European and Asia Pacific countries throughout the first half of 2003.

For more information on financing your transformation with Microsoft Business Solutions, please visit <http://www.greatplains.com/howtobuy/>.

Your future is here.

Call us at 1-888-477-7989 and select option 1 or visit us online at www.mbs-transformation.com.





Put the power of an affordable POS solution to work.



Imagine what a powerful Point of Sale and Store Management system can do. Help satisfy customers more profitably. Streamline inventory by keeping better track of all the products you buy. And enhance purchasing power. All while providing service that keeps more customers coming back to you, not your competition.

Now make the dream real. With the Microsoft® Business Solutions **Retail Management System (RMS)**. This *easy to setup and use*, comprehensive solution empowers local and regional independent merchants like you to get all the benefits of business automation. Without all the expense, LANs or servers involved with an IT solution. Best of all, it's designed to grow seamlessly both within and across stores. So you, your employees, and your customers can stay in tune and on track.

Don't let your future pass you by. *Move ahead with confidence today*. Contact us and we'll arrange for a local certified business partner to contact you to implement a solution tailored to your unique challenges. Today and tomorrow.

Discover how Microsoft Retail Management can work for your business. Call us at 1-888-477-7989 and select option 1 or visit us online at www.mbs-transformation.com for a free report titled "Retail Management Solutions in Action."

Microsoft® Business Solutions