



4th Quarter
2011

Microsoft Dynamics Newsletter

In This Issue:

CRM for the CFO

FRx Sunset 2014
Reminder

Dynamics ERP Promotions

CRM for the CFO

Because of a continued challenging economy, CFOs have more pressure on them than ever before. As CFO, you already know that budgets are tighter, collections are more important, and cash flow is the lifeblood of your company. That's why CRM may be your new best friend.

Originally introduced to market years ago as a contact and task manager for sales people, CRM systems have evolved into a powerful financial forecasting, management, and analysis tool for CFOs in every industry. Here's a look at CRM for the CFO.

Not Your Typical Technology Tool

CFOs aren't typically involved with CRM system selection or implementation ... however, that trend is changing. CRM has become so robust and versatile that it's now an important tool used across company departments and job roles. Tracking everything from marketing expenses to labor costs, CRM systems are allowing CFOs to analyze your sales and marketing spend, accelerate cash flow, and zero in on marketing activities that generate the most value.

Integration is the Key

Through the built-in integration between Dynamics ERP and CRM, CFOs are reducing costs and creating a catalyst for company growth thanks to comprehensive reports that combine sales, marketing, accounting, and operational data to help you make better-informed business decisions. CRM systems provide a 360 degree view of your entire organization by consolidating data from every corner and department of the company.

How a CFO Uses Data from CRM:

- Track & Analyze Marketing Costs - Discover what's delivering the most bang for your buck.
- Assign measureable and quantifiable metrics to leads, cost-to-close, labor, and overhead in your sales department.
- Revenue and Expenses Reporting - combine revenue and expenses across your entire organization to predict future cash flow and make better financial decisions.
- Evaluate your Customer Service and collections activities to ensure they're efficient, effective, and cross-sell opportunities are maximized.

If you're a CFO or Finance Director, it's time to look at CRM. This traditional "sales and marketing" technology might just be the best financial tool you've discovered in years.

Learn More About CRM for the CFO



For more information about **Microsoft Dynamics CRM** or to schedule an online demo, please contact marketing@nextecgroup.com.

Microsoft
GOLD CERTIFIED
Partner

FRx Sunset 2014 Reminder

A Couple of Options to Consider

As you know by now, Microsoft has pulled the plug on FRx - one of the most popular and prevalent financial reporters in decades. While extended support is available until 2014, it's never too late to evaluate suitable replacements. While the task of replacing your financial reporter may seem a bit overwhelming, NexTec is here to help. Here are a couple financial reporting solutions that have many similarities to FRx and should be considered.

Microsoft Management Reporter

[Management Reporter](#) is Microsoft's direct answer to the FRx retirement. Developed and supported by Microsoft, this financial reporting solution was designed around the look and feel of FRx. By incorporating the popular and much-loved FRx row, column, and tree structure, the learning curve that comes with new software should be greatly reduced ... which, in turn, can reduce employee training and lost productivity.

In addition to a familiar interface and the ability to build custom reports without IT assistance, FRx customers making the transition to Management Reporter will see a variety of **new** features like:

- Direct integration to the Dynamics ERP general ledger
- Reusable building blocks including report, row, column, and tree definitions
- A report library where reports can be stored and viewed

Perhaps best of all, Management Reporter is available to Dynamics 2010 customers at no additional cost along with a migration tool to ease the transition.

Solver BI360 Reporting

Many companies are using the FRx retirement to find a more robust and powerful financial reporting solution for their growing businesses. If your ready for something with a bit more muscle - like FRx on steroids - it might be time to take a look at [Solver BI360](#).

Unlike Microsoft Management Reporter that focuses primarily on data in your GL, BI360 is a comprehensive business intelligence tool that combines data from across your entire Dynamics GP system. Using built-in analytics and dashboards, you can slice and dice information from any module, office, or department. Perhaps most important, BI360 is built in the Microsoft Excel environment so you'll be up and running quickly using tools and commands you're already familiar with.

Go to <http://www.solverusa.com/products/frx> for more information about Solver BI 360.

MICROSOFT DYNAMICS PROMOTIONS

Dynamics ERP Holiday Season User Offer

20% off the standard list price for additional Dynamics GP or SL user licenses from now until December 22, 2011. Minimum 2 and maximum 20 licenses.

License Model Transition (LMT) Promotion

Existing customers who have licensed Microsoft Dynamics GP or SL through Module Based Licensing can transition to Business Ready Licensing for as little as \$500 (USD).

[Contact Us](#) for additional details

INNOVATIVE SOFTWARE SOLUTIONS | NATIONWIDE PRESENCE

NEXTEC GROUP OFFICES ...

Los Angeles
(310) 479-7701

Cleveland
(330) 598-2400

Pacific Northwest
(206) 505-7980

Houston
(713) 957-8350

New Jersey
(201) 933-0707

New York City
(212) 372-8999

www.nextecgroup.com

info@nextecgroup.com

