

Microsoft Dynamics 365 Business Central

# Connect and grow your business



Microsoft  
Partner



Gold Enterprise Resource Planning

# Growth in the cloud

Change is the new normal. That's why many successful organisations are using flexible cloud platforms to grow their businesses. At the same time, there's a significant number of companies that fear change. Many feel they simply don't have time to keep up with the constant changes required of them. They're already under pressure just to keep the business running. So, they have a reactive approach to innovation. This makes them slow to adopt new technology, because they only tend to think about it when a problem arises. But to survive and thrive in today's dynamic business landscape, constant change is essential.





# Growing pains for SMBs

Growing SMBs face many challenges.

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**For starters, they may have outgrown their basic accounting software. Many are still using entry-level accounting software like QuickBooks or Xero. What's more, they're using various standalone tools and legacy enterprise resource planning (ERP) systems that are difficult to connect to each other. This creates information silos. Plus, it's hard to integrate these outmoded systems with new technologies.**

As their businesses grow, the basic accounting systems being used by many small and medium-sized businesses (SMBs) can't handle the more complex business processes required. As a result, inaccurate reports and lack of insight have a negative impact on these organisations. Even worse, a lack of connected audit trails and security features puts them at real risk.

Ideally, what these growing businesses are looking for is an easy and hassle-free way to transform their current solution. They're looking for software that's easy to use right away, and many would like to keep some of their existing systems in place.

# Dynamics 365 Business Central

Microsoft Dynamics 365 Business Central has been designed with small to medium-sized businesses in mind.

Business Central will provide your organisation with a single end-to-end solution. Now you can manage your finances, as well as your operations, sales, and customer service. But the real beauty is, it will be easy to upgrade from your entry-level accounting software or your legacy ERP systems.

Business Central offers terrific value for your business. That's because it integrates with other Microsoft cloud services, like Office 365. Plus, it can be customised or extended for specific industry needs with PowerApps, Microsoft Flow, and Power BI.

Business Central is sold and implemented through a global network of Microsoft Cloud Service Partners (CSPs). Partnering with a CSP is the way forward for your organisation if you're looking to connect and grow your business.



## Business Central – ideal for small businesses

- When it comes to the number of users, there's no lower limit. You can start as small as you like.
- It's a less expensive entry point for SMBs that want to use Microsoft solutions.
- Additional capabilities and users can easily be added as and when.
- It's a cloud-first solution. There are no servers or complex installations. Just turn it on and access it on any device at any time.



# Upgrading from Dynamics NAV

If you're using Dynamics NAV 2018 edition, moving from an on-premises to a cloud platform is easy.

Business Central brings the full power of Dynamics NAV to the cloud. There's also the added benefit that your employees will already be familiar with the Business Central platform. That's because many of the features are similar. The shared codebase between Business Central and Dynamics NAV keeps things consistent.

Business Central has at its foundation a set of trusted Microsoft technologies. These proven solutions, which include Microsoft Azure cloud, have already served millions of users worldwide.

## Business Central offers:

### 1 Business without silos

Connect all your systems. And make things more efficient with automated tasks and workflows. They're built into familiar Office tools like Outlook, Word, and Excel.

### 2 Actionable insights

Get greater results and a complete view of your business with connected data, business analytics, and guidance. It's all delivered by Microsoft's leading intelligent technologies.

### 3 Solutions built to evolve

Start quickly, grow at your own pace and change in real time. A flexible platform makes it easy to extend Business Central to meet your changing business needs.

# Moving from on-premises to the cloud

Are you looking to move away from basic accounting software, a legacy system, or Dynamics NAV? If so, there's a whole host of powerful reasons to choose Business Central.

For instance, in the Microsoft cloud, all your systems and processes will be connected into one comprehensive solution. So, your people won't have to spend valuable time manually connecting disconnected systems. What's more, you'll gain a complete picture of your business with easy-to-create reports and dashboards.

There's another key reason to opt for Business Central. You'll be able to bring together key applications, like payroll, banking, customer relationship management (CRM), and customer application programming interfaces (APIs). Plus, you can extend your platform (using Microsoft AppSource) to meet your specific industry or business needs.

Then there's the built-in business productivity and intelligence to consider. That's thanks to Office 365 and Microsoft Power BI. And you can rest assured with the security of an enterprise-tested Microsoft cloud solution.

## Get up and running quickly

Start with what you need. Then you can grow at your own pace until you're running your entire business in the cloud. You'll be able to handle the most common business processes from day one. For instance, quotes, orders, invoicing, purchasing, inventory management, and reporting. Business Central is built in the cloud. So it's easy to set up, manage and scale. In addition, the platform's easy to use and familiar to users, especially those upgrading from Dynamics NAV.



# Gain complete control of your organisation



## With Microsoft Dynamics 365 Business Central you can:

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- **Bring your systems and processes together**  
Unify your business from finance and operations to sales and marketing. Get the same consistent and secure experience whether on a desktop, laptop, tablet, or phone.
- **Streamline quote to cash**  
You can set up customers or vendors, create quotes, process orders, and submit invoices – all from Outlook. Plus, you can send invoices as PDF attachments that include a PayPal link to expedite payments.
- **Automate and secure your processes**  
Improve productivity and get more done with easy-to-create workflows, audit trails, and enterprise-level security. You can also connect workflows across sales and accounting to track cash flow.
- **Get an end-to-end view**  
Centralise your data from finance, sales, service, and operations to get an accurate view of your whole business. All data stays up to date. So you can spot trends, prevent issues, and deliver great customer experiences.
- **Sell smarter and improve customer service**  
Dashboards and reports help you analyse key performance indicators (KPIs), inventory, sales, and order status. Plus, you can easily track sales performance and leverage insights to focus on your most valuable customers.
- **Be more efficient**  
Use built-in intelligence to predict when and what you need to replenish. Make sure inventory levels are maintained. Use sales forecasts to generate production plans and create purchase orders.
- **Tailor to your needs**  
Customise and adapt applications to support your unique business needs. With a simple drag-and-drop interface, you can rearrange fields, rename groups, and reposition elements.

# Why work with us?

Because we're a Microsoft partner, working with us delivers a large number of benefits, there for you to use whenever you want. It means you can achieve your IT and business objectives more effectively and rapidly. When you work with us, you'll have access to:

- A platform you can trust.
- Intelligent tools to help discover, protect manage, and report on data.
- Technical experts in the relevant Microsoft solutions.
- People who work with you to make sure your solution is right for you.
- Hands-on support, training, implementation, and access to other areas of expertise.
- Proven ability to deliver Microsoft solutions.
- Dedicated partners who will add value at every step of the way.

Learn more about Business Central [here](#) or speak to us to request a demo on 020 7065 6861 or [moreinfo@citydynamics.com](mailto:moreinfo@citydynamics.com)



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