

Microsoft Unveils New Dynamics ERP Retail Offering

http://www.microsoft.com/presspass/press/2010/jan10/01-11DynamicsAXRetailPR.msp?rss_fdn=Press%20Releases

End-to-end solution helps retailers solve industry challenges and better manage complexity.

NEW YORK — Jan. 11, 2010 — Microsoft Corp. today introduced Microsoft Dynamics AX for Retail, a new end-to-end offering designed for midsize specialty retailers, at this week's National Retail Federation (NRF) Annual Convention & Expo. Building on Microsoft's [Dynamic Business vision](#) and commitment to continued investment in key industries, the new solution offers retailers a deep level of integration across point of sale, store management, supply chain, merchandising and financials to address business productivity while enhancing customer service in a single solution. Microsoft Dynamics AX for Retail consists of recently acquired technology and the enterprise resource planning capabilities of Microsoft Dynamics AX.

"Our goal is to realize the Dynamic Business vision in the retail industry. Because we have enabled a truly connected retailer experience through a single, end-to-end Microsoft-provided solution, customers can lower the total cost of ownership, reduce complexity and improve the accuracy of information, all of which is vital in today's evolving retail environment," said Crispin Read, general manager, Microsoft Dynamics ERP.

Through close interoperability, Microsoft Dynamics AX for Retail provides a familiar experience for driving efficiencies across additional Microsoft products including Windows 7, Microsoft Office, Microsoft SharePoint Server and Microsoft SQL Server. This enables retailers to gain insight into customer behavior and apply it to optimize the entire chain of operations from sales to supply.

"A big advantage of Microsoft Dynamics AX for Retail is that we're getting the pieces we need right out of the box, and those pieces work seamlessly with Microsoft SharePoint and other products like Microsoft Office in an interface that's familiar to our users. This eliminates the need for back-end customizations, eliminates duplication of data and effort, and reduces training times," said Vadim Motlik, CFO, [HDS Retail](#).

HDS is a wholly owned subsidiary of Lagardère Services, the world's largest travel retailer. With more than 350 stores, HDS Retail North America's brands and concepts focus on delivering trendsetting products and services that are relevant to today's traveler.

Microsoft Dynamics AX for Retail offers Microsoft's channel partners the opportunity to deliver customer-specific configuration and implementation services where specific requirements are needed, on a solid, scalable foundation designed for the retail environment.

"Microsoft Dynamics AX for Retail is a comprehensive solution because it provides a solid, scalable foundation to build the specific vertical functionality our retail customers need, while focusing on the

low total cost of ownership for the retailer with measurable ROI,” said Michael Merfeld, senior business development director, Avanade.

Microsoft Dynamics AX for Retail also supports the currently available Payment Service, which enables customers to process payment transactions with leading payment processing service providers, including First Data Merchant Services Corp., from the Microsoft Dynamics ERP interface across multiple channels, including e-commerce, point-of-sale and call center transactions.

In addition, Microsoft Dynamics AX for Retail will support other online services specifically geared toward the retail market including Commerce Service, which extends multichannel commerce scenarios by providing a link between the Microsoft Dynamics ERP products and different e-commerce opportunities such as business-to-consumer e-commerce marketplaces, dedicated e-commerce storefronts or built-in shopping cart functionality. As previously announced, Commerce Service will be generally available in the first half of 2010. There may be an additional charge for these services.

Microsoft Dynamics AX for Retail is expected to first be available in 16 countries, including the U.S., in the summer of 2010 with additional countries to follow. More information about Microsoft Dynamics in retail can be found in a new white paper, “Connected Experiences for Retail With Microsoft Dynamics,” available at <http://www.microsoft.com/dynamics/en/us/industries/retail.aspx>. NRF Convention & Expo attendees can see how Microsoft Dynamics AX for Retail provides unique out-of-the-box integration to a purpose-built point of sale — fully connecting back-office data to the retail store — at Microsoft booth 836.

About Microsoft Dynamics

Microsoft Dynamics is a line of easy-to-use, integrated and adaptable ERP and CRM applications that enable business decision-makers to quickly respond to market shifts, take advantage of new trends, increase their competitive edge and drive business success. Microsoft Dynamics solutions are delivered through a world-class network of reselling partners who provide specialized services and additional innovation to help customers excel in their industry.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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