



# Consumer Packaged Goods

*Microsoft Dynamics NAV  
Solutions for Consumer Packaged Goods Companies*



SUCCEED

*“Thanks to [Microsoft Dynamics NAV] Retail Supplier Link and Access IT, we’re seeing significant cost savings. We achieved payback in well under a year.”*

**Michael Lowe, Vice President,  
Bi-Lo Distributors**

## *Microsoft Dynamics NAV for Consumer Packaged Goods Companies*

It used to be that supplying the right product at the right time was enough to be successful. Today, your company must do more. Trends such as customer self-service, strategic sourcing, and fee-based services and pricing are challenging small and midsize businesses to think in new ways about their business, their relationships, and the value they provide in the supply chain. But for the savvy distributor and manufacturer, these changes and challenges are creating opportunities too—to increase profits and grow their business.

Industry experts have identified and analyzed the growth strategies of successful small and midsize consumer packaged goods companies. They found that the companies who grow successfully are the ones who are able to adapt and respond quickly to the rapidly changing demands of the industry, customers, and suppliers—and do so without increasing costs.

They also found that a flexible and adaptable business solution, like Microsoft Dynamics™ NAV, was the cornerstone of their growth strategy. These successful companies are capitalizing on technology to build agile business processes so they can provide great service within and beyond their supply chain.

# *Grow Your Business with Microsoft Dynamics NAV*

Microsoft Dynamics NAV is an integrated business management solution especially designed for growing small and midsize companies. It is ideal for companies looking for one solution they can implement rapidly, learn and use easily, and customize and maintain with minimal disruption to their business.

Microsoft Dynamics NAV gives your business an attractively priced way to adapt and respond to rapidly changing market and customer demands. Microsoft Dynamics NAV connects people, information, and processes across your organization and supply chain and includes functionality that supports:

- Supply Chain Management
- Customer Relationship Management (CRM)
- E-Commerce
- Financial Management

## **Build and strengthen relationships with new and existing customers**

Adding new customers is one way to grow your business. But with new customers comes the need to accommodate their specific compliance requirements, and this can often result in increased costs. Microsoft Dynamics NAV enables you to integrate and synchronize your supply chain so you can quickly adapt and respond to the changing demands of existing customers and exceed the expectations of new ones.

For example, Microsoft Dynamics NAV helps you harness the power of the Internet to streamline your commercial interactions with customers and suppliers. It enables the electronic exchange of trading documents with other systems—regardless of the program your customers or suppliers use or the standards they require. It reduces the risk of errors and the amount of time spent on entering data, such as purchases and sales orders.

## **Work proactively with customers and suppliers**

Microsoft Dynamics NAV facilitates customer self-service and also enables you to work proactively with your customers and suppliers. You can easily provide your customers and business partners access to a Web portal containing relevant information and services needed to carry out commercial transactions with each other. You can share information (such as stock availability) with your customers and suppliers quickly and make changes fast.

# GROW





EXPAND

## *Expand Your Offering of Products and Services*

Providing new products and services to your existing customers can increase your bottom line—but only as long as you're able to handle the additional inventory and product-handling in a cost-efficient way.

### **Increase warehouse efficiency**

Microsoft Dynamics NAV has distribution and warehouse management functionality that will help you reduce costs and increase efficiency in your warehouse. You can increase and maintain the accuracy of your inventory data with features such as item tracking and an Automated Data Collection System (ADCS). With user-specific alerts and notifications, you can maintain tight control over your distribution processes; for example, you can track and monitor mission-critical events, potential item shortages, production processes, and cash flow issues.

Directed put-away and picking processes help you quickly handle and ship goods. When you want to pick an item, you'll know its exact location. And when you receive items to be put away, Microsoft Dynamics NAV directs you to a suitable bin.

Your warehouse workforce saves time, and the accuracy and consistency of your picking and put-away processes are enhanced. And, because your customers know that all your distribution resources are geared toward serving their needs, you become more than just today's supplier of goods—you become a long-term partner.

## *Respond Quickly to New Opportunities*

Microsoft Dynamics NAV makes it easy to spot trends and gain insight into your business activities so you can respond quickly to new opportunities—at home and abroad.

### **Make informed decisions**

Microsoft Dynamics NAV enables you to turn your data into business-critical information.

Microsoft Dynamics NAV supports online analytical processing (OLAP) services with interactive graphical views for analyzing key performance indicators and visualizing trends, patterns, and relationships. Microsoft Dynamics NAV presents information within a familiar Microsoft® Office Outlook®-style interface, and provides easy-to-use tools that enable all users in your organization to perform dynamic analysis and reporting across all areas of your business.

### **Speak your customers' language**

With Microsoft Dynamics NAV, you can pursue opportunities abroad, too. You can easily set up and maintain multiple currencies throughout the solution for a variety of application areas, including payables and receivables, general ledger reports, bank accounts, and resource/inventory items.

Microsoft Dynamics NAV also makes it easy to run a multilingual company that meets the needs of customers, vendors, and employees. Multilanguage functionality enables users to select the language in which they communicate with customers, partners, and other business contacts.

# RESPOND



*“The best part is we now have a very clear view of what’s happening in each store, across all stores, and across the entire company. As a result, stock allocation to branches has improved, unauthorized price markdowns have been eliminated, and special promotions are easier to plan and execute.”*

**Jeffrey Sim, General Manager, Finance, Human Resources & Admin. Best Denki (Singapore)**



**PARTNER**



## *Realize Your Growth Strategy with a Business Partner Who Understands Your Business*

Microsoft has a global network of Microsoft Certified Partners who help companies take advantage of the benefits of information technology. And they can help you, too.

These partners choose to specialize in the consumer packaged goods industry. They have the knowledge, experience, and expertise required to develop a Microsoft Dynamics NAV solution that fits the way you do business and that complies with the industry requirements specific to your region and market. They speak your language and appreciate the complexities of your processes.

What's more, they know Microsoft technology and Microsoft Dynamics NAV. The open development environment, developer's toolkits, and industry specific templates in Microsoft Dynamics NAV make it a flexible and scalable solution that is fast to implement and easy to use, upgrade, and maintain. So, you can adapt your solution as your business grows—without increasing costs.



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**About Microsoft Dynamics:**

Microsoft Dynamics is a line of financial, customer relationship, and supply chain management solutions that help businesses work effectively. Delivered through a network of channel partners that provide specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

**For more information:**

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For more information about Microsoft Dynamics NAV, please visit [www.microsoft.com/dynamics/nav](http://www.microsoft.com/dynamics/nav).