



**Microsoft Dynamics AX**  
... for wholesale and multi-channel trading



Microsoft  
Dynamics 365

Gold  
Microsoft Partner





- >> Microsoft Dynamics combines ERP and CRM functions in a uniform, integrated solution, all embedded in technological innovation provided by the world's leading global software provider.
- >> Corporate divisions, ranging from Distribution, Logistics, Finance, Business Intelligence (BI), Customer Service, Field Service, Administration and Marketing are fully covered.

- >> Dynamics for Finance and Operations (ERP) in combination with Würth Phoenix stands for an extensive ERP expertise for wholesale and logistical processes based on former Microsoft Dynamics AX.
- >> We are Microsoft Gold partners. Over 70 Microsoft certified industry experts are at your disposition. Numerous successfully completed projects in over 20 countries form part of our reference.

## YOUR ADDED VALUES



### INDUSTRY EXPERIENCE

Würth Phoenix is your Microsoft Dynamics ERP partner for trade and multi-channel processes.



### INTERNATIONALITY

An internationally experienced project team supports you during successfully implemented rollouts in a global market environment.



### TECHNOLOGY

You rely on the latest Microsoft technology based on Dynamics 365.



### BUSINESS INTELLIGENCE

Integrated Business Intelligence ensures an overall corporate process perspective in keeping with your market needs.

## MICROSOFT DYNAMICS ERP

... creating added value for your business processes



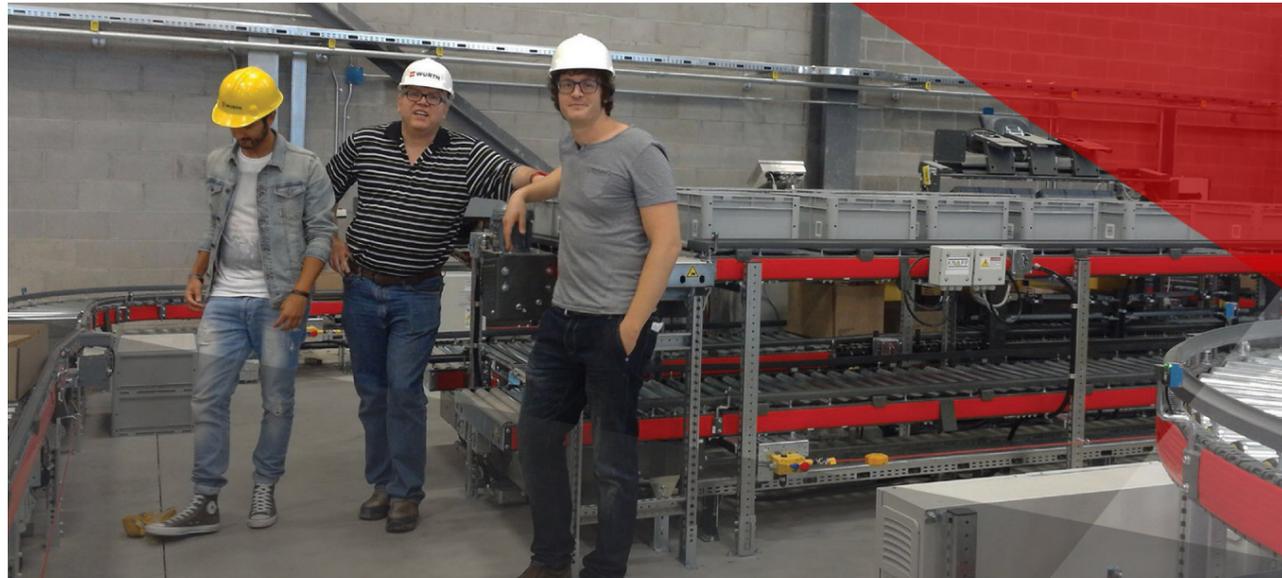
### WHOLESALE DISTRIBUTION, "MADE BY WÜRTH"

- > **ERP:** Microsoft Dynamics 365 is a powerful, easy-to-use solution with dedicated features for enterprise resource planning (ERP).
- > **Integrated solution:** Microsoft Dynamics for Finance and Operations combines all ERP functions in one uniform, consistent solution.
- > **Industry experience:** Würth Phoenix is your stable and competent ERP partner for technical wholesale, merchandise management and logistics.
- > **Processes:** Customized processes based on the Würth Group's experience ensure consistent corporate processes.
- > **Technology:** You rely on a broad sustainability with the latest Microsoft technologies.
- > **Business Intelligence:** Pre-defined information cubes are specifically adapted to your industry requirements.
- > **Integration:** You build on existing Microsoft infrastructures that can be smoothly integrated in your IT.



## WÜRTHPHOENIX TRADE+

Our vertical offer for wholesales and multi-channel trading based on Dynamics365



Based on the Würth Group's trading and logistic experience, Würth Phoenix has launched a solution, which is perfectly adapted to meet information requirements in distribution, procurement, disposition, warehouse logistics and production and quality control processes.

### MULTI-CHANNEL TRADING FROM ONE SOURCE

- › Trade+ is your industry solution for wholesale distribution, bundled with the experience of Würth Phoenix as your implementation partner.
- › You control the entire supply chain – ranging from customer management via logistics, from purchasing and warehouse management and culminating in BI.
- › Optimized, preconfigured and complete: Trade+ is wholesale experience based on the leading Microsoft technology.
- › As IT service provider of the Würth Group, Würth Phoenix has over 70 Microsoft certified industry experts for ERP wholesale projects at your disposal.
- › More delivery security and the best possible level of service, maximum warehouse turnover rates, minimal logistical costs are just a few of the added values.

### BUSINESS INTELLIGENCE

- › The Trade+ data warehouse offers precise business intelligence for trade and logistical processes, precisely oriented towards your industry.
- › Warehouse inventories, internal movements, inventory range and excessive inventories – you never lose sight of warehouse performance.
- › Our offer is easy to use without having to consider costly training sessions.
- › Your added value: Better information base for quicker and better decisions.
- › All business process information is at hand in real time.

## WHY WÜRTH PHOENIX

Long standing experience, stability, investment security



### OUR INDUSTRY COMPETENCE

- › **Process expertise**  
Rely on our business process management expertise focusing on trading processes, warehouse administration and logistics.
- › **Open platform**  
Microsoft Dynamics 365 - ERP is easily adaptable to meet new individual market needs.
- › **Tried-and-trusted**  
Microsoft Dynamics is an internationally adopted, proven ERP platform.
- › **Innovative**  
Cutting-edge technologies support your digital road map.
- › **Simple**  
Assure high user acceptance and fast productivity due to integration in Microsoft Office.
- › **Your Partner**  
Würth Phoenix analyzes your workflows and discovers unused potential in your commercial processes.
- › **Project management**  
We offer process consultancy and management of your ERP project with high-level sector expertise from one source, project management based on the recognized Microsoft Sure Step standard.

## ERP - CRM - IT SYSTEM MANAGEMENT

Würth Phoenix Business Software - it's all a matter of the people involved



### ABOUT WÜRTH PHOENIX

- › As software and consulting company in the Würth Group, we implement and support sector-specific ERP, CRM and System Management solutions, both inside and outside the Würth Group.
- › We are solution partners for business processes with distinct core competences in the wholesale, distribution and service process fields, our aim being to ensure the competitiveness of market-leading companies by providing sustained and permanent support.



## WHAT WE STAND FOR



### CONTINUITY

Our work and our economies are oriented towards long-term stability and cooperation with our customers.



### QUALITY

To us, quality means always calling things into question and achieving a balance between continuous renewal and extension of the tried-and-trusted.



### FOCUSSING

The major focuses of our market access are customer-oriented work, thought and trading processes that emphasize our strengths.



### TRUST

Our customers trust in our actions. Their resulting benefit determines what is innovative, marketable and thus successful for them.

## VOICE OF THE CUSTOMER

Enthusiastic users are our best reference



## EXCERPT FROM CURRENT ERP PROJECTS





**WÜRTH**PHOENIX 

**... more than software**

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