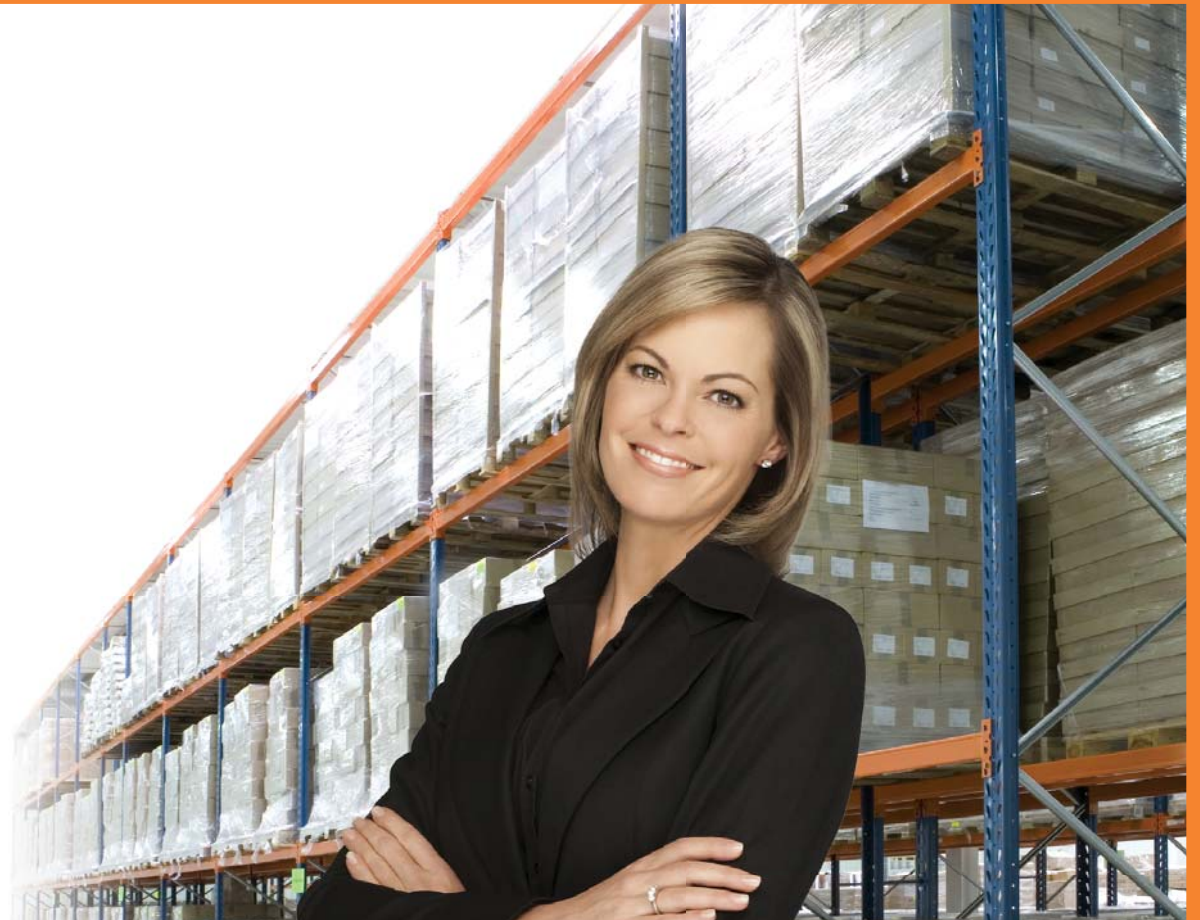


Avanade[®] ERP for Wholesale Distribution

Powered by
Microsoft Dynamics AX



Improve agility, visibility and collaboration across the supply chain



Avanade ERP for Wholesale Distribution

Powered by  Microsoft Dynamics AX 2012

Improve agility, visibility and collaboration across the supply chain.

Growing competition, increasing supply chain complexity and more demanding customers: the pressures on distributors have never been so intense. Whether you're a wholesale distributor or distribution is simply a crucial part to your day-to-day business, the challenges are the same. You need to improve agility and collaboration, and respond effectively to changing market conditions, while driving up efficiencies across your entire value chain. Avanade can help.

Improve supply chain efficiencies

- Cut costs and repurpose overheads by streamlining order processing and warehousing.
- Improve forecasting to reduce inventory levels and optimize collaboration with supply chain partners.

Align IT to the business

- Increase your agility to respond to changing market dynamics.
- Seize opportunities ahead of your competitors.
- Take advantage of flexible deployment options: hosted, on-premises or in the cloud.

Provide visibility across the value chain

- Gain complete insight into your global operations, in real-time.
- Enable easy financial reporting across multiple entities.
- Support effective decision-making.

Drive more profit

- Protect margins by creating more business opportunities with sophisticated tools that support differentiated pricing and service strategies by customer segment.
- Manage rebates to leverage your position in the supply chain.

Improve customer service

- Increase customer satisfaction with tools that flexibly control pricing, service levels, product availability and delivery performance.
- Provide a full range of ordering options including web-based, catalogue and direct to consumer.

Bob Van Steenweghen | Head of Sales and Marketing | H. Essers

“With the help of Avanade and Microsoft Dynamics AX we succeeded in positioning Hessemat Logistics as a unique, value-add logistics service provider. Avanade's industry expertise and the Microsoft Dynamics AX platform were crucial catalysts in supporting our strategic objective to offer integrated supply chain solutions. In addition, Microsoft Dynamics AX allows our internal team to be self-sufficient in managing and optimizing the supply chains of new customers, which in the end, positively impacts our customer service and Total Cost of Ownership.”



Your integrated IT solution for an optimized supply chain

Avanade has created Avanade Enterprise Resource Planning (ERP) for Wholesale Distribution to help **distributors like you, improve agility, visibility and collaboration across the supply chain.**

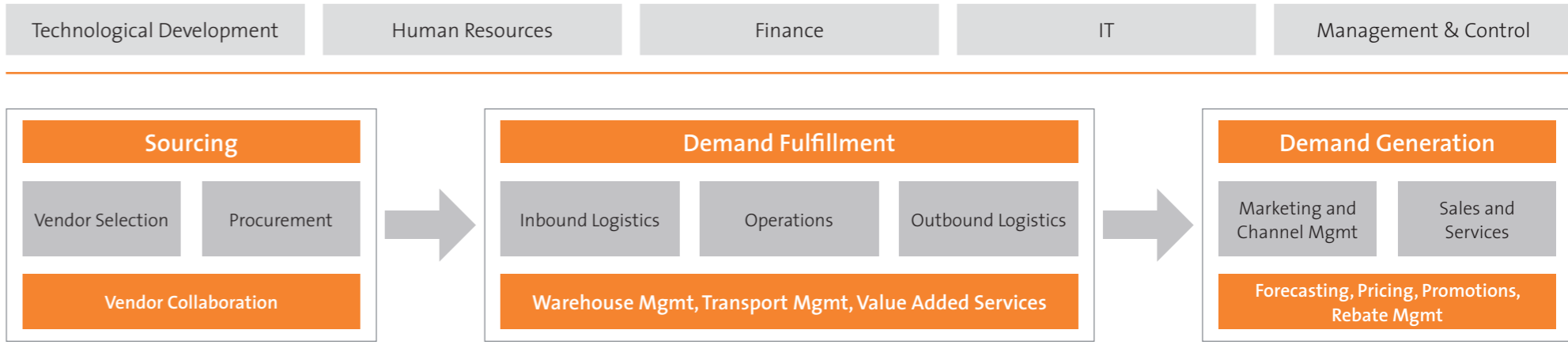
There are common challenges, such as **growing competition, increasing supply chain complexity and more demanding customers.** In addition, fast company growth, whether through acquisition and merger or global expansion, often results in **scattered IT environments** using different systems for similar business processes. Consequently, there is little visibility across the business and difficulty in consolidating financials for group reporting and data analysis.

What is needed is a proven, highly-integrated IT environment using industry leading practices. This will increase efficiency, profits and collaboration, as well as improve overall customer service and provide full visibility across your entire value chain.

Unlike the traditional approach offered by our competitors, Avanade ERP for Wholesale Distribution is a fully integrated platform with industry leading practices embedded in pre-defined business processes. This improves the quality and speed of the implementation, while significantly reducing the risks. Ultimately, with the level of integration our solution offers, you will have the supply chain agility necessary to succeed in today's rapidly changing markets.

Deployment options, including hosted, on-premises or in-the-cloud, enable you to manage IT costs efficiently while maintaining a secure computing environment. With **support for scalable two-tier system** deployments, you can easily connect your subsidiaries, divisions, branches and business lines to headquarter systems.

Avanade ERP for Wholesale Distribution allows you to use a wide range of fully integrated innovative software applications. It can be implemented quickly and inexpensively without complicated customizations and lengthy lead times. With standard processes across all entities, including subsidiaries and headquarters, it uses the flexibility of the Microsoft Dynamics AX platform to deliver superior supply chain agility, visibility and control.



Microsoft Dynamics AX 2012

Addressing the needs of dynamic and innovative wholesale distributors with powerful simplicity

Power to deliver value faster with enhanced core ERP functions combined with industry-specific features in one global solution. Easily scalable, it delivers the visibility essential for successfully integrating systems following mergers or internal expansion. It also provides the insight to rapidly increase productivity.

The agility to change your business with the vision to maximize new business opportunities. Flexible deployment – whether hosted, on-premises, in-the-cloud or hybrid – makes available resources and enables faster rollout and a lower Total Cost of Ownership (TCO), especially in two-tier environments.

Simplicity driving adoption and lower costs with the familiar user-friendly Microsoft look and feel improving collaboration among your people, partners and suppliers. This, in turn, increases efficiency and encourages more informed decision-making.

Role-tailored Business Intelligence

Microsoft Dynamics AX 2012 is designed around the specific jobs people do. This role-tailored approach means that each person has the information they need to improve their performance and prioritize their work. More than 30 Role Centers ensure they have the Business Intelligence that's relevant to them to make better, faster decisions.

Driven by pervasive interoperability

Microsoft Dynamics AX 2012 and other Microsoft products and technologies are built to deliver pervasive interoperability – the natural interaction of ERP systems with Microsoft business productivity applications, communications solutions and IT infrastructure technology, whether on-premises or in-the-cloud.



Hal Howard | Corporate Vice President | Microsoft Dynamics ERP Research and Development

“ Microsoft Dynamics AX 2012 brings rich functionality, advanced architecture and the full power of the Microsoft stack to execute transactions and turn them into information that helps users make faster, better decisions. Avanade’s feedback and contribution were valuable to us in the development of Microsoft Dynamics AX 2012. We are pleased to partner with them to deliver the new product globally to customers on-premises or in-the-cloud, enabling them to manage, anticipate and embrace changes in their business environment.”

A safe investment

Microsoft Dynamics AX has demonstrated its value at thousands of companies globally. Microsoft is committed to deliver and support powerful, agile, easy-to-use solutions that add value across your organization, today and tomorrow.

Optimizing the supply chain for large-scale distributors

Improve supply chain efficiencies

Optimize inventory, reduce overhead and manage suppliers more effectively

- Accurate insight into demand and stock levels as well as current and expected supply everywhere in the supply chain.
- Automated Data Capture (ADC) systems.
- More efficient order entry integrated into the fulfillment process — including cross-dock and drop-ship.
- Optimized warehouse strategies (ADC, barcoding) for picking, packing and shipping.
- Streamlined ordering with transportation vendors and dedicating warehouse operations for smoother transportation efforts.
- Simplified repeat business processes or web-based vendor interaction for orders and supply.
- Select suppliers based on performance measures such as accuracy and the quality of past deliveries.
- Cross-collaboration visibility with suppliers, including electronic ordering, advance shipment notification, advanced purchase order processing and receiving validation.

Drive more profit

Improve margins and rebate management, and promote customer-centricity for improved opportunities

- Better insight into customer demand, delivery performance and inventory levels.
- Advanced pricing strategies by channel, geography, customer and more.
- Systematic accrual of rebates will reduce the cost of managing them.
- Claim-back management; including the accrual of vendor rebates as well as managing and tracking particular prices or discounts available to specific customers for accurate claim-back.
- Find patterns in customer needs and ordering and create special strategies, including focused cross-selling and up-selling programs.
- Smart catalogue and product management, providing customers with insights into best-sellers to aid decision-making.

Improve customer service

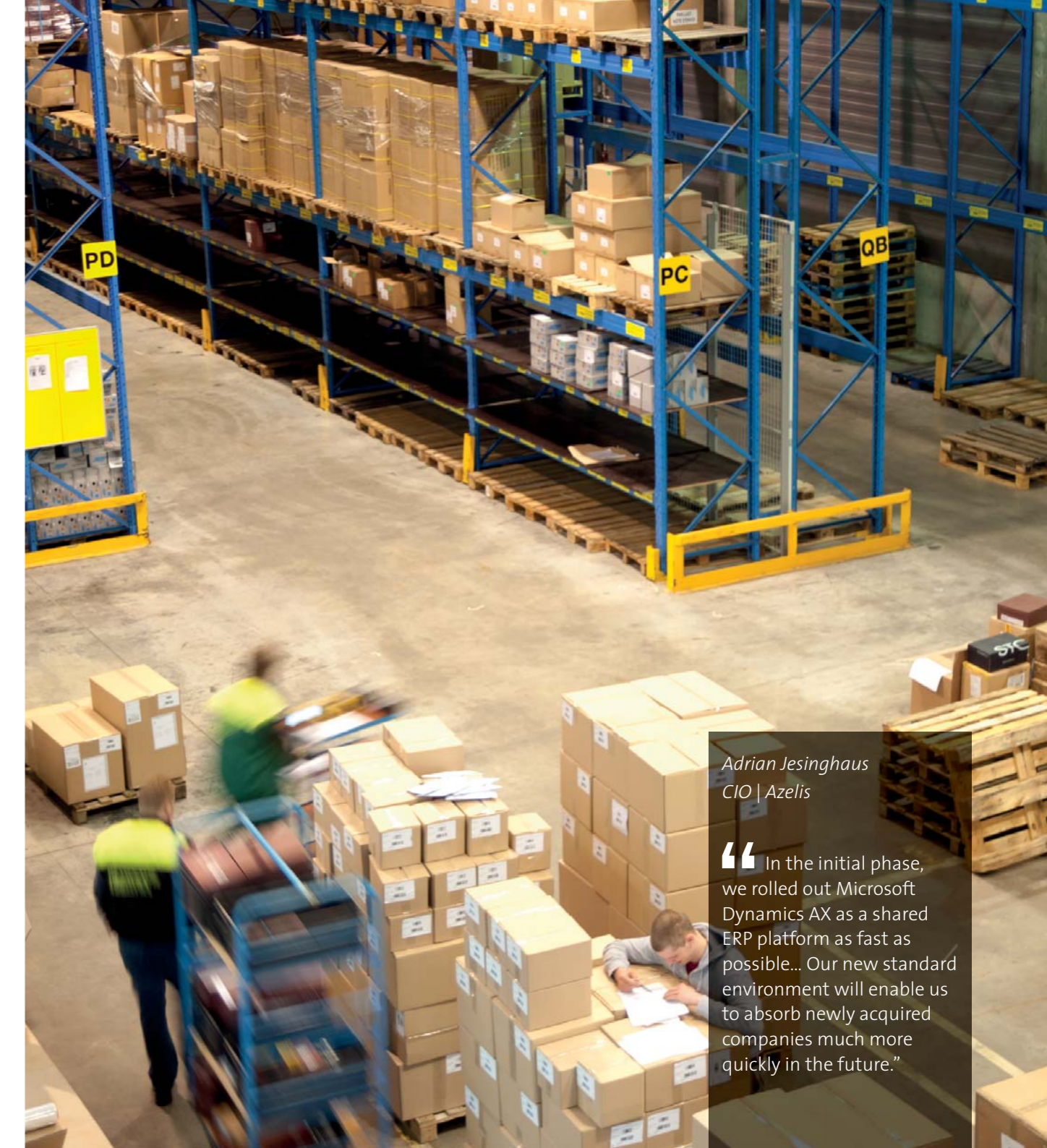
Get the perfect order delivered on time, with the right pricing. Improve customer service and increase business opportunities

- Competitive customer-specific pricing.
- Accurate customer information; run complaint management via the contact center in line with your defined service policies and ensure efficient returns management.
- Flexible order-taking via your web-shop, contact center and through electronic ordering/EDI.
- Deploy mobile solutions to help field staff deliver and work with accurate, real-time information.
- Tight integration with CRM provides you with a 360° view of your customer to more effectively manage all prospect and customer interactions.

Provide visibility across the value chain

Gain real-time visibility: integrated set of Key Performance Indicators (KPIs) to track business performance and much more

- Give employees, suppliers and customers appropriate, role-based access to sales, inventory, customer order status, shipping, purchasing and financial information across multiple locations.
- Integrate all your business processes with finance and improve detailed, real-time visibility across your business operations.
- Leverage Microsoft technologies providing integration to back-office administrative ERP applications in a two-tier environment.
- Easy consolidation of data, financial reporting and data analysis across all entities.
- Analyze data and view reports across a number of dimensions such as country, product line, divisions and more for greater insight and improved decision making.
- Native Microsoft Dynamics AX Business Intelligence:
 - Role-tailored scorecards and KPIs to track the performance of one or several companies.
 - Efficiently analyze management information via Excel with ready-to-use multi-dimensional cubes.
 - Use the Report Builder to build your own ad-hoc reports and publish them to your Role Center.
 - Share real-time Business Intelligence throughout your organization using Microsoft technologies such as SharePoint.



Adrian Jesinghaus
CIO | Azelis

“ In the initial phase, we rolled out Microsoft Dynamics AX as a shared ERP platform as fast as possible... Our new standard environment will enable us to absorb newly acquired companies much more quickly in the future.”

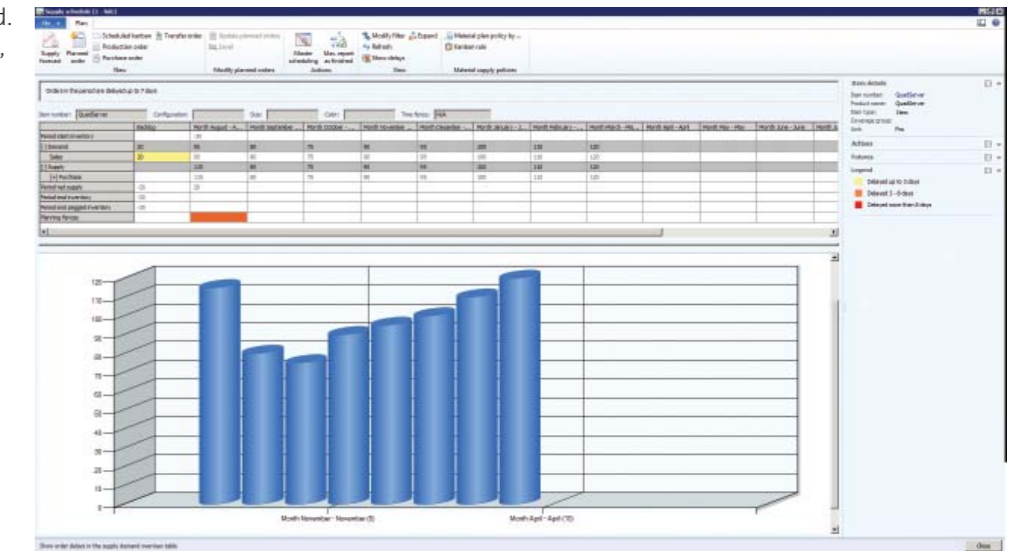


The **supply scheduler** is a dashboard-view in Avana ERP for Wholesale Distribution. It visually displays the projected available inventory, the supply as well as the demand, for a given product, product family or for the complete product database, divided per time slot. You can set the view for one warehouse or location, or for the entire company. The time slots are user-definable, allowing you to view demand on a daily, weekly, monthly or yearly basis and for a specific work period (day shift, two-shifts, weekend shift). The planner now has full control to:

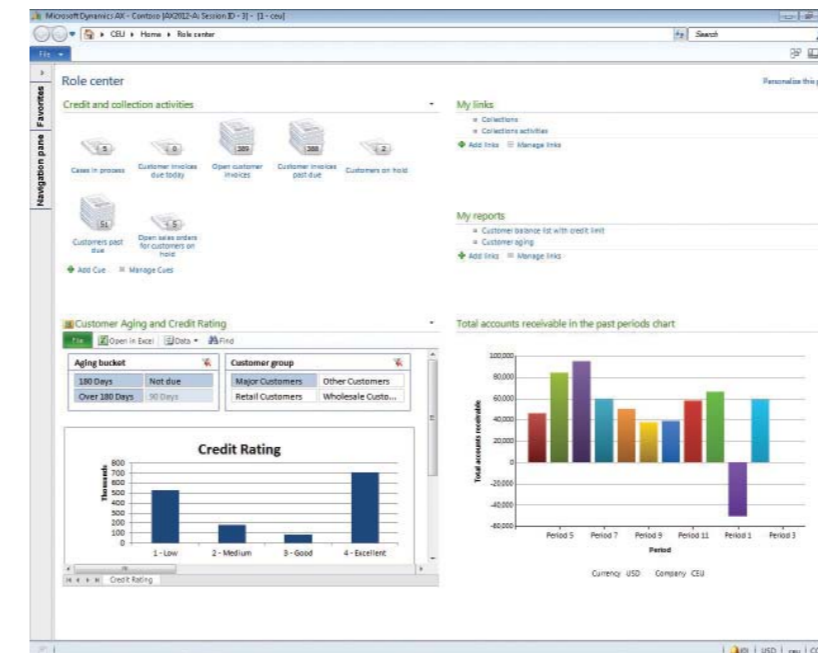
- Collapse, expand or drill down to the required level of detail
- Peg towards and consult planned as well as real orders
- Change data
- Create or remove orders
- Run Material Requirements Planning (MRP) simulations

- Take action on delays
- Level supply
- View planning fences
- Alter the view of the time periods, and much more

With the **supply scheduler**, the planner has better visibility into inventory, supply and demand. It enables the planner to take informed and timely decisions impacting delivery performance, thus improving customer service levels. Also, the planning department is now in a much better position to anticipate future stock outs with in-time ordering or in-time distribution from other warehouses or companies. They can use colors to indicate with how many days demand will be delayed, showing severity and urgency about the actions to be taken. Furthermore, with this centralized view and improved control you can optimize inventory levels allowing you to reduce costs.



supply scheduler



Role Center

Consolidate role-specific information, workflow, reports, task lists, links, and **s** on a single, easily customized **Role Center** to enable fast, convenient review and action, whether you're using the Windows client or a web browser. Improve productivity with RoleTailored enhancements such as FactBoxes, Fast Tabs, and Preview Panes that let you view data from multiple sources without leaving the current form. Highlight relevant items, multitask, visualize information in useful new ways, and reduce chances of accidentally changing the data. In Microsoft Dynamics AX 2012, new Role Centers are included, such as Treasurer and Budget Manager.

Results realized

Quantifiable benefits of an optimized supply chain

In our experience in business process optimization, organizations can realize a wide range of quantifiable benefits that can lead to high performance in supply chain management.

	Reduce costs	
	Customer benefits	Avanade ERP for Wholesale Distribution
Supply chain efficiency	<ul style="list-style-type: none"> Reduction in stock levels * Reduced stock outs and excess stock Improved warehouse efficiency 	<ul style="list-style-type: none"> Enhanced forecasting and replenishment Automated and optimized warehouse operations
Administrative overhead	<ul style="list-style-type: none"> Simplified order processing in procurement, sales, fulfillment and collections Increased efficiency in claim-back processing 	<ul style="list-style-type: none"> Order and contract management Place orders online or via other electronic interfaces Collaboration through portals and SharePoint
IT costs	<ul style="list-style-type: none"> System consolidation High level of integration Easy reporting (KPI) Deployment flexibility 	<ul style="list-style-type: none"> One single solution based on a leading ERP platform with an open architecture Embedded Business Intelligence (BI) Hosted, on-premises, in-the-cloud and two-tier deployment

* Reduction in stock levels can be as much as 10 to 30 percent, releasing locked-up working capital and improving cash flow. As a result, carrying costs can be reduced by 10 to 30 percent and asset use can be improved with 10 to 30 percent.
 Source: Achieving High Performance in the Supply Chain: Inventory Optimization. Copyright © 2009 Accenture. All rights reserved. Accenture, its logo, and High Performance Delivered are trademarks of Accenture.



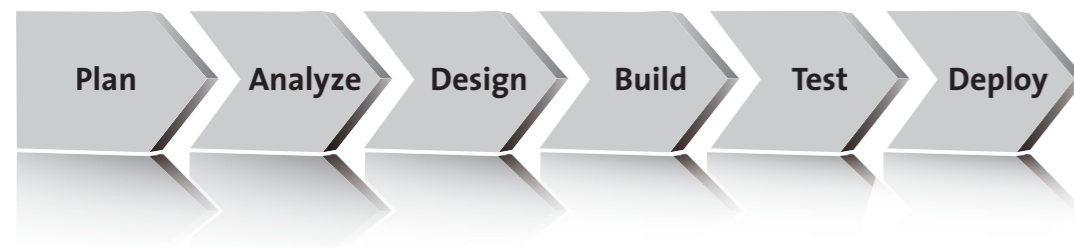
	Increase revenue	
	Customer benefits	Avanade ERP for Wholesale Distribution
Value added services	<ul style="list-style-type: none"> Additional logistic services Take over administrative tasks from customers and suppliers 	<ul style="list-style-type: none"> Advanced WMS with assembly, kitting, packaging and labeling Open architecture: easy integration with e-commerce and other electronic sales channels
Customer service *	<ul style="list-style-type: none"> Improved delivery performance Better customer complaint management Holistic view of the customer 	<ul style="list-style-type: none"> Forecasting and supply chain control After-sales service and warranty management Advanced CRM capabilities
Rebate management	<ul style="list-style-type: none"> Differentiated pricing by customer segment Accurate claim back 	<ul style="list-style-type: none"> Pricing engine Rebate control and accruals

* Improvements in defined customer service levels can be in the range of 2 to 10 percent. Fewer stock outs and expedited ordering have a long-term positive effect on business stakeholders, raising customer loyalty with reliable service and improving supplier relationships with smoother order flow and reduced noise in the supply chain.
 Source: Achieving High Performance in the Supply Chain: Inventory Optimization. Copyright © 2009 Accenture. All rights reserved. Accenture, its logo, and High Performance Delivered are trademarks of Accenture.

On time and on budget

A professional approach realizes results

Avanade's proven methodology for delivering projects helps reduce implementation risks and fast-tracks deployment. It is driven by industry leading practices from Accenture and our consultants, gathered during many years implementing over 150 ERP solutions all over the world. As part of our service, we provide a structured transfer of knowledge to your employees during your project, so they can fully leverage your new ERP solution upon completion.



Plan

Together we develop a joint vision and high-level plan of your ERP project. We map the scope, requirements, planning, and practical organization of the entire project.

Analyze

Once the software is installed, we set up Microsoft Dynamics AX to streamline your operations with a view to the future. Through training and active participation in workshops, your team of key users is empowered to teach other employees how to operate the ERP package.

Design

In the event any customizations are required, we draw up detailed specifications. We also manage other technical aspects, such as setting up security options and planning the data transfer to your new ERP system.

Build

While we develop the required customizations, ownership of the ERP application is transferred to your team. We work closely with you to prepare data migration and 'go live' plans, update your optimized processes and develop training material for end-users.

Test

After extensively testing all customizations and the entire configuration of your Microsoft Dynamics AX solution, we jointly verify that the ERP system and your organization are ready to go live.

Deploy

We implement and roll-out your fully operational ERP solution and transfer all your data. Your end users are trained to go live with the new system.

Philippe Van Negen | Technical Director
Studio 100

“Avanade also uses a tight, linear methodology, which immediately inspires confidence, and provides budgetary and timeframe guarantees.”

A full ERP solution at a fraction of the time and cost

Avanade's Fast Implementation Track (FIT) is a fully preconfigured Microsoft Dynamics AX environment that includes industry-specific process documentation, implementation methodology, manuals, and Excel templates for data upload. Avanade FIT is a unique offering that will help you implement an ERP environment more quickly and affordably than you ever thought possible.

Avanade Cloud ERP

Secure management of your business, your way, online

Companies are increasingly looking to the cloud to give them the competitive edge. Moving services online enables you to have access to a private, comprehensive, customizable ERP, while reducing the cost in time and money of managing IT resources.

Avanade Cloud ERP is unique in being customizable to suit both your specific business and industry needs – while offering comprehensive, affordable out-of-the-box ERP systems to get you up and running quickly.

With Avanade Cloud ERP, we can each focus on what we do best respectively. While you manage your business, we build, maintain, and support the IT system.

Its features include:

- Level 1 support 24/7/365
- End-to-end Service Level Agreements (SLA's)
- Dynamics AX user support
- Dynamics AX application management
- Dynamics AX administration, monitoring and performance tuning
- Pre-production & production environments
- System maintenance and patching
- Dynamics AX licenses
- Microsoft server licenses
- Disaster recovery
- Physical hosting and backups

With our fully SaaS-enabled Cloud ERP solution, for Microsoft Dynamics AX 2012, you can support scalable centralized or two-tier deployment connecting your subsidiaries, plants, divisions, branches and business lines to headquarter systems.

It makes it easier than ever to manage your business online. With Avanade Cloud ERP you have a fully managed private cloud computing environment on-, or off-premises that helps you:

- Expand easily into new markets – with minimal IT effort
- Improve speed-to-decision-making – through better real-time visibility
- Reduce complexity – and improve business processes

Specialized support helps drive continuous improvement and lower total cost of ownership

After the implementation, you can continue to rely on Avanade. We schedule a customer satisfaction survey, jointly discuss lessons learned and address final closing tasks. Further support of your ERP application is transferred to our specialist support organization.

Avanade Application Management provides truly cost-effective management of your ERP system and infrastructure, as your business evolves and grows. We plan for the long-term, constantly aligning IT and evolving business needs to increase your organization's agility, maximize the value of your ERP investment and help you respond to changing customer demands.

Continuous improvement

By gradually introducing new functionality and optimizing the use of existing modules we can help you harness the full power of your ERP systems.

Operational continuity

Keep your applications and infrastructure working to agreed service levels 24x7x365 with unparalleled support.

Lower risk

Be shielded from the increased complexity of release management and protected from rising maintenance costs and problems caused by deteriorating code as well as delays in implementing new functionality.

Control cost

Based on an agreed annual budget and full transparency, we guarantee the capacity and availability of our support team to realize your operational continuity and the continuous improvement of your Microsoft Dynamics AX platform.

Work with the best

Our team of certified experts has wide-ranging experience and uses internationally recognized leading practices to maintain and support your Microsoft Dynamics AX applications, other Microsoft applications and selected third-party programs.

You'll get the peace of mind that any issues will be resolved to the highest standards – quickly and cost-effectively. A service delivery manager will be your dedicated contact, while more complex application support issues will be escalated to your technical architect and subject matter experts, operating onshore or offshore.

You can take advantage of a range of preventive, as well as problem solving services.

Infrastructure management

- Network management
- Server management
- System monitoring and tuning
- Infrastructure expansion and updating

Application management

- Strategic alignment and architecture
- Continuous improvement
 - Further optimization of your business processes by expanding your ERP functionality
 - Quick wins: market opportunities to which the ERP system has to respond immediately
- Help desk
- Production support (problem solving and preventive)



Jo Van Hoorde | ICT Manager | Latexco

“As a global enterprise, we have to be able to respond quickly to new trends, a market opportunity or specific customer demands. Our Avanade ERP system and the support of Avanade's Application Management (AM) team give us that flexibility, enabling us to provide excellent service to our customers, day in, day out.

We are only able to collaborate with Avanade's AM team so closely because they know our business inside and out. Over the years, we have built up a strong relationship with Avanade based on mutual trust: we know what to expect from them.”

Where proven technology and innovation meet deep industry expertise

Insight

Every industry works in its own unique environment, facing different market trends and regulatory hurdles. You need an ERP system that addresses these issues and helps you remain competitive. We take the time to understand your operations and work with you to find the best possible solution, taking into account your requirements, planning and budget. The result is an affordable ERP package tailored to the specific needs of your organization and industry.

Our unique connections to Accenture and Microsoft provide a powerful combination of business, industry and technology insights that help us pre-define business processes. Implementing Dynamics AX according to Accenture's industry model helps you realize business success by leveraging proven processes and strategies designed for wholesale distribution organizations.

Innovation

The Avanade for Wholesale Distribution solution reflects the collective experience of our global network of consultants and industry experts, real-world feedback from customers and collaboration with our partners - Accenture and Microsoft to create an industry-leading solution with:

- Greater Return on Investment (ROI) and lower TCO
- Reduced risk
- Embedded industry leading practices
- Visibility into the entire business chain

Based on the proven Microsoft Dynamics AX 2012 platform and extensive industry research, Avanade ERP for Wholesale Distribution delivers an integrated solution that supports your entire end-to-end supply chain and includes critical functions such as:

- Warehouse Management
- Pricing, promotion and rebate management
- Forecasting

A fully integrated system that gives you a comprehensive view of your organization not only helps you set the best strategic direction, it also identifies areas where you may be able to reduce costs as well as help you make more informed decisions.

By enabling our customers to evolve and adopt new game-changing strategies - like Avanade Cloud ERP and Two-Tier ERP deployment - our solutions optimize IT environments with a view to the future.

Expertise

All our experts have a background in wholesale and distribution, and understand the pressures you face. They bring the expertise from their long experience of working in your industry to every engagement – to help you deal successfully with your daily challenges and to leverage opportunities for business growth.

Together with Accenture, Avanade delivers to your project:

- Deep industry insight and knowledge
- Change management expertise to help ensure adoption of new applications and processes
- Wholesale Distribution process expertise
- Extensive capabilities in architecture, design and development of business solutions
- Outsourcing solutions

Together with our partners, we house the business acumen, industry expertise and program management skills to get the job done right.

Avanade assets and re-usable delivery tools, such as the Avanade Connected Methods™ (ACM) implementation methodology, help reduce risk, enable a fast-track deployment and lower TCO.

ERP is just one part of Avanade's services. Avanade can support you with the implementation of the full range of the Microsoft product suite.

For organizations with significant Microsoft platform investments, we can further extend the value of existing systems, while optimizing ERP functionality to enhance business operations and productivity.

The Avanade workforce with a global network of over 13,000 professionals serving customers in over 20 countries, links onshore, offshore and near-shore capabilities, providing the right skills, at the right cost, in the right location. This unique collection of resources means we can successfully deliver even the largest, most complex projects for international wholesale distributors on-time and within budget.

As the largest global business technology services provider 100% dedicated to Microsoft solutions and technology, we are a Microsoft Gold Certified Partner for ERP and Microsoft's 2011 Dynamics Distribution Partner of the Year.

Mark Desmaele | Business and Data Processes Manager | Azelis.

“ We didn't just want a generalist, we wanted a true Microsoft Dynamics AX specialist as a partner. Not only, was Avanade able to provide the necessary expertise, but they're also a real pan-European player. And that was definitely a requirement for us, given the multi-country scope of our project.”

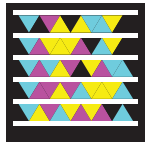


About Avanade

Avanade ERP for Wholesale Distribution is built on Microsoft Dynamics AX, and integrates with your heterogeneous IT environment to connect partners, customers, and employees. With fully-tested, preassembled code and industry-specific services, you'll get more value out of your ERP project faster and more cost-effectively.

Avanade has more than 16,000 professionals serving customers in more than 20 countries worldwide. Our global presence, enables us to deliver large, complex international projects, on time and on budget, whether hosted, on-premises or in-the-cloud. We'll do so using our deep industry expertise and the skills that come from our unique alliance with both Microsoft and Accenture.

We would be glad to discuss how Avanade ERP for Wholesale Distribution and the entire Microsoft solution stack can benefit your organization. For a personal introductory meeting for yourself or a colleague simply send us a message.



Scan this tag to read more about Avanade's ERP for Wholesale Distribution offerings on our corporate website.

About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Additional information can be found at www.avanade.com.

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