

# BUILD

Microsoft Dynamics™ NAV\*

## Outstanding Technology of Microsoft Dynamics NAV

Business White Paper

This document highlights seven advantages of Microsoft Dynamics NAV. These advantages will help you build solutions that meet customers' specialized needs, perform well, and are easy to upgrade and maintain.

\* Microsoft Dynamics NAV, formerly Microsoft® Business Solutions–Navision®

[www.microsoft.com/dynamics/nav](http://www.microsoft.com/dynamics/nav)



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## *What makes Microsoft Dynamics NAV technology outstanding?*

With the Microsoft Dynamics NAV integrated platform and tools, it is easier to develop quality business applications quickly. The Client/Server Integrated Development Environment (C/SIDE) was designed with business applications in mind in order to make development simple and efficient.

Microsoft Dynamics NAV was chosen from among 75 plus entries in the “SMB software” category as the Tech Innovator of the Year for 2005 in VAR Business magazine.<sup>1</sup> The judges were independent solution providers and value-adding resellers. Why did these businesses single out Microsoft Dynamics NAV for its outstanding technology?

This document highlights seven advantages of Microsoft Dynamics NAV. These advantages will help you build solutions that meet customers’ specialized needs, perform well, and are easy to upgrade and maintain:

- 1. The building blocks for quality applications**
- 2. Access to all areas of the application**
- 3. Development using .Net tools**
- 4. Two database options with great performance**
- 5. Demos that impress customers**
- 6. A toolkit for smooth and cost-efficient upgrades**
- 7. A solution that makes it easier to upgrade interfaces and customizations**

### **1. The building blocks for quality applications**

Microsoft Dynamics NAV is a fully customizable business-management solution that brings together financial, manufacturing, distribution, customer management, supply chain, analytics, and e-commerce data into one streamlined package.

The foundation for all the business management functionality of Microsoft Dynamics NAV is in the C/SIDE development environment. C/SIDE is made up of seven building blocks called object types, which make it simpler for you to build great applications. When you make customizations, you can simply read the 4GL code to get a structured overview of the application, which makes it easy to understand the source code’s function. The simple and efficient development environment and compact source code also make it straightforward to do maintenance and to connect to other systems.

### **2. Access to all areas of the application**

The areas you won’t have access to? There aren’t any. You can modify the entire application in C/SIDE, and any level of customization is possible. This gives the applications you build a unified, consistent interface. And with just a few lines of code, you can create functionality that would require hundreds of lines in other applications.

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<sup>1</sup> VAR Business is the second largest channel magazine in the United States covering strategy and technology trends for solution providers and technology integrators.

For example, Microsoft partner Tegos used the Microsoft Dynamics NAV platform to develop both an advanced waste management and recycling solution and functionality specifically for monitoring trucks during the pick-up process.

"We were delighted with the ease with which we could build a vertical product based on Microsoft Navision [now known as Microsoft Dynamics NAV]. Its integrated development platform helped us offer a competitive solution," says Ralf Linnemann, General Manager and Chief Operating Officer at Microsoft partner, Tegos.

### **3. Development using .NET tools**

The C/Front dynamic link library gives developers the opportunity to read data from and write data to Microsoft Dynamics NAV from an external application including any of the .NET languages such as Visual Studio.NET, C# and Visual Basic.NET. This will allow you to exchange data with specialized applications developed outside Microsoft.

### **4. Two database options with great performance**

Thousands of customers trust their company's processes to run smoothly and safely with Microsoft Dynamics NAV. You can run the application on either Microsoft® SQL Server® or the Database Server for Microsoft Dynamics NAV. Both options are designed for, and tightly integrated with, the application database. The tight integration with C/Side allows you to offer additional features such as Online Analytical Processing (OLAP), electronic exchange of information and role-based portals.

"Because of its scope and flexibility, companies may expect Microsoft Navision [now known as Microsoft Dynamics NAV] to be a much more expensive solution than similar offerings, but they are usually surprised at how cost effective it can be," says Justin Farmiloe, sales director, at Microsoft partner, Creative Computing Solutions.

### **5. Demos that impress customers**

There are a lot of great features that make Microsoft Dynamics NAV easy to sell. For example, show prospective customers how the SumIndexFields (SIFT) feature performs numerous calculations on complex data extremely fast – even in tables that contain millions of records. SIFT not only calculates totals, it allows you to break down those totals so you can see where they came from. You can easily drill down into data and manipulate sums, figures, and statistics.

What's more, it's easy to make a prototype of the solution the customer wants in order to close more sales by showing how the solution solves their needs.

"We can quickly prove to customers how the product can be tailored to match their requirements," Farmiloe says.

## 6. A toolkit for smooth and cost-efficient upgrades

The Developer's Toolkit for Microsoft Dynamics NAV helps make upgrading smooth and cost-efficient. It includes a tool that compares the base Microsoft Dynamics NAV version with the customizations you made and merges them into a new version including all customized features. It also enables you to pull objects directly out of Microsoft Dynamics NAV without having to export them.

"The fact that Navision [now known as Microsoft Dynamics NAV] is a Microsoft platform adds to our value proposition," says Grant Vice President at Microsoft partner Elypsis, "Customers know that the ongoing research and development from Microsoft helps them to take advantage of the latest technology updates as well as security developments."

## 7. A solution that makes it easy to upgrade interfaces and customizations

Because you develop applications in an integrated environment, you will maintain the integrity of connections to Microsoft products (such as Microsoft Office) and to other applications. You can even have access to your own object type and range.

"Having access to source code makes it easier to upgrade the eWinery solution, which we built within Microsoft Navision [now known as Microsoft Dynamics NAV]," says Grant.

### *About Microsoft Dynamics*

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 and with familiar Microsoft software, automating and streamlining financial, customer relationship and supply chain processes in a way that helps you drive business success.

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