

**You will find  
Navision  
here**

Australia  
Austria  
Belgium  
Canada  
Czech Republic  
Denmark  
Finland  
France  
Germany  
Iceland  
Italy  
Lithuania  
Norway  
Poland  
Portugal  
Russia  
Singapore  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
The Netherlands  
USA  
United Kingdom

Copyright © 2001 Navision a/s  
(NavisionDamgaard a/s),  
Frydenlands Allé 6, DK-2950 Vedbæk, Denmark.  
The trademarks referenced herein and  
marked with either ™ or ® are either trademarks  
or registered trademarks of Navision a/s  
(NavisionDamgaard a/s) or Navision  
Development a/s.



Microsoft Windows 2000 is a trade-  
mark of Microsoft Corporation. The  
names of actual companies and  
products mentioned herein may be the trade-  
marks of their respective owners.

No part of this document may be reproduced  
or transmitted in any form or by any means,  
whole or in part without the prior written per-  
mission of Navision a/s. Information in this do-  
cument is based on Navision Axapta version  
2.5 and subject to change without notice.  
Any rights not expressly granted herein are  
reserved.

## Everything in One

Navision a/s is a leading global provider of end-to-end e-commerce and collaborative business solutions to the mid-market. Navision has a global customer base of more than 121,000 installations and a strong international sales channel of more than 2,000 business partners. The company's main product lines are:

- **Navision Axapta**  
(formerly Damgaard Axapta)
- **Navision Financials**
- **Navision XAL**  
(formerly Damgaard XAL)

Navision was created through the merger of Navision Software and Damgaard in December 2000. Its shares are listed at The Copenhagen Stock Exchange (CSE: NAVI). The company is headquartered in Vedbæk, Denmark.



WI-AX-MBBR

**The ERP and E-Business Solution  
that Brings it All Together**



Production	page 4
Distribution	page 6
Customer Relationship Management	page 8
Human Resource Management	page 9
Knowledge Management	page 9
Finance	page 10
Project	page 11
Conclusion	page 11



Production



Trade



Logistics



CRM



HRM



Knowledge Management



Finance



Project



E-business

## If You Can Dream it Navision Axapta™ Can Do it

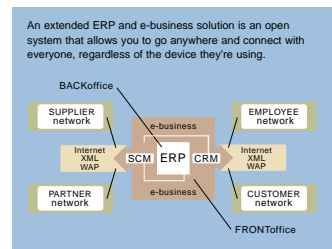
Navision Axapta is the ERP and e-business solution that offers amazing adaptability, freedom and limitless options. By an ERP and e-business solution, we mean an extended solution that includes both back office and front office applications and provides the openness businesses will need to strengthen their relationships — internally with employees and externally with customers, suppliers and business partners. Building this network of strong relationships will be the true challenge of the future.

This is the potential that Navision Axapta offers — and we'd like to explain why.

The most important thing to understand is that despite the massive influx of new technologies, your ERP system is still the heart of your business — the foundation, which should allow you to determine how your business processes function. But not every heart is the same. What makes Navision Axapta so unique is that its advanced technology integrates your complete enterprise into one seamless information flow so that your back office and your front office interfaces function as one. Moreover, Navision Axapta offers a range of options for business analysis that facilitates the decision-making process as well as a comprehensive Customer Relationship Management

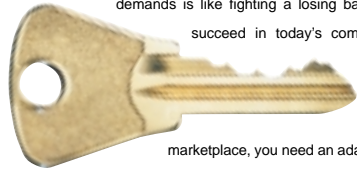
(CRM) suite. And finally, Navision Axapta is ready to connect you to the world via all the latest technologies — whenever your company is ready to take the leap.

So whether it's e-business, Customer Relationship Management, Production or Financial Management, it makes no difference because Navision Axapta is an ERP and e-business solution that comprises these functionalities as well as Trade, Logistics, Project, HRM and Knowledge Management. Our open platform, the fact that there's only one business logic, one database, one toolbox and one source code — whether you're using Windows, the Web, a mobile device or communicating through XML — really does allow you to go where you want, when you want. Which is why we say that if you can dream it Navision Axapta can do it ...



## Bringing the Total Production Process Together

Without fast access to the information you need — when and where you need it — keeping your production processes up to speed with market demands is like fighting a losing battle. To succeed in today's competitive



marketplace, you need an adaptable, transparent ERP and e-business solution that can be set up around the existing workflow of your manufacturing facility — and which opens the doors to the limitless potential of today's emerging new technologies. That's exactly what Navision Axapta can offer you.

To optimize production processes and meet fast-changing market demands, Navision Axapta provides production activity tools that allow you to visualize your total production process — either

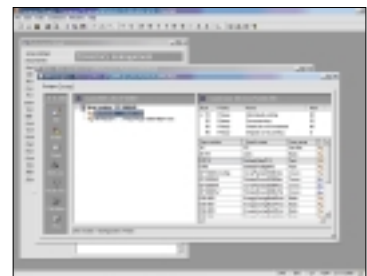
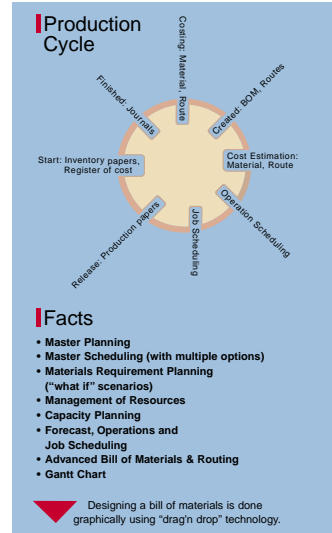
as an overview or in detail. Capacity and Materials Planning allow you to tighten your schedules, minimize production gaps and bring your products faster to market. There are also numerous easy-to-use features like the system's flexible versioning capabilities for Bill of Materials (BOM)

**"The tighter the inventory controls, the better for our clients as it allows them quicker decision making. And the Navision Axapta solution is doing that right now. Furthermore, using the Navision Axapta integrated business solution, we are now able to link our production and inventory information with our financial data, providing a real-time picture of our operation."**

Mark Melff III, Vice President  
Southfield Packaging, USA

which ensure that all changes can be tracked and inquiries answered. And the new "drag'n drop" functionality makes it easy to visualize and manipulate BOMs according to your needs.

In addition, the system's advanced Shop Floor Control, for the collection of time, attendance and production data, can, among other things, automatically generate employee payrolls. All these features and more offer you significant rationalization of the production environment. And with Navision Axapta, your ability to extend your reach to your suppliers and customers via the Internet, XML and mobile devices is built right into your system from the start.



## Taking the Hassle Out of Speed

Speed is of the essence in today's fast paced marketplace. Arriving too late is almost as bad as never getting there at all. Once again, the key to achieving speed is the ability to bring the whole work-flow together — from shop floor to ware-

house to customer delivery. To do that, you need an extended ERP solution that is able to integrate your operations and achieve an instantaneous information exchange with both your suppliers and customers.



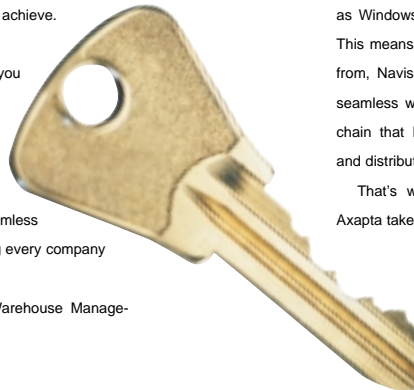
**"We're very happy with the results. But our customers are happier because we have information about their orders available immediately. When they ask a question, we can answer it, wherever their order is in our system. We can notify them if there are potential problems or let them know if we can ship their order earlier than originally expected."**

Andrew G. Blodgett, President,  
Waller Flowerseed, USA

This is the potential that Navision Axapta offers you.

And it's not that difficult to achieve. For one, Navision Axapta's advanced technology allows you to take our basic standard solution and customize it in the ways that best suit your operations so you come out at the other end with one seamless workflow. Which is something every company is dreaming of.

The system's effective Warehouse Manage-



ment and Inventory Control — via detailed handling and tracking of goods, transaction monitoring and detailed inventory prioritization — enable you to reduce your assets and lower your overhead. The automation of ordering, delivery and invoicing — also via the Internet — improves customer service. And by using Master Planning, you have the ability to forecast multiple instances into the future so you only stock what your customers really need.

This increased visibility — from shop floor to warehouse through shipping and delivery to your customers — will dramatically improve your decision making process and enable you to realistically plan in real time.

And Navision Axapta is the solution that enables you to do all this, quite simply because it is an extended ERP and e-business solution that works equally well with multiple interfaces such as Windows, the Web, XML or mobile devices. This means no matter where the data is coming from, Navision Axapta integrates it all into one seamless workflow, creating an effective supply chain that links customers, suppliers, factories and distributors with one system.

That's why we can promise that Navision Axapta takes the hassle out of speed.

### Facts

- Customer Self-Service
- Inventory Prioritization
- Forecast Scheduling
- Coverage Planning
- Price & Discount Agreements
- Warehouse Management

The Customer Self-Service Web application provides a range of facilities that make it easy for your customer to use a site. This is a vital aspect of the overall success of a self-service site.



## Harnessing the Information Flow

### CRM: Knowing Your Customers

There's a good reason why Customer Relationship Management (CRM) is on everybody's lips. In a world where products are becoming increasingly similar, the winning corporate strategy will be the one that understands that the attention you give your customers is the decisive factor in gaining and retaining customers.

But without a seamless information flow between your front office and back office systems, effective CRM is difficult to achieve. That is why Navision Axapta is an excellent choice for the future, because it's an ERP and e-business solution that offers a complete CRM functionality suite, which can be implemented now or whenever your company is ready to optimize front office processes. In short, the Navision Axapta CRM Series contains everything you need to maximize and control the efficiency of your front office processes. By using Sales Force Automation, your sales force will always be geared to generating maximum revenue and thanks to the Sales Management functionality, company decision-makers

will have access to the up-to-the-minute sales data they need to act proactively. Moreover, the Telemarketing/Telesales functionality delivers automation, transparency and control of your telemarketing process and allows you to optimize usage of staff and resources. And integration to telephony hardware translates into handsfree operations.

The Marketing Automation functionality helps your staff generate mass marketing activities, which, paired with Document Management, allow you to track all customer contact points so that campaigns can be managed with ease. Here again, all resource utilization is tracked, monitored and accounted for so you can easily measure your performance.

In addition to seamlessly integrating your front and back offices, Navision Axapta's one database and one business logic ensure that all customer data is held together within your company and can be accessed by everyone who needs the information, whenever and wherever they need it. And with Navision Axapta, your company's reach can be easily extended to include partners, customers and suppliers.



### HRM: Knowing Your People

Human Resource Management (HRM) is about managing your employees — who they are and what they need — and your recruitment processes. The companies that will excel in tomorrow's marketplace will be the ones who master this skill — and optimize their most valuable resource — the intellectual capital of their people. With Navision Axapta, you have the functionality to skill map your personnel and automate your HR processes, via your Intranet because of the system's built in Web functionality. This not only saves time; it will help your company retain its most valuable asset — qualified personnel.

### Knowledge Management Knowing What You Know

Your real strength comes not just from your physical assets but also from the knowledge that resides within your company. Managing and utilizing this knowledge in the best possible fashion is what Knowledge Management is all about. But to do so, you need an extended ERP solution like Navision Axapta which allows you to collect, organize, analyze and act upon the wealth of information you already possess within your organization. Among the system's features are the Balanced Scorecard method, the Performance Management System — a transaction-based intellectual

### CRM Facts

- Sales Force Automation
- Sales Management
- Telemarketing / Telesales
- Project Management
- Business Analysis-OLAP
- Marketing Automation
- Document Management
- Questionnaires
- Contact Management
- Computer Telephony Integration
- Customer Self-Service

### HRM Facts

- Organization
- Employee Self-Service: Project and Personal Information
- Competence / Skill Mapping
- Recruitment
- Course Administration
- Absence Management

### Knowledge Management Facts

- Balanced Scorecard
- Strategic Planning
- Questionnaires (Web-Based or traditional Windows)
- Business Process Management
- Management Information

accounting system, and the Key Performance Indicators, which present data tailored to the user's desktop.

**"We knew early on that the Navision Axapta solution was the best ERP/CRM solution for us."**

Mark Melfi III, Vice President  
Southfield Packaging, USA

## Managing the Money Flow

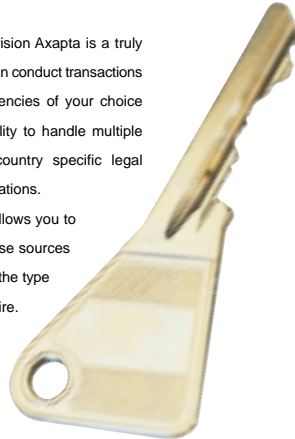
Staying on top of events requires fast access to up-to-the-minute information on your financial situation, from wherever your costs and revenues are being generated. So of course, Navision Axapta's financial application is robust and comprehensive; the foundation you need to maintain an overview of your operations and make realistic forecasts and decisions, at every level of your organization.

Navision Axapta is not only a flexible open system that allows you to access information from diverse sources; it provides the transparency you need to follow every transaction, easily and accurately. And because of the system's one database and one business logic, Navision Axapta allows you to track expenditures and profits inside your company across departments — as well as across

regions, territories, product lines or any other dimension of your company — ensuring budgetary control.

Moreover, because Navision Axapta is a truly international product, you can conduct transactions across borders in the currencies of your choice thanks to the system's ability to handle multiple currencies according to country specific legal requirements and tax regulations.

In short, Navision Axapta allows you to incorporate data from diverse sources and then consolidate it into the type of information flow you desire.



## Mastering Project Management

The success of your projects depends on your ability to simultaneously manage various aspects of each project such as the flow of money, information, materials and human resources. Navision Axapta offers a highly functional project management application, which ensures easy, cost-effective handling of projects whether they are fixed-budget or ongoing — or in-house or external. Furthermore, since you can view projects from different angles, different project members can view exactly what they need to see, either in overview form or in complete detail. And you can extend your reach via the Internet through the Employee Self-Service: Project Web application, which allows you to enter up-to-the minute data onsite.

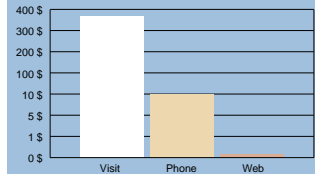
## As Far and as Fast as You Want to Go

Now you can understand why we say, "If you can dream it, Navision Axapta can do it." With Navision Axapta, it's not a question of where the limits are, but rather of how far and how fast you want to get everything in one!

## Facts

- Audit Tracking
- Financial Forecasts
- Business Analysis—OLAP
- Currency Management
- Bank Management
- Multiple Languages / Legal Requirements in one version
- Financial Reports / Web Reports
- Internal (non-revenue) Projects
- Variable & Fixed Price Projects
- Project Accounts
- Project Administration / Management
- Time and Material Management
- Employee Self-Service: Project

## Cost of Customer Contact



Source: AMR Research, INC. 2000

**"The Navision Axapta solution will be the financial and administrative engine in our e-commerce solutions. We reviewed a number of products and believe Navision Axapta gives the best value for money."**

Chris Voukidis, Director,  
Powerlan, Asia-Pacific

