



Microsoft Dynamics is a Platform — Not Just Software

by John C. Stucky

Microsoft Dynamics is much more than software; it is a platform. There is a big difference between a piece of software and a platform. It is our opinion that an organization needs to drive their business into the future on a unified and fully integrated platform – not separate and disparate pieces of software. A platform enables much more for your organization than capturing and regurgitating transactions. It provides automation, powerful business intelligence, flexibility, seamless integration and multi-device access from anywhere.

Today, business software solutions are a dime a dozen. There are numerous applications that capture your sales transactions, create purchase orders, show you inventory balances and production schedules. Simply capturing this information through manual data entry and then providing monthly reports is not enough in today's business climate. If you are still wondering how your month is going and then seeing it 10 to 15 days after it is over, you are missing out.

Your technology platform should provide more current access to the key metrics that drive your business results. Dynamics will certainly capture transactions and provide reporting and flexibility as well or better than any other software on the market. Dynamics will also provide you with a complete platform to do much more.

Automation

Automation represents the ability to capture transactions and data without requiring multiple steps or manual data entry. Imagine a platform where your customer orders and inquiries went directly into your system and automatically notified certain individuals. Eliminate data entry through portals, transaction automation, data capture and more. Eliminate paper forms and printing altogether. Look for a

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platform that can assist your organization in reducing the number of steps it takes to get things done. That is what automation is all about.

Business Intelligence

We talk to a lot of organizations who ask us about our software's reporting capability. Reporting capability?! Who prints reports today? Do you really need to print a report to see customer profitability, item turns and shipments, quality statistics, on-time performance or financials? Our platform puts all of that information into easy-to-use screens and views that you can access via a web browser, on your tablet or even mobile phone. We certainly have a robust reporting engine, but we work with organizations to help them eliminate the need for printed reports. That is what business intelligence really is. We establish business intelligence views that show up-to-date data for the key metrics that drive your organization's financial health. You don't need to wait until month-end reporting to see how you did – you already know! That is how organizations compete, grow market share and thrive in today's business environment.

Flexibility

The pace of change today is much faster than it was a decade ago – or even a few years ago. Entire business cycles can go from startup to maturity and even end-of-life in less than 12-24 months. This change of pace means there is one element you must have in your information platform – flexibility. You must invest in a platform that can change, adapt, grow or even shrink with your organization as the needs and requirements change. How you are doing business today is not how you will do it tomorrow. If you build your entire infrastructure around today's processes and aren't able to adapt and adjust quickly when those requirements change, then you are carrying a large risk. Business technology today must be flexible. Your organization needs to quickly adapt, change or create a brand new process when a large opportunity demands it or your largest customer needs more from you. Do not get locked into a slow or rigid solution that will cause you to miss out.

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Integration

Systems need to be able to talk to each other today. Most organizations we work with need integration between multiple systems within their own walls and integration outside those walls with vendors, partners and customers. The real value is in being able to provide that integration to those outside parties. For transactions that you control (i.e. internal transactions) your platform should be able to seamlessly integrate and eliminate multiple touches and data entry. That is the easy part. If you are re-keying inter-company transactions or journal entries between systems, you should fix that right away; it is low hanging fruit! Then, you can focus on the real value – strengthening your relationships with key customers by helping THEM to automate their process by integrating with YOUR system. You will get huge payoffs by helping them get automated and you will instantly create large barriers for your competitors. Integrated systems for both inside and outside transactions are essential for rapid, profitable growth.

Any Device, Anytime, Anywhere

A platform is something that is much larger than software. Software is thinking too small today. Everyone has software. A platform creates a foundation for your organization to thrive. The next generations of workforce will expect to do the majority of their work on their mobile phones! You need access to your business information anytime, on any device and anywhere in the world. You should not be locked into a specific interface or place or time. Our platform provides traditional client applications that are rich with functionality and easy to use. It also provides apps that are compatible with all the major operating systems (Microsoft, Google's Android and Apple's iOS) and all of the corresponding devices – desktops, notebooks, tablets, phablets and phones! How nice would it be to get a notification on your phone of a pending large order and then grab your iPad and log into the app with your tablet to review and approve the order. While you are logged in, you can view current shipments for the day, week, month or more and even view up-to-date financial data.

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Microsoft Dynamics provides a complete platform to accomplish everything described here. To compete in today's marketplace and grow profitable revenue and market share, your organization needs a business platform, not just business software.

TrinSoft exists to help your company use technology to be more efficient and profitable. If you have any questions about the Microsoft Dynamics platform for your organization, I'll be happy to help you.

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About TrinSoft

As a trusted partner, we help companies automate processes and transactions to be more efficient and save money. We work with Microsoft Dynamics, document management solutions and unique, custom applications. Our goal is always the same – help companies be more profitable by improving their information management.

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