



Thought Leadership
BI Integration in
Microsoft Dynamics AX

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Business Intelligence and Reporting in Microsoft Dynamics AX (Axapta) helps in the formulation of highly volatile information about your enterprise corporation. With the finger push of the button, you can analyze the data of your suppliers, logistics, identify perforations in your supply chain, or even conceive strategies for platinum account generation and new customer acquisition. BI keeps you chipped-in with the emerging trends in your industry. The integration assist you in the short, medium or long-term planning and decision making inside your General Head Quarters (GHQ). The strategic BI Reporting functions in Dynamics AX lays 100% transparency within the company while accelerating procurement and prompt delivery of the data. The full-length business management solution is the mélange of the Microsoft technology and tools for solving your present day's BI challenges.

Challenges & Constraints

Dynamics AX was not really born to brook into the process of concrete reporting and analytics. As a matter of fact, the nonintegrated system neither had identified CRM activities not it had fished-out any fresh prospects for the prosperity of the enterprise. The disjointed solution (Dynamics AX without BI) had lacked the Wizard-driven interface, key performance Indicators, analytic reports, analysis cubes and other heterogeneous components that contribute in beefing up the business on a wider angle.

Benefits of the Outwardly Integrated Solution- Dynamics AX BI

- **Dynamics AX isn't Built for Reporting but Still Rocks**
Dynamics AX has unending BI Reporting needs that impels the voluntary involvement of your IT specialists for the formulation of Custom reports. It possess sprawling amount of tables as large as 4,600 in numbers that may not assist the nontechnical staff in exploring the data stacked within it. This calls the coordination of highly specialized technical resources to performing data assemblages. Liaison of Dynamics AX with BI yields standard reports for all your spiral business processes.
- **Establish Solid Customer Relations**
Dynamics AX BI dispense complete information of the prospective customers, defines relationships, tracks correspondence, phone logs, and auto-generated CRM activities.
- **Tap Oasis of Sales Opportunities**
The solution uses all of the integrated sales information tools to identify, evaluate or exploit welcoming openings that ripples with times. It effectively governs your sales pipeline to maximize your happy handshakes rates.
- **Optimize Campaigns & Marketing Play-offs**
BI combines sales and marketing information to streamline all the back-to-back processes of campaigns, marketing planning, execution, analysis, lead generation, and lead qualification for financial enrichment.
- **Single BI Serves for Cyclical Business Demands**
Apart from tweaking up the data, BI has much bigger priorities to perform. It constantly responds to the exigent demands of the management who seek tailored reports and dashboards in the most consumable formats.

Feature Pack of Microsoft Dynamics AX Business Intelligence

- BI Reporting functions in Dynamics AX offers you with a Valley-deep insight into your business data while fueling your business management solution
- All Microsoft SQL, Open Database Connectivity (ODBC) & compliant database platforms supports information processing
- Highly configurable solution runs on a reporting platform-Microsoft SQL Server Reporting Services (SSRS). Microsoft SQL Server Report Builder/Designer deliver extensible Analytical reporting tools & BI platform with Permissions-based access to the data across the organizational channels
- Predefined function packages termed as Online Analytical Processing (OLAP) Cubes & Role Tailored BI wakes you to react to the ever critical business cases
- Cross-breeding of Dynamics AX 2012 with Pre-built BI is suitable for the Mid-market organization to transform the raw data into meaningful info-sets usable for making confident business decisions of core value
- Built-in contents such as Role Centers/dashboards, Analysis Cubes, & Analytic Reports eliminates building of a supplementary solution from the grass-root, this saves your time along with your capital
- As many as eleven Analysis Cubes address the analytic requirements including finance, supply chain, manufacturing, professional services & beyond
- More than 150 Analytic Reports are involved in serving you with the business data
- As large as 60 of the Key Performance Indicators are engaged to help you evaluate the success of each of your business activity
- Wizard-driven interface escort you to self-deploy the solution without having to possess any business intelligence skills
- Reporting feature is widely applicable on Dynamics AX 2012 R2 & Dynamics AX 2012 R3

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