



Consumer Packaged Goods

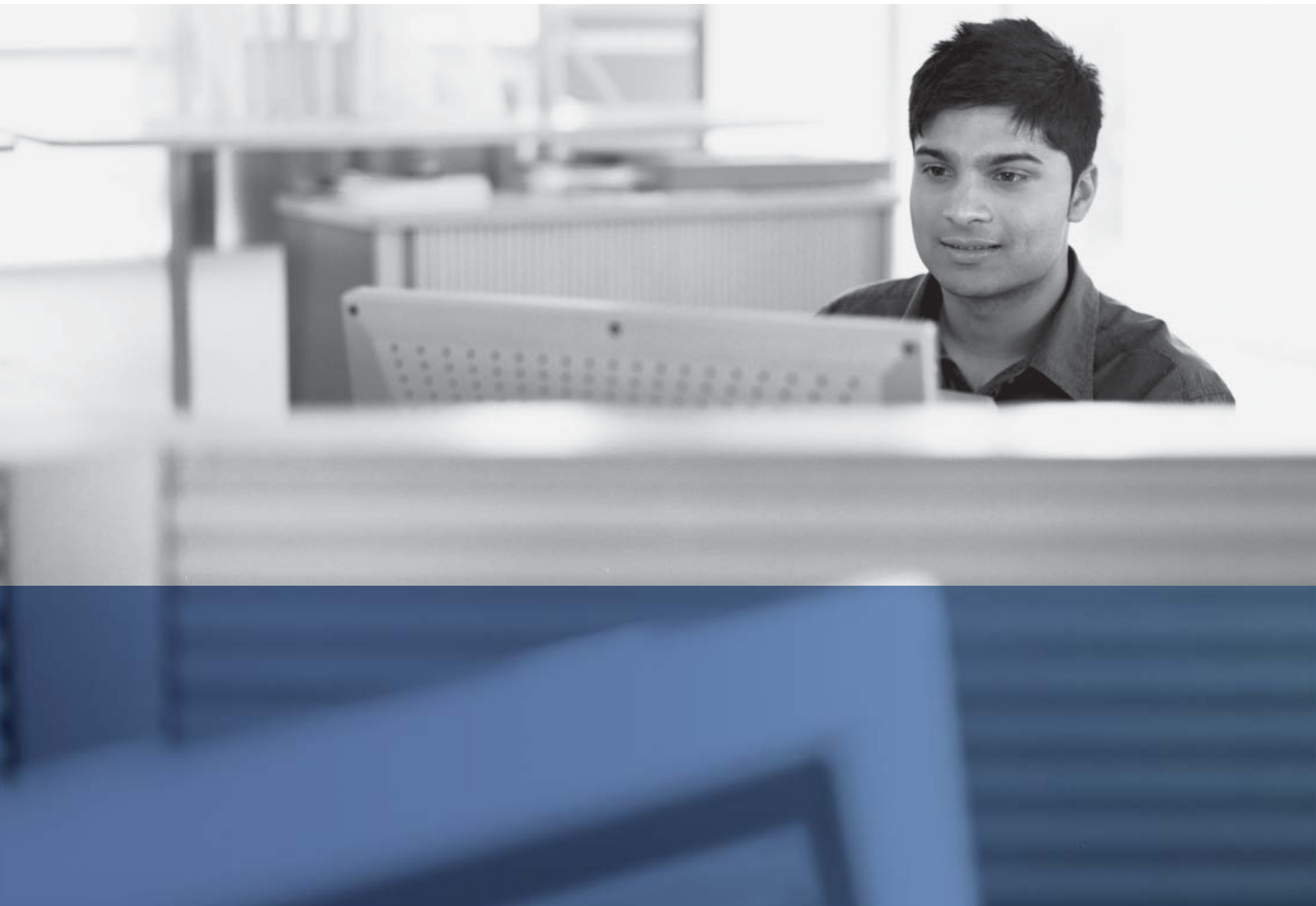
Distribution

Focus on success in a changing industry

Today's Consumer Packaged Goods (CPG) distribution companies face real challenges in a rapidly changing industry. Intense price pressure at the retail level is eroding margins. Add global competition and shorter product life cycles, and you'll see the challenge across the entire CPG industry. As you move forward and grow your CPG distribution business, you'll face many challenges, including:

- Coping with increasing customer mandates.
- Getting the right products to the right place, at the right time.
- Handling inventory control issues.
- Ensuring customer satisfaction.
- Meeting sales goals and growth objectives.
- Controlling rising operational costs.
- Maintaining labor and operations agility.
- Managing vendor relationships.

To stay competitive, CPG distribution companies are adapting to the new realities of the retail market by reducing costs and improving their ability to predict and respond to changes in end-customer demand. The right technology can give your company the agility you need to stay competitive.



Better business management

Microsoft Dynamics™ GP offers integrated capabilities for financial management, distribution, manufacturing, project accounting, human resource management, business analytics, and customer relationship management. By delivering deep access to decision-driving information, a rapid return on investment, and expert, dedicated customer service, Microsoft Dynamics GP helps you grow and manage your business better.

Affordable Adaptability

With Microsoft Dynamics GP, you get easy, enterprise-wide coordination and agility. You'll improve operational efficiency, save time, and reduce costs by transforming time-consuming manual processes into automated tasks that can be executed quickly and accurately. Powerful new automation reaches across your entire business, so your employees can gain the control they need to keep the focus on efficient operations that boost profitability, rather than on entering data and chasing down information.

You'll gain flexibility to configure and reconfigure fulfillment services, try new strategies, and even scale the business without raising expenses. Plus, you'll also sharply reduce the time and effort needed to process general ledger transactions and payroll and benefit requirements.

Improved Visibility

When business processes are automated, business data becomes usable in new ways. You can see the truth behind the numbers. This helps you reduce costs, minimize inventory in distribution centers, negotiate better rates with suppliers, and so much more. Broad visibility of operations across warehousing, transportation, and customer service give you strategic power that can give you a competitive edge.

Microsoft Dynamics GP facilitates strategic decision-making on all levels. And with enhanced viewing, drilldown, and inquiries for financial, manufacturing, and distribution information, employees can make firm promises today and plan more effectively for tomorrow.

Stronger Customer Service

Today's customers are demanding more value-added services, in addition to strong customer service. Microsoft Dynamics GP improves distribution management so you can improve order fill rates, order response time, and much more, all leading to superior customer service. That means more satisfied customers, more repeat business, and positive word-of-mouth in the channel.

The Microsoft Dynamics GP Advantage

Microsoft Dynamics GP has the look and feel of Microsoft® Office Outlook®, so users can work within a familiar, easy-to-use environment. List-based navigation and streamlined menus provide everyone in your organization with a clean, intuitive interface that's tailored to their roles.

A Microsoft Certified Partner can help you deploy the modules you need, and rich new integrations with Microsoft Office let your organization take full advantage of existing software investments. You'll enjoy low total cost of ownership building on the productivity foundation that Microsoft Office offers. It's no wonder that installations of Microsoft Dynamics GP are growing. Thousands of businesses already know how great technology can help build success.

Advanced CPG distribution features

Stay agile with advanced distribution capabilities. Streamline your pick/pack/ship cycle, tailor workflow processes to meet your specific needs, and keep pace with competitive markets with Microsoft Dynamics GP. Advanced distribution helps you provide your customers with fast, accurate answers, firm delivery promises, flexible pricing, and efficient order fulfillment, so you get more repeat business.

Sales Order Processing

- Control your sales with discount management, drop-ship, kit items, sales quantity status, and online sales tracking.
- Speed time to delivery with multiple ship-to addressing and allocation of inventory from multiple sites for a single order.
- Tailor all stages of the sales cycle to meet your CPG organization's needs.

Purchase Order Processing

- Control purchasing processes with cost variance tracking, receiving/invoicing against multiple purchase orders, comprehensive receipt information, and posting.
- Get instant answers with complete tracking of open or historical purchase orders and receiving documents by order number, item number, or date.
- Increase purchasing efficiency with automated roll-up of similar items, multi-site and drop-ship delivery, and individual line item-level management of purchase orders.
- Maintain audit control with cancelled item tracking, line-item ordering and status information, document revision tracking, and customized landed cost definition.



CUSTOMER PROFILE



Founded in Boulder, Colorado in 1988, Gaiam is a provider of DVDs and videos, publications, audio tapes, Mind Body Fitness products, home products, and health solutions.

Microsoft Business Solutions—Great Plains® [now known as Microsoft Dynamics GP] and GP Advanced Compliance

provided Gaiam with an integrated solution to eliminate redundant data entry tasks by automating complex orders and inventory management. The end result was improved inventory management capabilities, reduced warehouse management costs, and the ability to manage complex customer requirements.

Inventory Management

- Make informed decisions about your CPG business with easy-to-use stock analysis tools and flexible reporting capabilities that give you unparalleled access to the mission-critical inventory information you need.
- Access inventory information easily, in clear views, and drill down for detail as needed. In one easy step, access supply and demand information to view item allocations.
- Create and track item information in the way that best fits your business needs, with default entries for each item class to speed data entry.
- Maintain control over your inventory with quantity tracking at the bin level, cycle counting, stock count calendars, and inventory snapshots. Increase visibility into serial/lot number life cycles with full-cycle serial/lot tracking.

Advanced Distribution

- Harness the pick/pack/ship process with user-defined procedures for more consistent, accurate workflow and improved control.
- Manage inventory more effectively with customized rules for shelf life and minimum stock levels.
- Provide better customer service with easy access to current distribution information, using lookup windows, document search, and update.
- Improve customer communication by linking your inventory and individual customer item codes to speed inquiries from service representatives and customers.
- Automate sales order transfer, invoice printing, and posting.
- Manage freight charges using catalog-style matrices.
- Manage imported goods through FOB receiving, container tracking, and in-transit inventory recognition.

Advanced Picking

- Improve productivity and profitability for multi-site operations by determining preferred bulk and individual picking methods.
- Get maximum throughput and customer service by tailoring site-level operations with configurable picking rules.
- Increase picking productivity with shorter pick journeys and goods sent straight to the loading bay.
- Save time and effort with consolidated (bulk) picking lists across numerous orders for common items.

“Microsoft Great Plains [now known as Microsoft Dynamics GP] and GP Advanced Compliance is a unique offering from three unique providers. The strength of the Blue Moon, Radio Beacon, and vSync partnership has produced a solution we need to manage and maintain trading partner compliance.”

—George Fitzgerald
Director of Business Systems,
Gaiam

Extended Pricing

- Modify customer-specific pricing and rules quickly and easily.
- Enable your sales team to personalize pricing to meet customer demand and beat the competition with extended pricing.
- Maintain your prices with easy-to-use tools and wizards that give you the flexibility to offer promotional prices, change pricing lists on the fly, or set date-sensitive restrictions when needed.
- Personalize prices for individual items, customers, or groups of customers, while maintaining standard pricing elsewhere.

Materials Management

- Reduce costs by efficiently managing the entire chain of supply with distributed requisitions management and approval, firm control over purchasing and vendor management, and comprehensive inventory tracking and control.
- Expiration dates, serial and lot management, and multi-bin and multi-location management help CPG companies ensure that inventory is on-hand where needed.



Real-world functionality

Seamless integration provides a perfect fit for Consumer Packaged Goods companies. Whether you're looking for employees to exchange information and collaborate effectively, improved demand forecasting, or other CPG business process automation, Microsoft Dynamics GP gives you the flexibility and functionality you need. Additional modules are available to strengthen your CPG solution, and each is seamlessly integrated—so all your data flows freely, and deployment won't strain your budget or your IT staff.

Microsoft Business Portal

Microsoft Business Portal integrates seamlessly with Microsoft Dynamics GP to deliver applications, information, and processes to employees, customers, and partners across your organization.

- Enhance employee productivity by providing role-based access to information and processes from a single browser-based portal.
- Improve purchasing management and reduce overhead by enabling users to enter their own requisitions online for manager approval and automatic transfer to Purchase Order Processing.
- Enhance customer satisfaction with advanced Electronic Document Delivery, allowing customers and suppliers to view invoices, orders, returns, purchase orders, and other documents through the portal.

Field Service Management

- Improve service levels with new Revenue Recognition Posting Reports, Return to Stock from RMA Entry, Improved Contract Administration, and integration with Sales Order Processing.
- Manage complex field operations with higher levels of profitability and customer satisfaction. Streamline returns processing and deliver the most efficient customer service with a centralized and fully customizable location to manage returns.
- Use eReturns to delight your customers by providing online access to your returns management system, which will help them to initiate returns at the time that's convenient for them.
- Streamline your repair process and minimize costs with a more effective and efficient way to manage multiple repair facilities and share information.

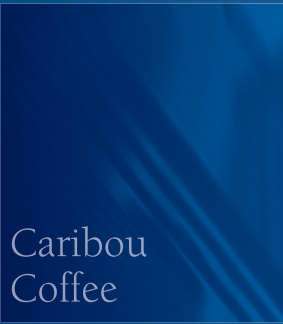
Demand Planner

- Generate reliable future demand forecasts based on your company's historical data with a library of selected forecasting algorithms that are applicable for the CPG business.
- Gain deep, multidimensional visibility into customer buying patterns by mapping your business data to the most relevant elements that drive forecasting—product, time, and markets.

Streamline financial management with easy-to-use automation. Microsoft Dynamics GP delivers the comprehensive financial management features and tools that companies need to run their businesses with the greatest possible efficiency and insight. It sharply reduces time and effort for key accounting tasks, provides easy access and rich analysis of integrated, updated information, and connects smoothly with operations across your entire organization.



CUSTOMER PROFILE



Headquartered in Minneapolis, Caribou Coffee is the nation's second largest specialty coffee company with more than 300 stores and 3,000 employees in 14 states. Caribou Coffee relies on Microsoft Great Plains [now known as Microsoft Dynamics GP] and GP Advanced Compliance (the integrated solutions of vSync, Radio Beacon Inc., and Blue Moon Industries) to manage and maintain the requirements of their retail customers.

GP Advanced Compliance enhances Microsoft Dynamics GP by providing WMS, EDI Compliance, and the ability to reconcile chargebacks. As a result, Caribou Coffee can now quickly implement new trading partners and manage and maintain trading partner compliance.

“The EDI for Microsoft Great Plains [now known as Microsoft Dynamics GP] product gives us a selling advantage we never had before. When potential trading partners in the retail grocery business ask us if we can do EDI, we can now say ‘Yes!’”

—Henry Stein
Business Development Director,
Caribou Coffee

General Ledger

- Improve efficiencies with automated transaction processing and payment adjustments. Users can quickly verify, annotate, and record transactions, as well as copy, void, delete, or correct general ledger entries with full audit control.
- Enhance financial controls with complete audit control, definition of up to 367 fiscal periods, and immediate access to high-level and deeply granular financial information.
- Organize financial information the way you want with flexible accounting structures and the ability to create Microsoft Office Excel®-based budget templates and build customized financial reports.
- Perform multidimensional analysis of financial, sales, and purchase transactions using fully definable groups and codes, as well as track and categorize highly specific transaction activity.

Financial Reporting and Business Intelligence

- Easily create, update, and modify all the reports and forms your CPG business uses with Microsoft Dynamics GP Report Writer, and use flexible scheduling and delivery options to publish reports.
- Extend the power of Business Insight throughout your organization using Microsoft Dynamics GP Analysis Cubes for Excel. Using prebuilt OLAP cubes, you can link information across your company and produce fixed-format reports as well as ad-hoc queries in a familiar Excel environment.
- Empower decision-makers to quickly assess performance by delivering online, personalized views of critical business metrics with Key Performance Indicators for Microsoft Business Portal.
- Build customizable financial reports with Microsoft Dynamics for Analytics—FRx®, including personalized packages that consolidate Microsoft Office documents, Microsoft FRx Reports, Crystal Reports, and other formats into a single file for delivery to decision-makers.

Budgeting and Forecasting

- Meet demanding group reporting needs by tailoring data collection and reporting processes with Microsoft Enterprise Reporting, and deploy flexible budgeting processes business-wide with Microsoft Demand Planner.
- Use Microsoft Analytical Accounting to create budget trees that create a hierarchy of dimension codes. Budgets can be created at a dimension code level or a dimension/account combination—providing greater flexibility by allowing budgeting at a summary or detail level.

Accounts Payable

- Minimize expenses and increase staff productivity with intuitive transaction entry, customizable automation of processes, and complete payment tracking.
- Manage vendors effectively and negotiate better prices with access to complete histories and instant recall of billing, payment, discounts, and other information.
- Simplify deferring payments or costs over multiple periods, and automate vendor installment payments.
- Manage payables control accounts by reporting segments, with automated reconciliation and a true picture of amounts owing by segment value.

Fixed Assets

- Save time and expense with easy setup and the ability to create and manage an unlimited number of books of assets, including corporate, federal tax, alternative minimum tax, and more.
- Share information with standard reports such as depreciation ledgers, property transfer, inventory list, and asset retirements.
- Simplify depreciation with any of 16 depreciation methods.
- Control physical inventory and asset movement with location IDs for comprehensive tracking.



Expanding your solution

When it comes to deploying Microsoft Dynamics GP, you are not alone. Our network of Microsoft Certified Partners has proven expertise, and will install and customize your Microsoft Dynamics GP solution. Their experience streamlines deployment, minimizing downtime. Plus, they provide all the training and support you need to get and stay up and running.

Advanced Compliance

GP Advanced Compliance is a suite of integrated solutions from three of our CPG-focused partners. The solution combines EDI and shipping compliance with integrated warehouse management solutions for Microsoft Dynamics GP. This specialized solution can help you:

- Compete for new business based on supply chain agility.
- Leverage technology to support identified best practices of winning retail suppliers.
- Implement faster and more efficient ways of sharing fulfillment information.
- Consistently execute compliant orders and manage customer-specific inventory and shipping requirements better with the latest technology.
- Integrate EDI and shipping compliance with trading partners, including remote warehouses and shipping carriers.
- Provide fully integrated order-to-cash and procurement-to-payment supply chain connectivity.
- Automate warehouse processes utilizing RF (Radio Frequency Identification) technology to improve supply chain visibility.
- Manage and track customer chargebacks.

This specialized distribution solution, available through Microsoft partners and resellers, complements your investment in Microsoft Dynamics GP, extending capabilities to provide automated EDI and shipping compliance, charge-back reconciliation processing, and warehouse management. With built-in integration to Microsoft Dynamics GP, it provides a complete solution for the distribution needs of companies that supply consumer goods to retailers.

With a flexible, scalable supply chain solution, you can better achieve your compliance strategy and best suit your needs for today and tomorrow.

Warehouse Management

Integrated with the Advanced Compliance solution, a warehouse management solution (WMS) is also available to streamline warehouse processes while improving operational efficiency, productivity, and accuracy. This also extends Microsoft Dynamics GP Advanced Distribution modules with bar code data collection and advanced warehouse management tools for customers with more complex warehousing and product distribution requirements.

Working with industry-leading hardware providers, this warehouse management solution integrates seamlessly with bar code, RFID, and material-handling technology. Using radio-frequency (RF) technology to streamline receiving, picking, packing, and shipping, it brings Microsoft Dynamics GP functionality onto the warehouse floor. With real-time validation at every step, companies can lower costs, improve inventory accuracy, and provide better service to customers. Also, it allows customers to manage orders and the physical handling of goods accurately and efficiently, automate, and verify all in-warehouse processes, providing real-time visibility into the supply chain.

Improving Inventory and Order Status Availability

Microsoft Dynamics GP is updated with real-time inventory and order status information.

- Maintain an accurate perpetual inventory without interrupting operations with real-time cycle counting.
- Validate items as they are received, picked, or moved using wireless devices.
- Real-time visibility by bin inventory.
- Real-time status updates to Microsoft Dynamics GP on SOs and POs.
- Obtain and review track and trace information for all shipped items.
- Meet complex retail compliance requirements like RFID and carton content management.



Whether you're looking for employees to exchange information and collaborate effectively, improved demand forecasting, or other CPG business process automation, Microsoft Dynamics GP gives you the flexibility and functionality you need

Consumer packaged goods distribution

Microsoft Dynamics GP Just Makes Sense

The goal of Microsoft Dynamics GP is to deliver a customer-compliant, broad-based, full-featured distribution and business management solution through our dedicated partners and ISVs.

Designed to meet the full range of business management needs, Microsoft Dynamics GP offers a solution as broad as it is deep, backed by a commitment you can count on for years to come. With industry-specific solutions that cover advanced compliance for Consumer Packaged Goods distribution, it enables key features and functionality that cover the entire spectrum of your business operations. Microsoft Dynamics GP gives you the power you need to streamline and simplify business processes, improve business insight, accelerate productivity, and make the most of existing technology investments.

Get more out of your business automation investment including:

- Deep integrations with Microsoft products—including Microsoft Office, InfoPath®, SharePoint®, and SQL Server™.
- Integration that fuels productivity and collaboration, extending the reach of information and processes to customers, partners, and suppliers, and lets you build on existing technology investments.
- Familiar, Microsoft Office–like interface, streamlined navigation, and improved usability, which help everyone in your organization conduct business smoothly and efficiently.
- New Microsoft Office Solution Accelerators, which help take the pain out of managing processes such as Sarbanes-Oxley, Excel reporting processes, and more.

Microsoft

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Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

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