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NEWS

Release date: 22nd October 2010

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K3 AX has been showcasing Microsoft Dynamics AX at an innovative event pitting ERP products against each other.

The company took part in the two–day ERP HEADtoHEAD" event in Dublin where six products were demonstrated using a single script, allowing for a true like–for–like comparison for finance and IT executives.

Basil Fenton Operations Director Ireland, K3 AX, said it was the first time such an event had been staged in Europe and was a huge success.

 It provided a time–effective and cost–effective event format for senior management, including finance and IT executives and members of their ERP selection teams to review the leading ERP products and to learn how to manage their selection process so that risk is reduced and benefits are maximised , stated Basil Fenton.

Products were presented once each day, with presentations taking place in two parallel streams. It enabled delegates who could only attend for one day a better chance of seeing the products they wanted to see.

To give the event the atmosphere of being at an exhibition, each company set up stands in a common area outside the demonstration rooms. Here K3 AX were able to provide attendees with promotional material, carry out more detailed demonstrations of Microsoft Dynamics AX and answer specific questions.

Mr Fenton added: What was really important was that it was time effective and cost effective for businesses seeking to improve or replace their ERP systems. What would have taken many days of research and undertaking complex comparison work was presented in an ideal way for any serious buyers. The event was so successful for buyers and sellers alike that the organisers are looking to take the concept forward with further events in the UK.

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K3 AX is part of the £40m turnover K3 Business Technology Group Plc, one of Microsoft s top 60 global partners. K3 AX provides Dynamic AX based enterprise software solutions to process manufacturing, the food industry, chemical manufacturers and suppliers, and service and repair organisations. The company is a Microsoft Inner Circle member and Gold Certified Partner.

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