

Put Your Data to Work



As a business owner, your job is all about making decisions. For today's decision maker, the problem has become too much data instead of the lack of it. Data is created for every transaction and interaction, but can you combine and analyze that data to improve your business results?

The hype of big data

Everyone is making a big deal of big data. But what does all the hype really mean for those that manage the finances of small and mid-size businesses? The volume of information every business generates is growing at an extraordinary pace. The amount of data can bog you down instead of helping you to manage your business and your money more effectively. That is, unless you have the systems in place that can manage lots of data and deliver it to you in a sensible form.

A business solution from Microsoft has simple, powerful financial management and reporting tools to help you look forward, using your data to determine the impact changes will have on your business. From evaluating relatively simple variables like cutting costs or increasing capacity, to looking at more complex strategies like acquisitions, entering new markets or diversifying your product line, Microsoft Dynamics lets you run what-if scenarios and get a confident look at how your total cost structure and bottom line will be affected.

Simply put, you can get a good look at your future based on today's data. And with projections you

can trust, decisions become a lot easier and you become a lot more confident.

Easy access, relevant meaning

The role-tailored experience of Microsoft Dynamics gives your people access to information as well. The right information. And when your people can get their hands on data specific to their day-to-day jobs, they can be more productive. What makes it even better is the fact that Microsoft Dynamics works like and with the Microsoft Office productivity tools they already use. So your team can get started quickly and become more efficient even faster.

[Read how produce distributor, Poupart](#), turns data into insight to keep their business fresh.



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