

A black and white photograph of a woman in a warehouse. She is wearing a light-colored, long-sleeved sweater and has her hair pulled back. She is looking upwards and to the right, holding a large, clear plastic bag filled with smaller bags. The background shows metal shelving units with various items, including boxes and bags. The overall scene is a busy warehouse environment.

# Wholesale Distribution

*Microsoft Dynamics NAV  
Solutions for Wholesale Distribution*

Enhance the profitability of your inventory and operations

## *Optimize inventory and processes for success*

Wholesale distributors today often find themselves squeezed between increasing customer demands, competitive pressures, and the accelerating spread of manufacturers across the globe. Tight margins and the high cost of excess inventory make cost control and efficiency crucial, especially for small to midsize companies that can't afford to make mistakes. Yet too many distributors simply accept the manual processes, delayed information, warehouse confusion, intuition-based purchasing, inventory errors, and decreasing profits that make them have to fight to survive.

Wholesale distribution companies that want to thrive in today's competitive environment and capture new opportunities can benefit significantly from an integrated, end-to-end business management system, whether they move consumer or industrial products. A flexible, attractively priced business solution, Microsoft Dynamics™ NAV integrates all your order entry, inventory management, fulfillment, shipping, and financial data so you get information and goods where they are needed—fast. With a comprehensive Microsoft Dynamics NAV solution, wholesale distributors can get quick feedback on business performance, automate manual procedures, eliminate rekeying of data, improve replenishment decisions, process orders quickly, improve fill rates and customer satisfaction, and get strong returns on inventory investment.

With its open development environment and feature-rich application areas, Microsoft Dynamics NAV is easy to customize. Supported by a global network of Microsoft Certified Partners who specialize in developing and implementing wholesale distribution solutions for businesses like yours, your company can tailor an application to suit your unique requirements. Easy to implement, learn, and customize, a Microsoft Dynamics NAV solution can help you:

- **Monitor and evaluate your company's current performance and opportunities.**
- **Take control of your inventory to maximize value.**
- **Eliminate manual processes and streamline warehouse operations for fast, accurate fulfillment that avoids costly noncompliance penalties.**
- **Integrate labeling and shipping into pick/pack and invoicing processes, even with multiple warehouses.**
- **Empower your workforce to save time, reduce costs, and increase customer satisfaction.**
- **Gain visibility into your most profitable products, customers, and opportunities.**



OPTIMIZE



## *Integrate distribution operations for end-to-end efficiency*

Whether it's customer account history, pricing, stock availability, warehouse fulfillment location, or the most cost-effective carrier, fast access to accurate information drives a successful distribution operation. Especially designed to deliver comprehensive information in one business management system, Microsoft Dynamics NAV can help you link your office and multiple warehouse facilities, giving you one set of dependable data so you can make reliable promises to customers, fulfill orders quickly and accurately, and boost customer satisfaction. This robust management solution can also empower you to streamline warehouse processes, efficiently handle long lead-time items, and select the optimal forecasting formula based on past sales to yield maximum profitability.

# INTEGRATE

## Maximize your inventory investment

Harness the power of your inventory investment with clear visibility into trends, turn rates, slow-moving stock, item margins, and the performance of individual items or product lines.

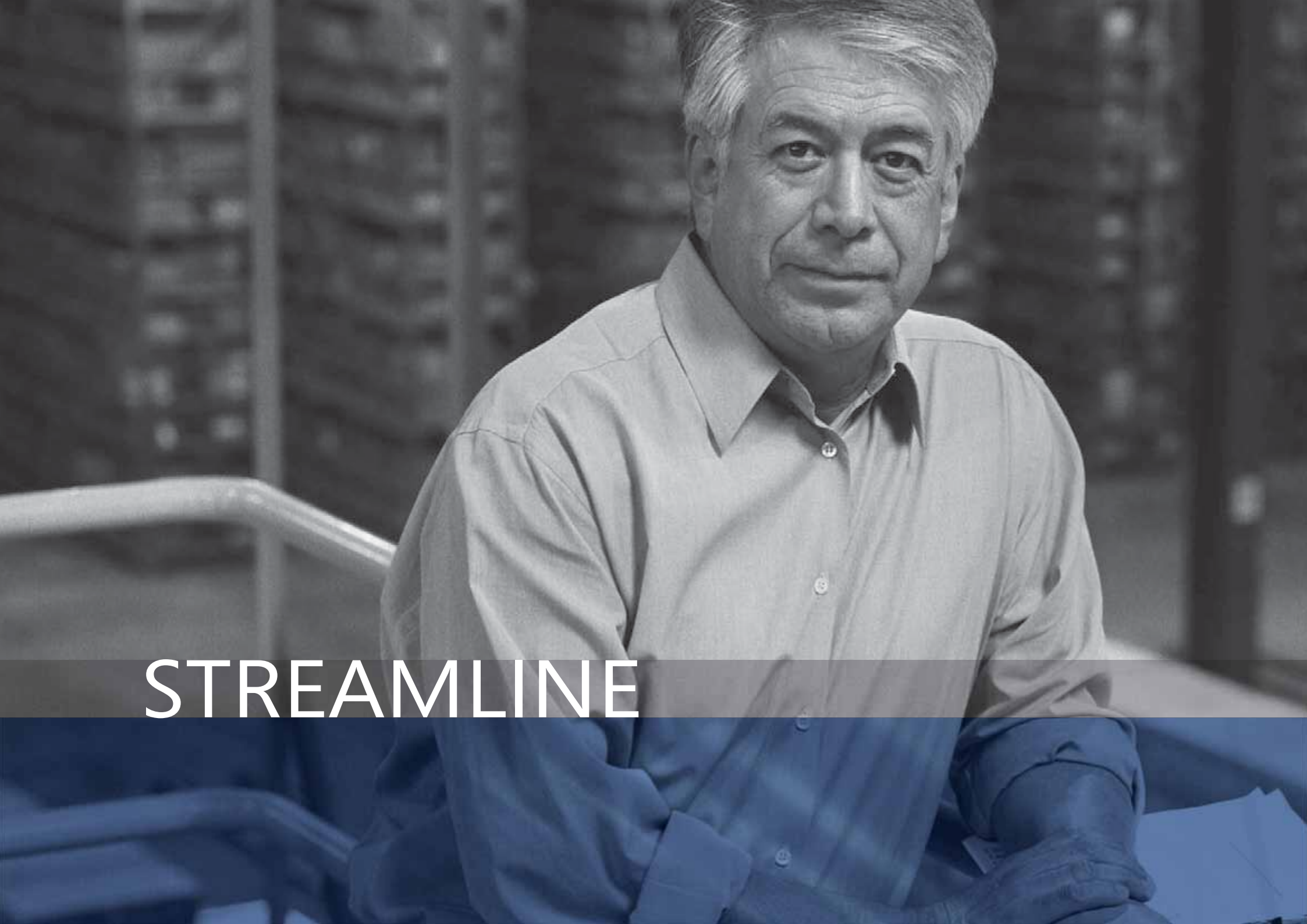
Robust tools for inventory planning and replenishment can help you accurately forecast demand, make smart decisions, and balance inventory costs against fill rates and customer satisfaction levels. When you fully understand individual product profitability, seasonality, and trends, you gain negotiation power with suppliers and the insight to enhance your customers' success.

With the fully integrated inventory management functionality of a Microsoft Dynamics NAV solution, you can:

- **Safeguard customer expectations with available-to-promise lookup.**
- **Separate stock from inactive inventory and identify unprofitable inventory for disposition.**
- **Gain leverage with suppliers and perform timely replenishment based on historical sales and reliable forecasting.**
- **Map inventory records to warehouse locations to automatically direct employees during put-away and picking processes.**

- **Optimize warehouse space and streamline picking with a clear understanding of which inventory moves most rapidly.**
- **Comply with customer or retailer requirements for specific product and order identification, tracking, labeling, or unitizing standards, and mapping tracking data directly to EDI (Electronic Data Interchange) documents as needed.**
- **Capture the efficiency of cross-docking and drop-ship opportunities.**
- **Reduce shrink and other carrying costs with accurate inventory tracking, tight control, and up-to-date data for finely tuned stocking decisions.**
- **Link inventory records for multiple warehouses to eliminate unnecessary stock-outs, coordinate safety stock and replenishment, and ship goods from the most cost-efficient location, splitting invoices as necessary.**
- **Maintain accurate inventory records and update them as frequently as needed with Automated Data Collection System (ADCS) and radio frequency (RF) capabilities in the warehouse.**

A Microsoft Dynamics NAV solution can eliminate inventory headaches while giving you the insight to boost the earning power of your most valuable asset—inventory.



STREAMLINE

## *Streamline warehouse operations for faster order fulfillment*

Stop wasting time and reduce the risk of errors by entering data once and using it for order entry, picking, packing, labeling, and shipping; inventory records and replenishment processes; and customer invoicing and accounting. With a Microsoft Dynamics NAV solution for wholesale distribution, the data your business depends on will reside in a single database and can be accessed and updated anytime, from anywhere, by anyone who needs it. That means timely, accurate information and careful warehouse management, so stock can be promised with confidence, goods can be found where they're expected, inventories remain accurate, and orders can be efficiently picked, packed, labeled, shipped, and invoiced.

Automate repetitive tasks—such as order distribution, picking lists, carrier assignment, or customer invoicing—to save time, reduce errors, and focus employee attention on satisfying customers. Integrate barcode or ADCS/RF technology to further streamline inventory handling and conform to customer compliance initiatives. You can even tailor your solution to generate

compliant shipping manifests for Federal Express, United Parcel Service (UPS), or other carriers without reentering data or switching systems.

### **Manage inventory on the fly**

With ADCS/RF capabilities, your employees can use handheld computers in the warehouse to dynamically generate pick, put-away, movement, and physical inventory documents on the fly. They can also streamline shipment packing right from the picking process by capturing package or pallet detail during the pick and yielding tremendous efficiency as it proceeds through packing, labeling, and the generation of carrier manifests.

### **Automate processes painlessly**

If your company is moving toward an automated warehouse, you can gradually increase the extent of your automation painlessly over time—even if you do not yet have barcoded items. As new items are received and brought into the warehouse, you can assign barcodes easily, as well as identify bin locations, lot numbers, physical attributes, and weights in item records.




## *Empower your team for business improvement and growth*

Create a highly productive work environment when sales, customer relationship management (CRM), order fulfillment, shipping, and accounting processes share information. With centralized data you can reduce redundant data entry and help improve accuracy and timeliness. Easy drill-down capabilities help ensure details are never more than a few clicks away, even when working in Microsoft® Office system programs such as Microsoft Office Outlook®, Microsoft Office Word, or Microsoft Office Excel®. That means employees always have quick access to account data, price lists, inventory records, and shipping histories so they can answer customer questions quickly and identify innovative ways to add value. Robust multilanguage and multicurrency support helps smooth global business relationships and can ease financial transactions and reporting across locations.

Enable EDI or give customers and suppliers self-service capabilities through the Internet without compromising information security. Self-service options can help trim the cost of transactions and free employees for more complex tasks while streamlining customer support, billing, and replenishment activities. By defining roles and access rights for employees and supply chain partners, you can control access to sensitive business information while helping ensure that nobody wastes time hunting for the data they need.

### **Gain insight to add value and seize opportunities**

Transform data into wise management decisions. In addition to providing a clear understanding of inventory movement and margins, a Microsoft Dynamics NAV solution for wholesale distribution can help you identify new ways to add value; manage repackaging or remanufacturing activities; balance workloads and track warranty or service options; and provide data for building new partnerships with your customers.

A hand is shown loading a cardboard box onto a pallet jack. The scene is set against a brick wall. The pallet jack is positioned on a stone surface. The overall image has a blue-tinted, semi-transparent overlay.

A Microsoft Dynamics NAV solution simplifies reporting with intuitive data access and interactive views. Information is presented in a way that is familiar to users of Outlook, and it can be smoothly transferred to Excel for additional manipulation, analysis, and graphical presentation. Support for online analytical processing (OLAP) services makes it easy to quickly extract the data you want to:

- Analyze key performance indicators and visualize trends.
- Drill down to details driving revenues, trends, and profitability.
- Capture supply chain data for regulatory or customer compliance requirements.
- Pinpoint market shifts to identify potential new products, markets, and customers.
- Assess the return on investment of potential inventory or operational changes.
- Simplify charts of accounts by assigning dimension hierarchies that capture all relevant data while streamlining bookkeeping and audits.
- Maintain a full audit trail for even the most complex transactions.

With a Microsoft Dynamics NAV solution, you can spend less time scrambling and more time managing your operations to outclass the competition, spot opportunities, and grow.

*“Today we deliver and access business information much quicker with [Microsoft Dynamics NAV]. This has improved our ability to make critical decisions.”*

**Luís Gonçalves, Marketing Administrator, DLI Portugal**

# VISUALIZE



CUSTOMIZE

## *Build a competitive advantage with a knowledgeable business partner*

Working closely with a Microsoft Certified Partner, you can implement the solution you need to fit your specific operational requirements. The global network of Microsoft Certified Partners includes experts who specialize in solutions for wholesale distributors and speak your language. Based on long-term experience, these experts understand your concerns as well as the open development environment, toolkits, industry templates, and scalability of Microsoft Dynamics NAV. With the industry and technical know-how to answer your questions and guide decisions, they can help you tailor a solution to your unique situation.

With partner support, a Microsoft Dynamics NAV solution is quick and cost-effective to implement. You won't get bogged down in complicated configurations or an overbuilt installation. Microsoft Dynamics NAV solutions are also easy to use, maintain, and upgrade, so your management system can grow with the success of your business.

*“[Microsoft Dynamics NAV] has gained us enough time that we can now maintain the warehouse with military precision. We are doing cycle counts every time we select an order, we can better manage inventory, and we can act on aging orders more quickly. As a result, our operational costs are down.”*

**John Petrucha, Director of Information Technology, The Westye Group—Midwest (distributor of luxury kitchen appliances), USA**



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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.

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