

Microsoft Dynamics AX 2012 for Retail



One solution connects retail end-to-end, driving growth and fostering customer relationships.

Our vision is to empower mid-sized and enterprise retailers with a seamless and differentiating solution for multichannel management, store operations, merchandising, and enterprise resource planning (ERP). This will enable them to gain insight, operate with agility, exceed consumer expectations, and build enduring loyalty, all with superior time to value.



Unlike retail software built to solve the problems of the past, Microsoft Dynamics AX 2012 for Retail delivers powerful, role-tailored, cross-channel scenarios seamlessly through a modern, unified technology offering. This reduces complexity for retailers, allowing them to focus on what matters most: empowering their employees to drive productivity and deliver the personalized customer service that differentiates in today's marketplace.

Empowering Dynamic Retailers to deliver a complete shopping experience

Today's retail landscape offers unprecedented opportunity even as it presents new challenges. Economic pressures, increasing choice in products and shopping formats, and unparalleled access to information are fueling today's empowered shoppers, who expect more from their retail experiences. As the line between social networking and commerce blurs, delivering on the brand promise and earning consumer loyalty are more important than ever before. One thing is clear: a new retail reality has emerged.

As the foundation on which retailers enable their business, technology becomes more critical than ever, expanding or limiting the ability to seize new opportunities and deliver the shopping experiences that consumers demand. Microsoft Dynamics AX 2012 for Retail is designed for the critical scenarios that drive retailing today, while enabling the innovative scenarios of tomorrow. Connecting to customers, empowering people, and delivering on the brand promise through excellence in execution—Microsoft Dynamics 2012 for Retail is all about helping retailers to become dynamic.

Microsoft Dynamics AX 2012 for Retail equips the Dynamic Retailer to drive retail across channels, locally or globally, with technology and features that are powerful, agile, and simple: point-of-sale, multichannel management, store operations, merchandising, supply chain, and more, integrated into one solution. Flexible architecture makes it possible to incorporate yesterday's stand-alone systems to drive growth and foster customer relationships.

"We chose Microsoft Dynamics AX 2012 for Retail because it provides us with a scalable platform to support our future growth, and a differentiated customer and sales associate experience at the point of sale. Microsoft Dynamics AX 2012 for Retail gives us what other solutions could not—ease of use and simplicity in operations, coupled with the ability to scale and reliably deliver on our brand promise."

— Patty Wade
CIO and Vice President of
Strategy and Technology
Mattress Firm