# SBS GROUP®

*Working with clients, not just for them*

W H I T E   P A P E R

## Business Intelligence and Microsoft Dynamics GP

The driving force behind Business Intelligence (BI) solutions is that companies have an incredible amount of data living in transaction-based, distributed systems and databases: payroll data, financial data, customer data, vendor data, and so on.  The man goal for business intelligence solutions is to provide:

- The ability to view data from multiple sources in a single view, such as seeing sales information correlated to marketing expenses or Google analytics

- The ability to quickly see summaries of data from different places— such as the total payroll spent, along with the total sales, for a given time period

- The ability to see data over time, comparing data from last week, last month, the past three quarters of the past 3 years, to see how things have changed over time

- The ability to ask "what if" questions and have answers generated based on historical data; for example, you might want to know if raising sales by 15% for a sustained period of time will necessitate a raise in payroll or travel expenses and the impact on gross margins

## How the Right BI Solution Can Help

There's little question that a business intelligence solution can help your company understand performance, identify trends, and make strategic decisions to drive the organization forward.   And there's plenty of incentive for overcoming today's business information challenges. The right BI solution can provide self- service convenience for the average user with a range of flexible options for generating, viewing, analyzing, and distributing information.

The Microsoft vision for business intelligence is to help drive businesses to better performance by enabling all decision makers – essentially empowering all employees throughout the organization – to make better decisions. Microsoft plans to achieve this vision by providing cross-product integration, delivering business intelligence capabilities within Microsoft Office and making its business intelligence offerings scalable so that everyone in the organization is empowered with business intelligence tools. Whether they are working on the strategic, the tactical, or the operational level, Microsoft Business Intelligence applications are to help make more informed decisions a natural part of the everyday work experience for all employees.

 Microsoft Dynamics GP is a good example of this cross-product integration and offers a range of business intelligence capabilities – spanning from built-in reports and wizards, to advanced tools allowing users to gain the insight required to optimize performance across the entire organization. This complete, flexible solution meets the requirements of both small businesses that need easy-to-use, yet effective tools as well as the requirements of larger organizations that need the most technically advanced business intelligence capabilities.

Microsoft Dynamics GP provides cost-effective business intelligence (BI) and reporting solutions that can be put to work immediately. It can help your organization look deeper into key performance factors to pinpoint your most profitable customers and most efficient vendors— and potential issues within your organization that require fast action.

Highlights of Microsoft Dynamics GP 2015 business intelligence and reporting capabilities include:

### Business Analyzer

Gain powerful, role-specific insight with charts and graphs both inside of Microsoft Dynamics GP client and outside through a companion application, plus perform tasks and collaborate with others. View SQL Reporting Services reports and Microsoft Excel charts from one central location, giving you the ability to work with a preferred device and location. Business Analyzer is optimized for tablets powered by Windows 8.1/RT, iOS and Android platforms.

### Microsoft Excel Reports

With over 200 built in Microsoft Excel reports that connect directly to the data source, Microsoft Dynamics GP offers a solid foundation to create reporting. Refreshable excel reports provide easy and quick access to latest data.

### Microsoft Dynamics GP workspace

An Office-365 store application to easily create and securely share executive dashboards showing financial, sales, purchasing and inventory information.

Dashboards also enable users to drill back to Microsoft Dynamics GP to analyze specific transactions.

### Microsoft SQL Reporting Services Reports

Leveraging the power of Microsoft SQL Reporting Services, Microsoft Dynamics GP offers over 300 charts, graphs and reports through Reporting Services. The reports can be modified to meet unique needs. New reports can be created easily without a developer.

### Management Reporter Designer and View User

Management Reporter is used for the creation, distribution and analysis of financial statements. It includes user types that can generate, design and view information that is secured by role, giving people only the information that is important to them.

### BI360

BI360, from Solver, provides native Excel output for reports developed for any module in Microsoft Dynamics GP 2015. Because Excel is also the development interface, there is an ability to create key performance metrics and format the presentation using Excel's graphical capabilities. There is forecasting and budgeting functionality in the product suite as well.

## Conclusion

Whether or not a company has business intelligence capabilities can mean the difference between real success and mediocre performance. More and more business owners are now realizing the important role business intelligence plays in the success of their business. The company who can exploit its own data and information to gain insight and make smarter decisions will have a clear competitive advantage.

Microsoft Dynamics GP helps enable better business insight for your entire company. With Microsoft Dynamics GP, you and your employees can get the answers you need to your specific business questions – fast – through high-impact reports, charts and simple analysis.

Microsoft Dynamics GP offers a Business Insight platform based entirely on the Microsoft stack through Microsoft SQL Server, Microsoft Office and Microsoft SharePoint as a platform for collaboration and distribution. This enables you and your employees to take full advantage of your investments in your Microsoft applications, get more out of the tools you have on your desktop and get your business insight needs covered.

## Learn More

Learn more about how SBS Group can help you make the most of your Microsoft Dynamics GP investment with business intelligence solutions that help you optimize your operations and provide business insights to your team that can take you to the next level.

SBS Group is a national Microsoft master VAR (Value Added Reseller) and Gold Certified Partner. Over the past 25 years, we have been recognized as a Microsoft Partner of the Year, Inner Circle Member and a 2014 Microsoft President's Club Member. The company is headquartered in Edison, New Jersey and operates offices across the United States. . For more information, please visit SBS Group's website at http://www.sbsgroupusa.com. Follow us on LinkedIn at http://www.linkedin.com/company/sbs-group, on Twitter at http://twitter.com/sbsgroup and find us on Facebook at http://www.facebook.com/SBSGroupUSA.