

# Grow your business – on your terms

A business solution from Microsoft helps automate your financials, streamline your supply chain and manage your operations. Get up and running quickly—in the cloud or on your servers—the choice is yours. Start with what you need now and easily add capabilities or users as your business changes and grows.

## Prepare for growth

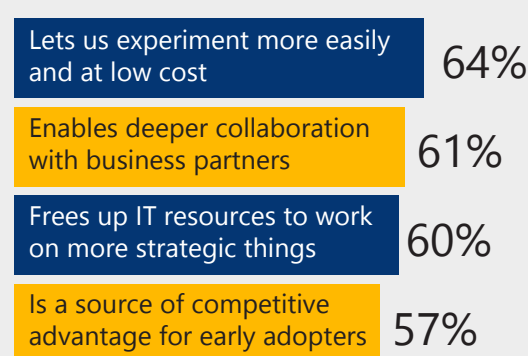
Planning for your future shouldn't be taken lightly. As your business grows you will want a business management solution that provides flexibility and choice to support your changing needs.

**Cloud:** Easily scale up or down as your business needs change.

**On-premises:** Adapt to complex regulatory requirements with full control.

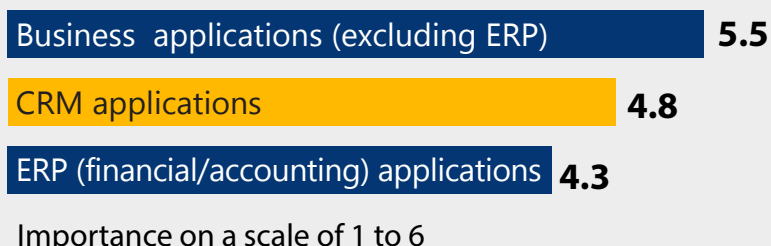


### Why businesses move to the cloud



## Embrace changing IT priorities

### Business workloads most suitable for the next wave of cloud



As your business grows, the role of IT becomes even more strategic. Spend less time on software and system maintenance and more time on the projects that drive business priorities.

**Cloud:** Virtualize IT and focus attention on revenue generating applications.

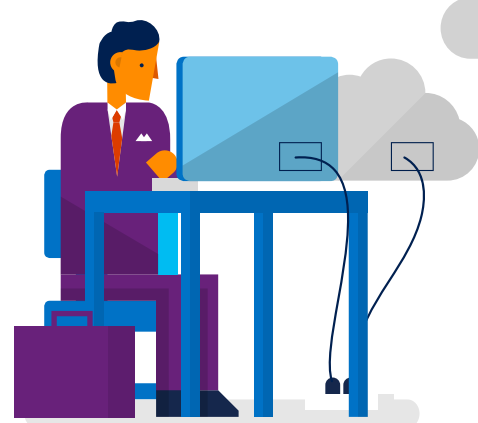
**On-premises:** Keep full ownership and control.

## Control costs

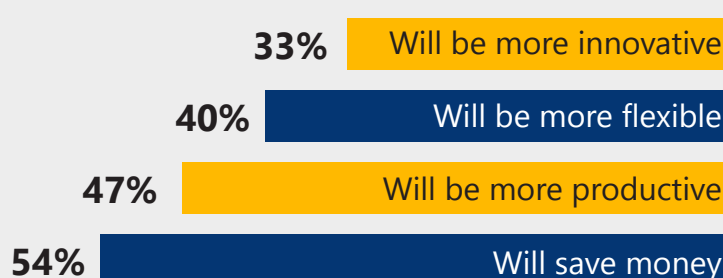
Making the most of your hard earned profits is critical to your business growth. Buy or lease, pay monthly or upfront--the choice is yours.

**Cloud:** Predictable expenses that easily scale up or down as your needs change.

**On-premises:** Potential lower total cost of ownership.



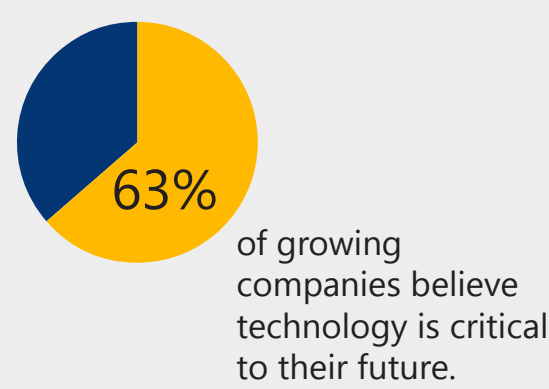
### Benefits that small and mid-size companies expect from cloud computing



## Support changing workforce

The way people work and connect is changing. Companies with a centralized workforce have different needs than those with remote workers. Give your people access to the tools they need to do their best, whether it's in the office, at home, or on the road.

**Cloud:** Create, share, and collaborate from virtually anywhere.



## Reduce Risk

Microsoft Dynamics is sold and implemented by a global network of reselling partners with industry expertise and packaged offerings deployed in the cloud or on your servers. Your local partner will help you choose the deployment option and payment structure best suited to your business needs.



Visit [www.smb.dynamics.com](http://www.smb.dynamics.com) to learn more about our solutions for small and mid-sized businesses.

Sources: IDC Cloud Track Survey, 2012, Information Week Reports: Outlook 2013 by Mike Healy, Edge Strategies survey commissioned by Microsoft Corp., "SMB Business in the Cloud 2012", AMI WW Market Opportunity Model: 2012-2017, How the Cloud Looks from the Top: Achieving Competitive Advantage In the Age of Cloud Computing. A Harvard Business Review Analytic Services Report.