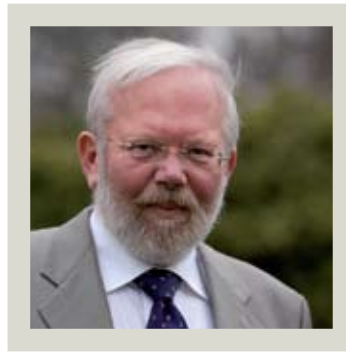




Partner Power – creating value through committed partnership

Visibility, efficiency and collaboration across your international organization





*Poul Kjær,
CEO and founder
Partner Power International*

Our story begins...

The brochure you are about to read may be unlike any you've seen. That's because our company is unlike any other. We are the only ERP implementation and consulting services provider that specializes in working with international organizations with offices in more than one country. And we do so based on the simple and timeless principle of partnership.

My purpose is not only to show you the facts and benefits of our offering, which are many; I also want to share with you a few stories about our organization. These are anecdotes about the value of committed partnership and how committed partnership can lead to real business success for organizations just like yours.

Over the course of my 30 year career in international business I have been fascinated by the power and strength of balanced partnership, fairness, and trust in creating business success. Let me give you an example.

Many years ago I was working for the Danish and Norwegian operations of a large Dutch-English off-shore surveying group. My job was to sell and manage the resources necessary to install off-shore production platforms in the North Sea. It was a risky, high-stakes business – at best. Think about it – the North Sea and its unpredictable weather conditions – gale force winds one day, heavy swells the next, long periods of waiting – a planner's nightmare.

And the process of installing the platform was difficult, too. When the timing was finally right, you had to float the platform out to the site horizontally, hoist it up and put it in position. There was absolutely no margin for error – you had to get it right the first time. But if you missed your mark – the materials were scrapped and you were suddenly out several million dollars.

One day a prospective customer called me from a large oil company to hear if we were available to move a rig the following week. I said yes and started making plans to send him a contract. The timing was critical. Then the customer said, "Forget about the contract. Just bill me when the job is done. If you're reasonable, we'll work together again."

We did the job for him – not without a few delays and set-backs – but we were in constant contact during the entire process. And afterwards, we billed him according to the work that was done. He was our customer ever since. Two men, who had never met, made a commitment to get a risky job done, and did. Reasonably and fairly, just like that.

That kind of partnership and way of working – one that's based on trust and fairness – is what inspired me to establish Partner Power in 2000. Following my five years at Navision Software, working as Business Development Manager, I identified a need among international organizations for an easier way to implement ERP solutions across multiple countries and cultures, and create value across organizations based on committed partnership.

This brochure is about that journey, and more.

A handwritten signature in dark ink, appearing to read 'Poul Kjær'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Poul Kjær



See the forest *and* the trees

Imagine this: It's January and you're the European CIO of a large NASDAQ-listed corporation. You've just been summoned to the New York headquarters for a meeting with the group CFO. Your company recently acquired a large European group with subsidiaries in 12 European countries and now your company has factories and distribution in 19 European countries. Your boss tells you that it's your job to find a new ERP system – one that can leverage synergies between the sites and improve overall efficiency. Your boss also tells you that he wants a system that provides reliable data and enables him to consolidate and report accurate information to the New York Stock Exchange. What's more, he wants the system up and running in the first 6 countries within the next 6 months!

What do you do? If you're like one of our customers who experienced this exact situation, you sit down and take a deep breath. You realize that this assignment can make or break your career. And then you make some calls.

You discover that there are a lot of ERP solutions out there – and even more deployment partners. But if you're like this particular customer, looking for an international solution and an international partner who specializes in international deployments, you choose Partner Power and Microsoft Dynamics®.

This customer found that Microsoft Dynamics® NAV is a product that has all the functionality his group needed – it's easy to modify and customize, it's localized in all the countries where the group has subsidiaries, and it has a user interface that is easy to learn and use.

This customer chose Partner Power because we could provide leading certified Microsoft Dynamics® partners in all the countries his group was operating. Not only that, Partner Power provided intensive scoping workshops in March, completion of the core solution in April, simultaneous deployment, data transfer and training, and all 6 manufacturing sites were operational on June 15th.

We can tell you that this customer has never regretted his decision. In fact, he was promoted to the CIO position at headquarters.

Be the hero in your organization. Choose Partner Power and gain insight into your international organization and drive your project and processes with greater confidence.

Know the cost, scope and timing of your project before you start

There's nothing worse than starting a project and knowing your budget is not going to hold. Partner Power uses proven scoping tools and implementation methodology that ensure you know the cost of your project before you start. You will know exactly what to expect with regard to budget, timing, and resources before you make a final decision.

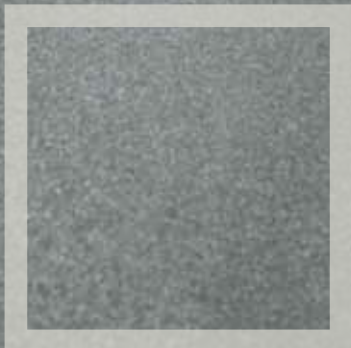
Gain a detailed overview and know the exact status of your international project at any time, including multiple roll-outs across multiple sites and countries

There's no need to chase down several people spread out over many locations. Partner Power's unique set up and way of working provides you with centralized control so you have one point of contact for all aspects of your international project. You get the answers and information you need when you need it. Plus, there's only one contract to keep track of no matter how many multiple site roll-outs you have.

Improve visibility into your international organization and make more informed decisions

Scalable solutions based on the Microsoft Dynamics® product suite are ideal for international roll-out. They help international organizations drive key processes, activities, and decisions by providing accurate, consolidated data, and information from multiple sites.

You can easily monitor costs, processes, information, data, people, contacts, customers, and vendors across all sites with an integrated Microsoft Dynamics® solution from Partner Power.



**Information's
pretty thin stuff,
unless mixed with
experience.**

Clarence Day, 1921

**Knowledge
is power.**

Frances Bacon, 1597

Timing is everything

Improve business processes and work more effectively across multiple countries and cultures

To stay competitive today, the ability to adapt quickly and cost-efficiently to changes in your business, organization, the market, or in response to customer demand, is a crucial parameter for success. That's why flexibility and efficiency are important factors to consider when searching for a new system and a new partner.

The fact is, while you're deciding what solution to buy, what business processes to change, and how to train your employees, your competition has already moved on to bigger and better opportunities – opportunities that could have been yours.

So choosing a partner who understands your needs and the urgency of meeting them is your most important task.

No one understands this better than the Group CIO of a leading global distributor and manufacturer of propane gas.

Seven years ago his company chose SAP for their headquarters and for several of their larger companies. The board of directors selected SAP because they considered it the least risky solution with a best practice approach and deep functionality.

Implementing the solution was a major undertaking for the company. But even more challenging was trying to find a solution for the subsidiaries. Not only did they need a system that was compatible, it also had to meet the needs of the subsidiaries which were very different from those at headquarters. Partner Power built a comprehensive manufacturing and distribution solution based on Microsoft Dynamics® for the organization and completed implementation in 7 out of 18 sites spread over Asia and Eastern Europe – all within 12 months.

"We live in a dynamic world that's changing faster– every day. Our customer's competitive advantage depends on the ability to incorporate and adapt to these changes quickly. This is what we've accomplished for our customer with a Microsoft Dynamics® NAV deployment. The solution can be rolled-out quickly, it's easy to customize to their specific business needs, and it's even easier to train users to operate the system. Now they have a system that's in sync with the world today, and can be easily adapted as their needs or market conditions change," says Henning Lund, Vice-President at Partner Power.

Here are five ways Partner Power can help your international organization meet today's challenges.

Your organization is up and running fast because we do it right the first time.

You've heard the stories about international implementations going wrong. A poorly managed implementation can cost your organization time, money, and even jobs. Partner Power is the only partner dedicated to international roll-outs and implementations with proven tools and services used before, during, and after implementation ensuring your project is managed thoroughly and efficiently. Our experience saves you time and money and enables your entire international organization to take advantage of your new solution quickly.

You realize fast deployment, implementation, and service across all your international sites.

Are you worried about having to find a partner in every country you need to deploy your solution? Don't be. You can deploy your solution wherever and whenever you need it. We have Microsoft® Gold certified partners working in more than 50 countries to serve you. We use a globally standardized implementation methodology developed by Microsoft® – Microsoft® SureStep – that helps ensure high-quality, on-time implementations.


You experience project management efficiency and consistent, dependable service.

International deployments involve many people spread across many locations. It can be confusing, especially if your contact person changes from one country to the next. With Partner Power, you have one point of contact throughout your project ensuring project management efficiency that saves you time, resources, and money. There's no need for you to track down and follow-up on questions, information, people, and activities.

And Partner Power is one organization with documented and proven processes and best practices so you can expect a consistent and uniform experience no matter where your organization chooses to deploy a solution.

You get a flexible solution that can be easily adapted as your needs change.

It's one thing to have a solution that solves your problems today, but what about tomorrow's challenges? A solution

A close-up photograph of a pilot's right hand gripping a control lever in an aircraft cockpit. The pilot is wearing a black digital watch. The background shows the cockpit's instrument panel and control yoke, with a bright window in the upper left.

from Partner Power is built according to the unique needs of your international company today and can be easily adapted as your needs change. We provide scalable, flexible solutions based on the Microsoft Dynamics® product suite, including Microsoft Dynamics® AX, Microsoft Dynamics® NAV, Microsoft Dynamics® CRM, and over 75 proven Microsoft Dynamics® Industry Solutions. These products are ideal for international roll-out because they are easy to customize, learn, and use giving international organizations the agility they need to respond quickly to changes in their business, organization, or market conditions.

We can help you identify and respond quickly to new opportunities.

It can be difficult to see new opportunities because you are too busy monitoring the day-to-day business. Sometimes all you need is a new perspective. Partner Power offers international organizations the world's largest range of consulting and implementation services based on Microsoft Dynamics®. Our diverse and experienced staff can give your international organization a global and local perspective to help you make the most of your resources and solution before, during, and after implementation. Partner Power services are built on best practices developed from the extensive experience we've gathered from a variety of industries across the globe.

The only way to predict the future is to have power to shape the future.

Eric Hoffer, 1954

Adapt or perish, now as ever, is Nature's inexorable imperative.

H.G.Wells 1946

Work better together

Not too long ago I was making a presentation to prospective customers about the Partner Power organization and offering. One of the attendees, the CTO of a large international organization, approached me after my presentation, eager to hear more about how we could help them optimize their organization. He told me that they had implemented a Microsoft Dynamics® solution in several of their subsidiaries worldwide several years before. But now they were spending too many resources on maintenance and support and too few on managing their core solution. This brief conversation resulted in a 2 day workshop in London where we defined a clear strategy for how they could gain control and improve service throughout their organization.

After the workshop, the customer and I spoke about the workshop and its results. And he said something that I believe is the essence of what Partner Power provides to its customers:

“This workshop was unlike any I’ve ever attended. Instead of presenting me with three different alternatives, you and your staff presented a qualified and well-documented recommendation – what you believe is the best course of action for my organization. It’s like going to the doctor when you’re sick. I don’t want the doctor to give me three different choices of treatment – I want to know what the best treatment is for my disease and why!”

Realize more with a committed partner

There are countless examples of the power of partnership in achieving results. In all of these examples, knowledge and communication play a central role in getting people to work together in a productive way. This is also true in business. Once employees know and understand what the goal is and their role in achieving it, the easier it is to drive the organization towards realizing it.

But working together in a productive way can be particularly challenging in international organizations. There are the added complexities of working across multiple countries where there may be language and cultural differences. You know the challenges if you have ever deployed an ERP system across multiple sites. Misunderstandings, internal conflicts, and hidden agendas can jeopardize your project and complicate efforts to collaborate effectively across departments and sites.

ERP implementations are by nature very different from other IT projects. Dialogue and a close and open working relationship between the customer and the supplier is a must and absolutely essential for a successful completion of an ERP project.

One of the major customer benefits from a centrally managed international ERP project is that your group will no longer work fragmented but will operate homogeneously and joint as a corporation. Partner Power facilitates cooperation and communication across your international organization by making it easier for your international organization to work together towards a common goal.

Leverage international expertise spanning over 50 countries

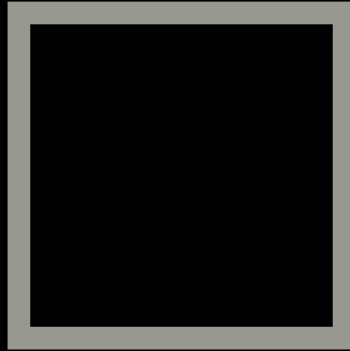
Internal politics and cultural challenges can get in the way of your project. That’s why it’s important to have a partner who is experienced with international deployments. Partner Power specializes in working with international organizations with offices in more than one country. Our diverse organization and international staff has knowledge and understanding of the challenges and opportunities inherent in multi-national and multi-cultural environments. And we put that insight to work for you.

Transcend cultural barriers and improve collaboration across your organization

We provide you with global and local perspectives. Partner Power is made up of the leading local Microsoft® certified partners in every country you operate so language and competencies are never a problem. All of our partners are fluent in English which makes communication easier across projects. What’s more, we have in-depth understanding and experience with the local industries, customs, and ways of doing business. And the way we work – with one central point-of-contact – means streamlined project management and a more efficient way of communicating goals, milestones, and objectives to your project team and the rest of the organization. So, you get a consistent experience no matter where in the world your project takes you.

Empower your organization with proven solutions and services designed to your unique international needs

Partner Power is the only true international provider of



**Joint undertakings
stand a better
chance when they
benefit both sides.**

*Euripides,
ca. 414-412 B.C.*

ERP implementation and consulting services based on the Microsoft Dynamics® product suite. Our solutions, services, and organization are specifically designed and set-up for international ERP implementations and support.

Solutions from Partner Power are based on Microsoft Dynamics® AX, Microsoft Dynamics® NAV, Microsoft Dynamics® CRM, and a host of proven Microsoft Dynamics® Industry Solutions. We can empower your people across your international organization with a valuable tool that is easy to learn and use and brings productivity benefits to your entire international organization.

One partner, one organization to serve you

With over 160 offices in more than 50 countries, we are the largest Microsoft Dynamics® consulting organization worldwide. We provide more than 100 out-of-the-box services based on experience from hundreds of international projects to support you before, during, and after implementation.

**Clapping with the
right hand only
will not produce a
noise.**

Malay proverb



What our customers say

Oerlikon Balzers

Harry Gerhaeuser, Head of IT

On behalf of the world-leading provider of coatings, with subsidiaries in more than 30 countries, I am more than willing to endorse Partner Power. During our cooperation, we have been especially impressed by their reporting skills, and, as a result, templates have been implemented as standards within our organization to gain transparency. Also, we appreciate their ability to keep projects within budget and on time. These factors and the overall quality of Partner Power have been valuable for our organization.

Tipp24

Ulf Teuber, Project manager

Partner Power has been supporting our strategy and its developments every step of the way. They were the greatest help I, as a project manager, could get. Not only did they make the situation comfortable for me, taking away the pains of project management; they also saved us precious time and eventually money!

Microsoft®

Chris Caren, General Manager, Product Management and Marketing, Microsoft Dynamics®

Partner Power is an experienced and highly valued international Microsoft Dynamics® Gold Certified partner possessing deep product knowledge and market expertise and dedicated to serving the ERP needs of international customers.

TNS

Tim Thimaya, Project Director of Group Finance Systems

Without doubt, the journey so far has been exciting. The TNS/Partner Power project team has been stable since the start of the project, and having Partner Power as a committed partner is very reassuring. As one might expect, we have had many trials and tribulations along the way, but we have resolved to deal with these quickly, learn from the experience, and move on. Looking back, Partner Power has been instrumental in helping us to realize our visions and objectives on this project.

North Sails

Lars Ive, Chief Executive Officer, North Sails Denmark

As our business focus is not implementing business management solutions, we wanted to work with the experts. Partner Power quickly demonstrated a good understanding of our challenges and business priorities. They worked directly with each country manager to gain an insight into the specifics of their local business.

Sika

Angel Martin, ITManager

We bet for Microsoft Dynamics® AX (formerly Axapta) for its flexibility and implementation ease. Partner Power Spain has known how to identify our problems perfectly and adapt the solution to them.

What our partners say

We are industry specialists and sell ERP solutions specifically designed for the chemical, pharmaceutical and nutraceutical industries. It's a real advantage to be able to offer our international customers access to the sharpest, most experienced team in international ERP solution deployment.

Rainer Weissenberger, Partner Power Industry Specialist based in Germany

There are three things that make Partner Power the best choice for international organizations: a 100% international focus, broad global coverage with local expertise, and transparency – our customers know exactly what they are getting before they sign.

Xavier Gendron, Partner Power France

For my customers, Partner Power is all about fairness and trust – they know they can rely on us to secure their international project the best way possible, and they know we'll be around to support them after the implementation.

John Kleb, Partner Power Mid-West USA

We are proud to be able to tell our customers that we can assist them in just about any country in the world. The global reach of Partner Power really is hard to beat.

Henrik Toftum, Partner Power Asia Pacific



Ten good reasons to choose Partner Power

1. Solely dedicated to covering international demands and roll-out
2. Global coverage with the most professional and experienced local partners
3. Unique know-how from hundreds of multi-site implementations
4. Local representation for implementation, maintenance, and support
5. One contract for all locations
6. Single point of contact for implementation, project management, and worldwide roll-out
7. Full cost control from start to finish
8. Fast and proven efficient implementation
9. One organization that takes care of all your national and international ERP needs
10. Multi-site agreements and global license administration

*Professional – for me,
that's the best way to
describe Partner Power.*

**Mourad Jbiha,
Partner Power Brazil,
India and USA**

Partner Power is a global provider of Microsoft Dynamics® solutions and services that specializes in creating value for international organizations with offices in more than one country. When you work with Partner Power, you tap into the knowledge and experience of a global organization made up of the leading Microsoft® Gold certified professionals working locally in more than 50 countries.

The Partner Power product portfolio consists of Microsoft Dynamics® AX, Microsoft Dynamics® NAV, Microsoft Dynamics® CRM and over 75 proven industry-specific solutions. Partner Power offers international organizations the largest range of ERP implementation and consulting services based on Microsoft Dynamics® in the world. Partner Power services are built on best practices developed from extensive experience gathered from a variety of industries across the globe.

With our unique international focus, exclusive committed partnership model, and flexible way of working, we deliver solutions and consulting and implementation services that enable multi-national and multi-cultural organizations to increase control, improve efficiency, and boost collaboration across multiple sites and cultures before, during, and after your international project.

*Partner Power – creating value through committed
partnership for your international organization.*

Partner Power International A/S

Christianshusvej 193, 2970 Hoersholm, Denmark
Telephone: +45 7674 3100, fax: +45 7674 3102
www.partnerpower.biz, info@partnerpower.biz

Microsoft®
GOLD CERTIFIED
Partner



**Partner
Power®**

