



*Grow Your Business with Hosted
Microsoft Dynamics® ERP Software*



"Our environment will scale with them (the customers) as far as they can go. And, we can support their other needs, too. We can offer the enterprise resource planning, the customer relationship management, and the office productivity tools as bundled services. The Microsoft stack is all integrated, which is a significant advantage for them. It's also a significant advantage for us compared to less integrated competitive offerings."

David Greer,
CEO of NextCorp

Flexible Business Models

Choose the business model that works for you. Service providers looking to leverage existing technology investments and cross-sell to an existing customer base can market a hosted ERP solution directly to customers or generate fees from private label offerings sold through a worldwide network of resellers and partners. Independent software vendors (ISVs), Value Added Resellers (VARs) or system integrators (SIs) eager to pursue new markets can partner with service providers to resell a hosted offering under their own brand, enabling them to maintain the customer relationship.

Service Provider's Pathway to the Customer



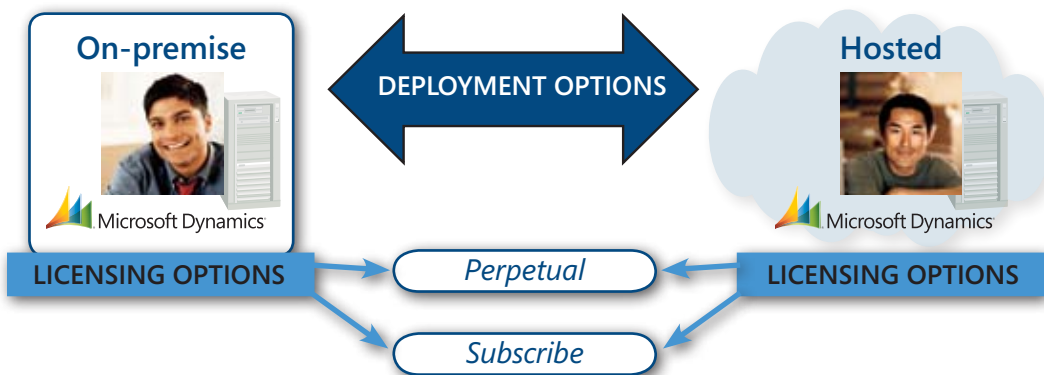
The Power of Offering Choice to Customers

Microsoft Dynamics ERP software delivers on the promise and benefit of choice by offering customers options in both licensing approach and deployment model. Customers' business needs determine the best choices for them. Customers may decide to:

- Purchase the application upfront with perpetual licensing, or
- Pay on a per user subscription basis

Regardless of the licensing option, customers may choose either an on-premise or hosted deployment option.

Licensing and Deployment Options



Customers can change licensing and deployment models as their business needs change. For example, a customer might begin with a hosted subscription service but, as more departments begin to take advantage of Microsoft Dynamics ERP software, the customer may convert to an in-house model under a perpetual licensing option.

Additionally, an on-premise subscription-based option is available. This option allows the service provider to install the Microsoft Dynamics ERP software server on the customer's site while still maintaining control of the server. In this option, the service provider installs a remote management service, such as Microsoft Operations Manager, on the customer's network, which reports back to the service provider's data center with monitoring and reporting information. This choice allows the customer to engage with a service provider who offers an entire package (hardware, software and services) on a fee basis, yet the solution is deployed on-premise as opposed to hosted.

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that helps businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

Launching a hosted Microsoft Dynamics ERP software can help you:

- Accelerate Your Revenue Growth
- Increase Your Profitability
- Improve Customer Satisfaction
- Achieve Greater Business Success

Achieve greater business success by capitalizing on Microsoft best practices and partner support

As an authorized Microsoft Dynamics partner, you have access to marketing best practices, joint go-to-market campaigns and collateral to help you go-to-market with your hosted ERP offerings more effectively. Microsoft also offers flexible licensing options such as the Microsoft Service Provider Licensing Agreement (SPLA) so you can package and price your hosted solutions as you see fit.

The SPLA enables service providers and ISVs with a hosted offering to license Microsoft products on a monthly basis to provide services and hosted applications to their customers. Benefits include:

Most Current Product Versions: With SPLA, service providers have access to the most current versions of the products in the Program for a monthly price.

Flexible Cost Structure: The SPLA offers a monthly usage-based cost. You pay only for what was made available the previous month.

Pricing Stability: Any price changes in the SPLA occur only on an annual basis in January.

Use Rights Protection: The Service Provider Use Rights (SPUR) document details all product use rights for this program. Product use rights are specific to each version and will not change for the duration of the program.

Cash Flow Management: With SPLA, service providers have near zero start-up costs and pay only for licenses they make available to customers each month.

Worldwide Distribution: You can use Microsoft software products to sell your services to customers in any part of the world, regardless of your location.



To learn more about growing your business with partner-hosted Microsoft Dynamics ERP software, visit <http://www.microsoft.com/dynamics> and <http://www.microsoft.com/serviceproviders/hostingproviders.aspx>.

"For us, the hosted model was an opportunity to expand our offerings while delivering greater value to customers."

Linda Rose,
Chief Executive Officer,
Rose Business Solutions

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