Extension of ERP for marketing: internal system + external communication
Microsoft AX Dynamics

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Microsoft AX Dynamics-marketing module

Microsoft Dynamics AX | At-a-Glance

Retail | Manufacturing | Distribution | Services Industries | Public Sector

Retail
Point of Sale (POS)
Centralized store management
Omni-channel management
Order management |payment processing
Merchandizing and catalog management

New

Manufacturing
Lean, process and discrete manufacturing
Product configuration
Shop floor management

Sales, service & marketing
Sales force and marketing automation
Lead and opportunity management
Sales and case management
Service management
Microsoft Dynamics CRM integration

New

Procurement and sourcing
Direct and indirect procurement
Purchase requisitions
Supplier relationship management
Vendor self-service portal

New

Supply chain management
Inventory management
Multisite warehouse management
Transportation management
Order promising
Quality management

New

Project accounting
Project accounting and invoicing
Grants management
Project cost control
Work breakdown structure
Interoperability with Microsoft Project

Financial management
General Ledger
Accounts receivables and payables
Commitment Accounting
Cash and bank management
Shared services and consolidation
Budget planning and control
Compliance management

Business intelligence
Standard and analytical reports with Microsoft SQL Server Reporting Services
RoleTailored, pre-defined data cubes
Dashboard views with KPIs
Self-service reporting

Human capital management
Core Human Resource Management
Talent management
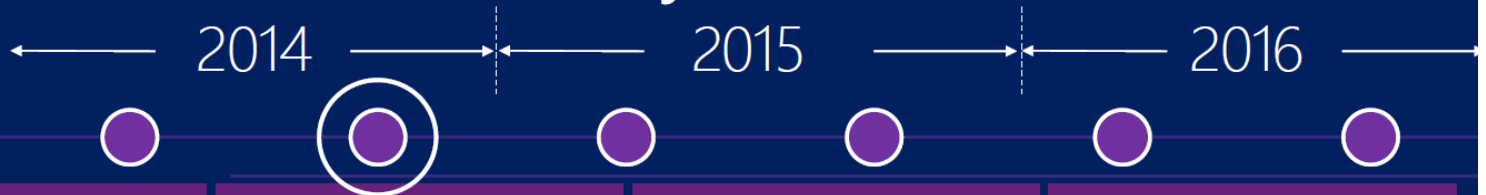Workforce management
Travel and expense

ERP in cloud

Industry trends for ERP (MS case)

Update to Microsoft Dynamics AX 2012 R3

← 2014 → | 2015 → | 2016 →

Retail:
- MPOS: Windows tablets and Phones, w UX enhancements
- Off-line and Caching;
- HW station / peripherals & shared shifts
- Payments; set-up & monitoring; e-Commerce;
- Enhanced Retail essentials

Supply Chain Management:
- Enhanced Warehouse Management capabilities [product variants in the warehouse, partial and batch reservations
- Automatic order consolidation
- Optimization of the production planning

Azure IaaS:
- Simplified deployment: dev/test, production, and disaster recovery scenarios

Microsoft Platform Support:
- VS 2013
- Office 2013 SP1
- Sharepoint 2013 SP1
- .NET 4.5.2

- Methodology Automation including SureStep
- ~800 documented business processes in BPM
- Simplify copy of system configurations between legal entities
- Frequent updates of rules in CAT, System Diagnostics, and upgrade analysis
- Cloud-powered support; enhanced support experience searching issues, support incidents, spin up a copy of your installation in the Microsoft datacenters

- Business Analyzer update Windows Tablets, iOS and Android
- Expense and Time iOS/Android based phone apps to support localization/globalization in the upcoming update.
- Windows Phone 8 expense and time app to integrate paystub [US only] integration capabilities.

MS key points for marketing applications

Marketing today starts at creating amazing brand experiences. This starts with the customer journey. Marketers have to deliver an engaging customer experience that is consistent, personalized and relevant across all channels. At the same time, marketers have to show impact on the business. They have to have an understanding how they contribute to revenue and pipeline, and they have to be able to provide detailed analytics of that contribution.

TALKING POINTS:

- The most progressive companies focus on the customer journey AND embed analytics in their day-to-day operations to understand where and how marketing investments pay off
- They plan and track all marketing assets and marketing programs and use customer insights to continuously improve their programs and to collaborate with sales.
- Marketing is a data-driven science
- Marketing is about using data to target audiences and create value. It's about adding business value

MS key points for marketing applications

KEY TAKEAWAY

What does that mean? It means ENGAGING CUSTOMERS in a consistent way across channels to create amazing customer experiences. It means aligning marketing and sales to BUILD a better PIPELINE. And it means tracking your Marketing ROI to DEMONSTRATE IMPACT.

TALKING POINTS
- *You need to align the brand experience with the customer experience, and align your team around a single message.*
- *You need to engage with customers, in the way that they want, at the time they want, with the content they need in order to drive conversion and revenue.*
- *You need to be able to track your investments across channels and show your impact.*

METRICS

Just to highlight a few metrics, it means an:
- Increase qualified leads
- Increase conversion rates
- Decrease time-to-market
- Prove ROMI
- We all know marketers aren't paid to plan – they're paid to execute. With Dynamics Marketing, the plan *is* the campaign, allowing marketers to get all of the benefits of using a planning solution without wasting any time in the planning process. That means you can spend more time on the work that you love, and less time project managing.

MS newest modules for marketing

Microsoft Dynamics Marketing

Marketing Resource Management

Lead Management

Social Marketing

Multi-Channel Campaigns

Sales Collaboration

Marketing Analytics

Marketing resource management

Marketing calendar

Align teams & plan around an integrated calendar for increased transparency & collaboration

Budgeting

Plan & manage marketing budget & spend across channels

Marketing workflow

Integrate extended marketing teams with automated processes & approvals

Digital asset management

Centrally manage digital assets with a powerful repository tied to campaigns & calendar

Multi-channel campaigns

Campaign design
Easily manage campaigns with drag & drop design across email, digital, social & traditional channels

Personalized engagement
Deliver one-to-one engagement with segmentation & targeting based on behavior & demographics

Email marketing
Easily design, test & launch contextual, personalized email marketing campaigns

A/B testing
Test marketing messaging & offers to optimize campaign performance

Lead management

Lead scoring
Determine sales-ready leads with flexible scoring based on behavior, demographics & time

Nurture campaigns
Foster prospect interest with multi-stage, trigger based nurture campaigns

Multiple scoring models
Accommodate different product & customer types with multiple lead scoring models

Lead imports
Enable leads from multiple sources with APIs for import from external lists

Sales collaboration

Marketing visibility
Empower sales teams with visibility into marketing calendar & campaigns
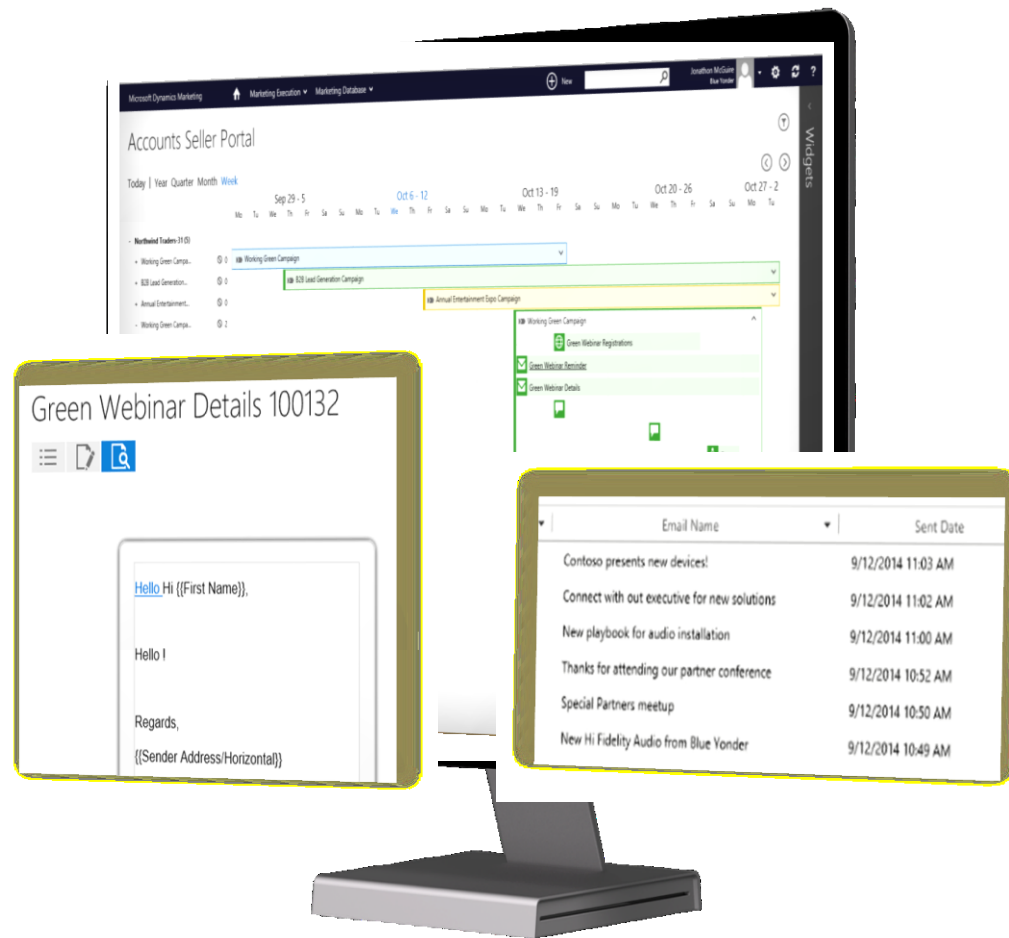
Outside-in view
Provide customer view of marketing activities & interactions vs CMO campaign view

Targeting input
Allow sales to provide input into campaign targeting for key accounts

Marketing alerts
Subscribe to alerts about customer behavior as part of an integrated campaign flow

Social marketing

Social sentiment
Analyze sentiment with easy-to-read charts on the home page
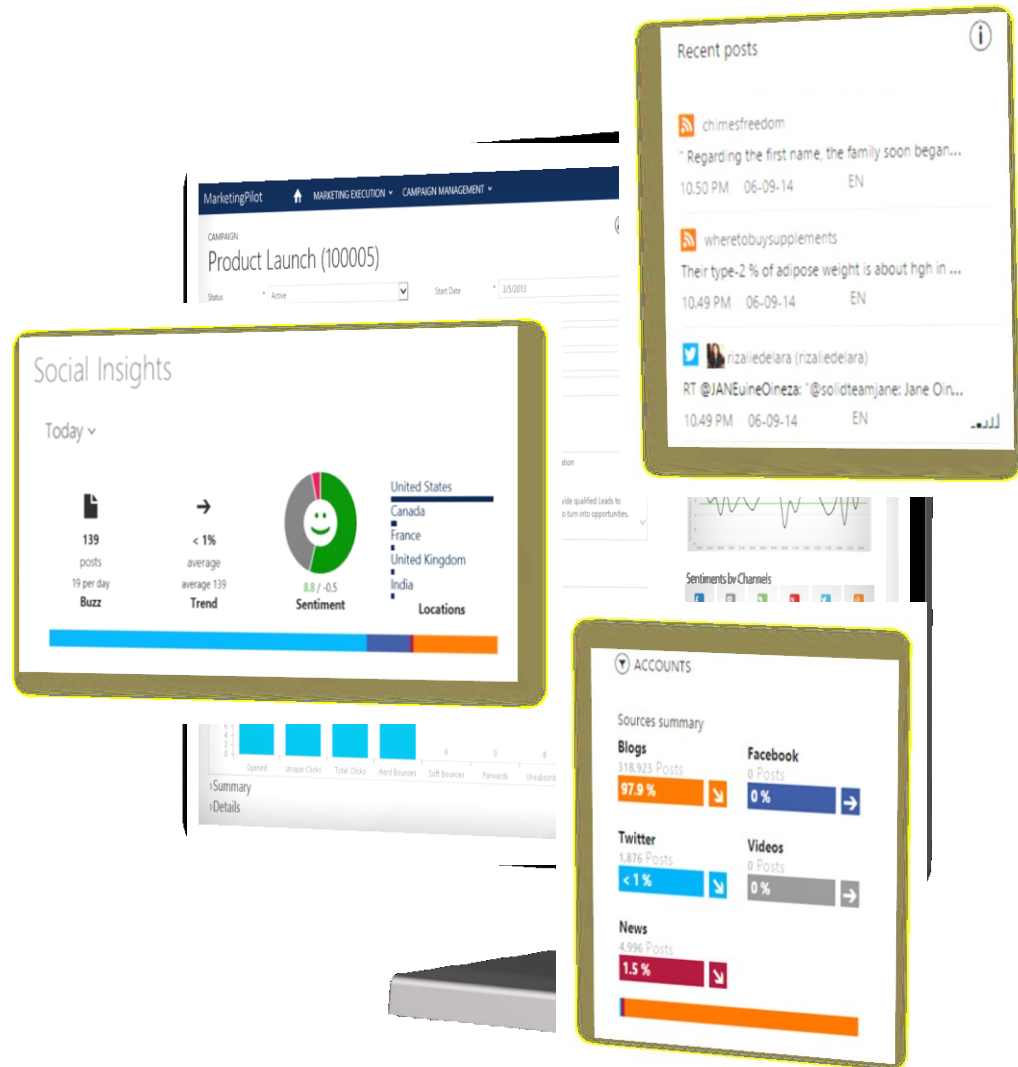
Social amplification
Amplify campaign reach by posting directly to Facebook or Twitter

Collaboration
Collaborate across internal & external teams with Yammer, Skype & Lync

Social curation
Curate social messages to ensure compliance with brand standards

Marketing Analytics

Reporting
View campaign performance, financials & resource management with out-of-the-box reporting

Rich analytics
Analyze in depth campaign performance & marketing impact with powerful, flexible analytics

Time-based analysis
Understand trends & get a complete picture of marketing ROI with time-based analytics

Microsoft Social Listening

Social Listening

Social Analytics

Social CRM

Social Listening

Powerful social listening

Listen to what people are saying globally across the social web in 19 languages.

Key influencers

Identify who is actively talking about your brand, products, or services.

Sophisticated alerts

Detect trends and listen for specific posts to keep you informed on the topics you care about.

Social Analytics

Global sentiment analysis

Gain a true understanding of your business, customers and topics that matter most.

Share of voice

Track and measure topics you care about across Facebook, Twitter, Blogs, Videos and news publications.

Advanced filtering

Flexible filters allow you to segment your data by source, sentiment, location, or author.

Social CRM

Social for Sales

Watch for buying signals, monitor key developments and decision makers at your top accounts.

Social for Marketing

Manage your brand reputation, nurture influencers and measure campaign effectiveness.

Social for Service

See how happy your customers are and create alerts to identify any customer issues and trends early on.