



LANHAM ASSOCIATES
Supply Chain Excellence

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Press Release

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Lanham Associates Announces Demand Forecasting and Replenishment Solution for Microsoft® Dynamics™ AX

World-class Software as a Service offering now integrated to Microsoft Dynamics AX

Norcross GA, April 24, 2010: Lanham Associates, a Microsoft Gold-Certified Partner, today announced the availability of Absolute Value, its demand forecasting and replenishment solution integrated to Microsoft Dynamics AX.

Absolute Value is a world-class, best-fit forecasting and multi-site replenishment solution for distributors, delivered as a monthly subscription and on-premise. With rising inventory costs, extended lead times, and increasing demands for customer service, a savvy distributor addresses these needs with Absolute Value. This key solution, with its immediate and ongoing ROI, has a proven track record in forecasting and replenishment at more than 200 installations, and has earned the endorsement, "Certified for Microsoft Dynamics."

According to leading distribution industry consultant Jon Schreiberfeder, President, Effective Inventory Management, Inc., "Absolute Value software features a comprehensive set of tools for forecasting the future demand of products, replenishing inventory and analyzing an organization's inventory investment. It can help distributors in a wide variety of industries achieve the goal of effective inventory management."

A Microsoft Dynamics AX implementation represents significant investments in cash and time for distributors. Absolute Value is designed to integrate with Microsoft Dynamics AX to preserve a customer's current software investment, while updating their forecasting and replenishment capabilities. In addition, the Absolute Value User Interface is the same as Microsoft Dynamics AX, allowing for a leveraged training investment as well.

"In these challenging economic times," explains Lanham Associates COO, Mary Lanham, "distributors must optimize their inventory investment and cash position. Just as important, distributors will need to have the right tools in place to recognize and prepare as their markets begin to recover. Absolute Value can accomplish this for them, and is viable for any distributor using Microsoft Dynamics AX because of its flexible delivery options and unique associated pricing."

Absolute Value represents a key opportunity for Microsoft Dynamics AX customers to apply an established forecasting and replenishment solution to their sophisticated and complex inventory management requirements.

About Lanham Associates

Lanham Associates has been creating supply chain solutions for the Microsoft Dynamics market since 1995, and has more than 1,200 end customer companies with over 66,000 users, relying on their solutions in 18 countries worldwide. Lanham Associates maintains high standards for product excellence, and has been the recipient of both the President's Club and Inner Circle Awards many times since being affiliated with Microsoft.

Current products include Absolute Value; ACE – Advanced Commerce ERP for Automotive, CPG, Electronics, & Sporting Goods; EDI; E-Ship; E-Receive; Address Validation; AFP - Advanced Forecasting and Procurement; ADCS Warehousing; Outbound Warehouse Request; Credit Card Processing; and History & Security Management.

About Microsoft Dynamics

Microsoft Dynamics is a line of easy-to-use, integrated and adaptable ERP and CRM applications that enable business decision-makers to quickly respond to market shifts, take advantage of new trends, increase their competitive edge and drive business success. Microsoft Dynamics solutions are delivered through a world-class network of reselling partners who provide specialized services and additional innovation to help customers excel in their industry.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.