



## Optimizing Business Performance and Strategic Decision Making

### **A Common Problem. A Combined Solution.**

No matter how large or small, all businesses face common issues. Executives find it difficult to match day-to-day operations to overarching corporate objectives. Managers are challenged to see the relationship between a widely diverse set of business processes and their collective impact on future performance. Individuals wrestle with trying to find role-relevant information that they can monitor to make a difference on the front lines. Together, they await a time when they can finally and easily access important information in a convenient, clear and consistent manner—information that is meaningful to their specific roles and responsibilities. Today, that wait is over.

*Take advantage of the rich key performance indicator and scorecarding capabilities offered by Microsoft Business Scorecard Manager.*

Now, the capabilities of Microsoft® Dynamics™ (formerly Microsoft Business Solutions) and Microsoft Office Business Scorecard Manager 2005 come together to offer a comprehensive way to help organizations gain deeper contextual insight into what

business drivers matter most. By taking advantage of “out-of-the-box” and straight-forward methods to move financial management, customer relationship management (CRM) and supply chain management data to Microsoft SQL Server™ Analysis Services cubes, Microsoft Dynamics customers can take advantage of the rich key performance indicator (KPI) and scorecarding capabilities offered by Microsoft Business Scorecard Manager. With Microsoft Business Scorecard Manager, Microsoft Dynamics customers can view meaningful information in a comprehensive scorecarding application that provides all employees with deep, contextual insight into important business drivers, helping the entire organization move forward with common purpose and direction.

### **Solving the Challenges of Decision Makers**

Whether you're an accounting professional, a sales and marketing executive, or an important contributor on the shop floor, you face a similar challenge. You believe there are a handful of business indicators that—if they could be monitored in one convenient, consistent view—could help move the organization forward. Knowing the current status and trend of essential financial ratios could help you optimize the financial performance of your business. Evaluating the effectiveness and profitability of your sales channels or monitoring crucial operational metrics could help improve efficiency, enhance revenues and control costs.

*Evaluate the effectiveness and profitability of your sales channels.*

By linking to data provided from your Microsoft Dynamics application suite, you can begin to gain valuable insight into your most important business drivers with Microsoft Business Scorecard Manager. It offers important abilities to capture and display KPIs in a rich graphical dashboard display, revealing important historical trends, while providing rich drilldown capabilities. It gives your organization the ability to analyze data from documents, spreadsheets and even Web sites. And it's all accomplished in a familiar environment, as Microsoft Business Scorecard Manager uses and works with Microsoft Office, Microsoft Windows 2003 Server and SharePoint® Portal Server to allow users to more easily build, manage and use KPIs and scorecards.

### **Analyze, Collaborate and Act Through a Common View**

Because Microsoft Business Scorecard Manager is part of the Microsoft Office family of products, it works like and with the Office applications you use across your organization every day, taking advantage of the investments you have already made and the skills



you already know. It extends the power of the Office platform so that scorecards and visual strategy maps can be created and managed in a familiar and common way. Its intuitive and friendly design allows anyone across the organization the ability to build, monitor and manage KPIs that are individually meaningful to them. Its built-in collaboration capabilities provide a common setting for individuals and teams to analyze data, formulate strategy and take decisive action.

*Allow anyone in the organization the ability to build, monitor and manage key performance indicators.*

**Easy to Get Started,  
Easy to Move Forward**

Because all of the Microsoft Dynamics application suites offer direct or easy-to-implement methods to move essential financial, CRM and supply

chain data to SQL Server Analysis Services cubes, your organization can quickly and easily begin taking advantage of Microsoft Business Scorecard Manager:

- Microsoft Business Solutions–Axapta<sup>®</sup>, now part of Microsoft Dynamics, customers gain out-of-the-box interoperability through the Microsoft Axapta Business Analysis module
- Microsoft Business Solutions–Great Plains<sup>®</sup>, now part of Microsoft Dynamics, customers can utilize the Microsoft Great Plains Analysis Cubes for Microsoft Office Excel<sup>®</sup> offering
- Microsoft Business Solutions–Navision<sup>®</sup>, now part of Microsoft Dynamics, customers gain interoperability through the Microsoft SQL Server Analysis Services OLAP cube configuration option for Microsoft Navision
- Microsoft Business Solutions–Solomon, now part of Microsoft Dynamics, customers are able to take advantage of the suite's SQL Server foundation to create SQL Server Analysis Services cubes or work with any number of partners that have skills in developing Microsoft Solomon-specific cubes

- Microsoft CRM, now part of Microsoft Dynamics, customers can also extend the application's SQL Server underpinning to build cube output that is meaningful to them, or they can take advantage of many partners that have created pre-defined OLAP cubes based on Microsoft CRM
- Microsoft FRx<sup>®</sup> and Microsoft Forecaster customers can use data from either of these applications through the Microsoft FRx instantOLAP capability to generate local and server-based cubes based on report data, which can include budget data from Microsoft Forecaster or the general ledger application

You can implement Microsoft Business Scorecard Manager on your own or work with a Microsoft partner organization to help you put the solution into action. The partner can work with you to build dashboard views, KPIs and strategy maps to fit the unique business environment of your organization or simply work with you to install the application and get you started.

To learn more about how the powerful combination of Microsoft Business Scorecard Manager and the Microsoft Dynamics application suite can help your organization gain deeper insight into what key drivers matter to your business, visit [www.microsoft.com/office/bsm](http://www.microsoft.com/office/bsm).

**Microsoft<sup>®</sup>**