

## Future innovation

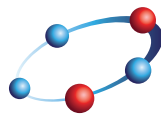
When a company decides to replace its Enterprise Resource Planning solution, it usually attempts to find a solution that can meet its business needs at the best cost. That said, the solution of choice also needs to lay the groundwork for future innovation and guarantee it would be supported in the long term. In this area, Microsoft offers numerous advantages, especially when compared to competitors:



**Company stability.** During times of economic turbulence, it is more than ever appropriate to ask questions about the future of the software vendor. The ERP industry has already experienced some level of industry consolidation in the past, when, for example, Oracle bought PeopleSoft, or when Sage bought ACCPAC. Fusions and acquisitions are more likely to happen during times of economic turmoil. No later than April 2009, Oracle announced it would acquire Sun Microsystems. Even if Microsoft has not been spared by the recession, it is far from questioning its own existence, and the company is very unlikely to be bought out by a competitor.



**Visibility of the solution's roadmap.** Microsoft provides ongoing visibility of the Microsoft Dynamics roadmap through detailed decision-guidance documents that describe the latest innovations 12 to 18 months prior to their scheduled release in new products. Greater visibility of the Microsoft Dynamics roadmap helps clients resolve support questions faster and plan their future investments.



**Microsoft Dynamics business products are delivered by a global partner network.** Nobody can predict how the business relationship between a client and its value-added reseller (VAR) will evolve. But Microsoft Dynamics offers such a large partner network, that a change of VAR does not necessarily mean a change of business management software. Besides, there is minimal risk that local support will be lacking due to an insufficient number of software integrators.



**A wide range of best-of-breed add-ins.** Microsoft Dynamics solutions include the necessary tools to easily develop complementary applications. As a result, Microsoft Dynamics clients can easily find software add-ins to meet their specific needs.



**Scalability of the business system.** This is probably the most important criteria when evaluating the future viability of a business management system. Systems should not hinder growth. You can be assured that will not be the case with Microsoft Dynamics. A recent study concluded that the performance of Microsoft Dynamics GP 10.0 is not altered, even when running with 1,000 constant concurrent users, all engaged in heavy transaction processing.

No matter why you have decided to change your systems, chances are you want to make a decision for the long run. That is why, it is always best to evaluate the long term viability of the new solution. At Strophe, we have close to 20 years of experience with Microsoft Dynamics GP. We have been fulfilling our promises for that long.