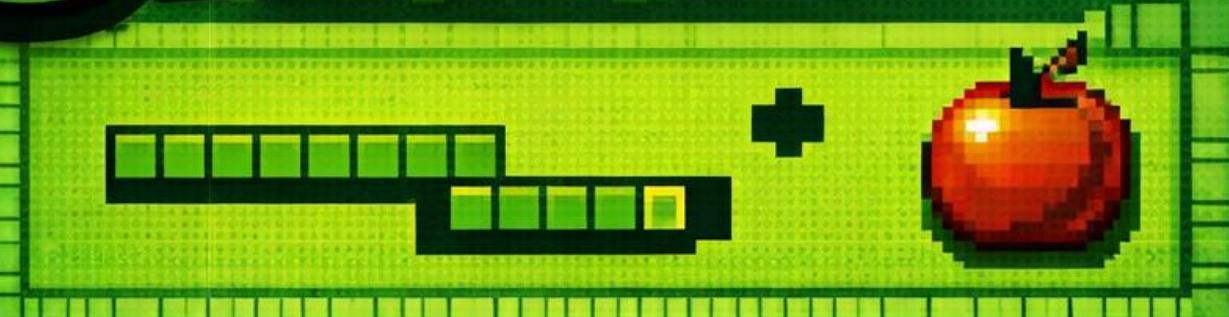


Have you ever
OWNED A NOKIA 3310?

**AND DO YOU MISS
PLAYING...
SNAKE?**



From Nokia 3310 to iPhone: The Evolution from GP to Business Central

This isn't about old versus new.

It's about how technology evolves to meet changing needs.

Gary Griffin
Senior Account Executive - Dynamics





Remember the Nokia 3310?

Reliable

Never let you down

Tough

Virtually indestructible

Battery Lasts Forever

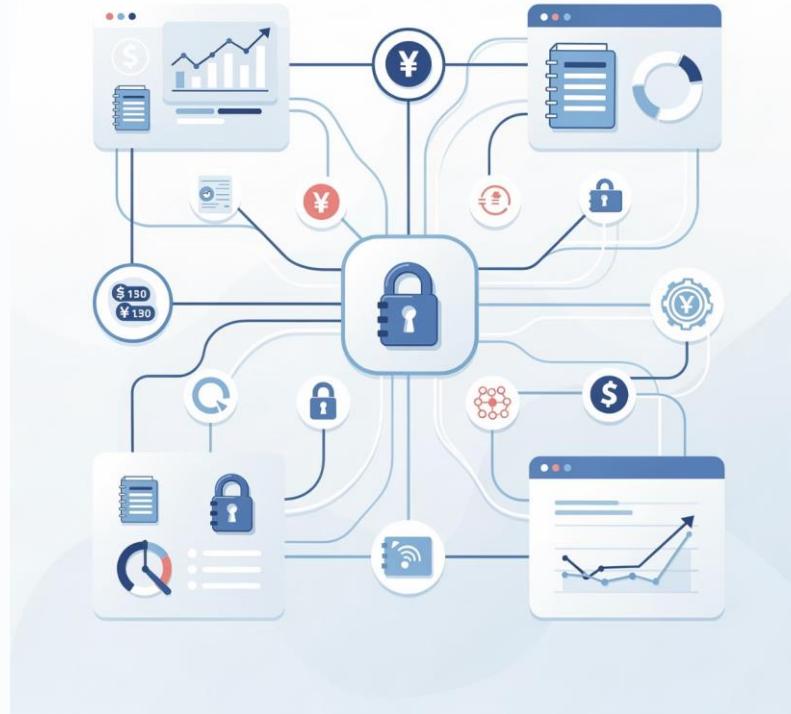
Weeks between charges

Does 2 Things Well

Makes calls, sends texts

The 3310 was legendary. People absolutely **loved** it.

Why GP Has Been Successful



Stable Financials

Trusted accounting foundation that businesses depend on daily

Proven Processes

Years of refined workflows delivering consistent results

Highly Trusted

Built credibility through reliability and accuracy

Running Critical Businesses

Powers operations for thousands of organisations worldwide

GP was reliable, familiar, and trusted. Many businesses have built exceptional processes on this platform. But like the Nokia 3310, the landscape around it has transformed.

The World Changed

GP wasn't designed for today's cloud-first, mobile-first, API-first business environment. Whilst it *can* be extended to meet these needs, doing so requires significant effort, cost, and custom development work.

Remote & Mobile Work

Teams need access anywhere, on any device

Integration Expectations

Systems must connect seamlessly with other tools

Automation

Manual processes no longer sustainable at scale

Real-Time Data

Decisions require instant, accurate insights

Low-Code Customisation

Business users need agility without heavy IT dependency



Business Central = iPhone

Same Purpose. Completely New Experience.

Core ERP Capabilities

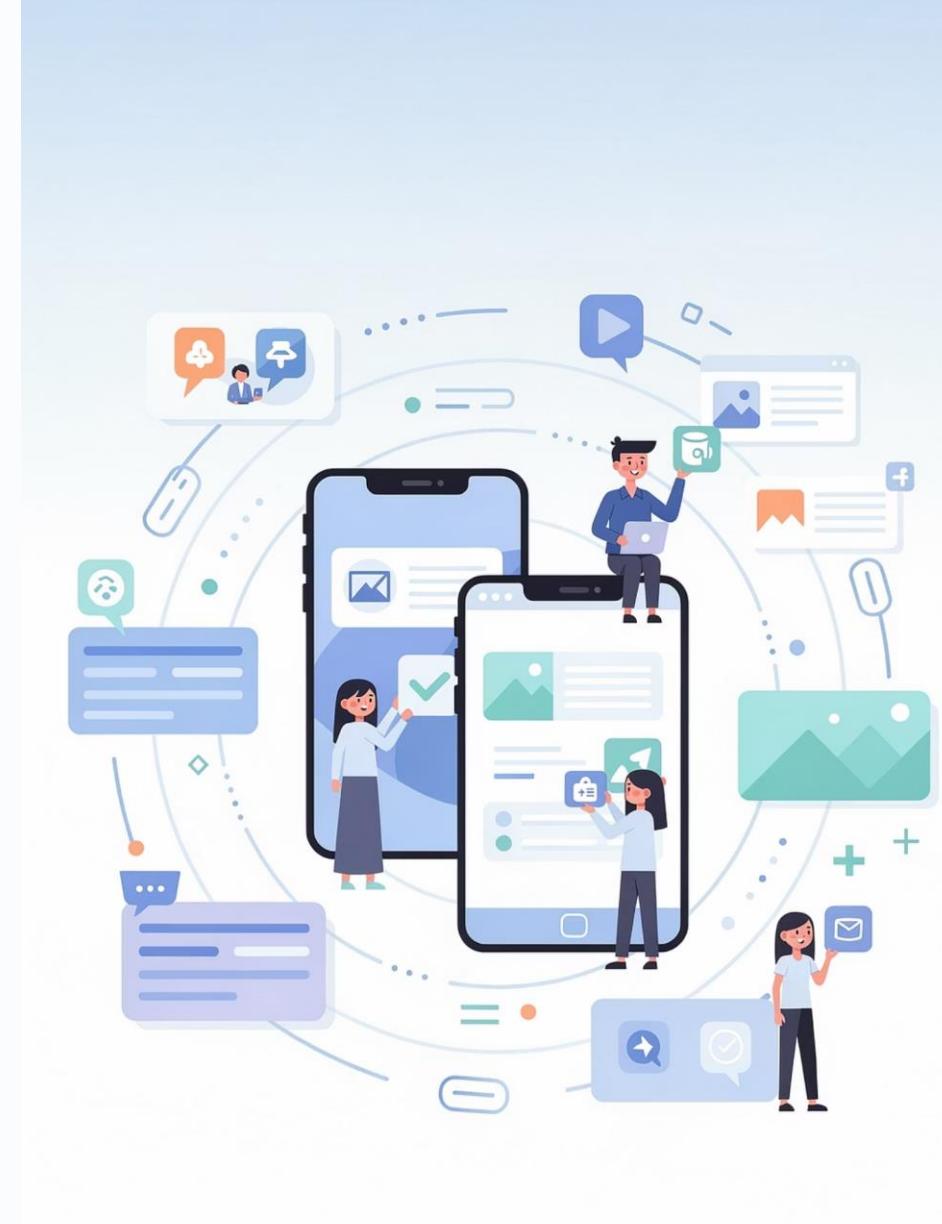
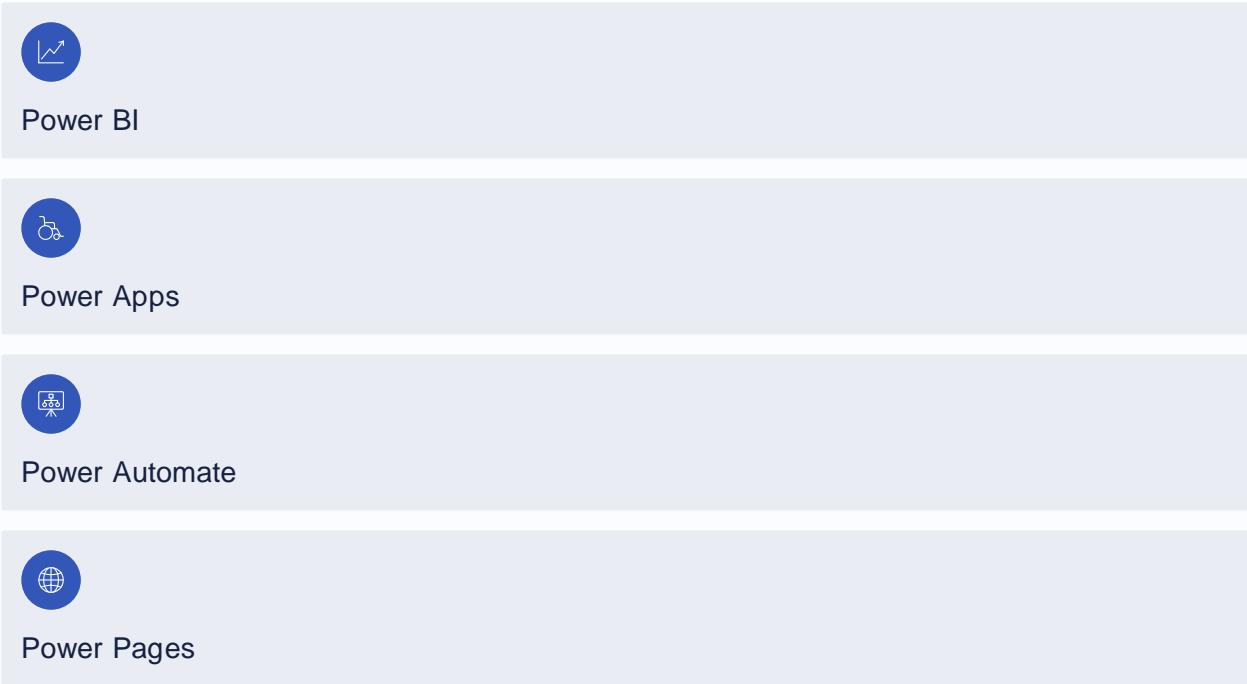
- Finance
- Operations
- Reporting
- Supply chain management

Modern Advantages

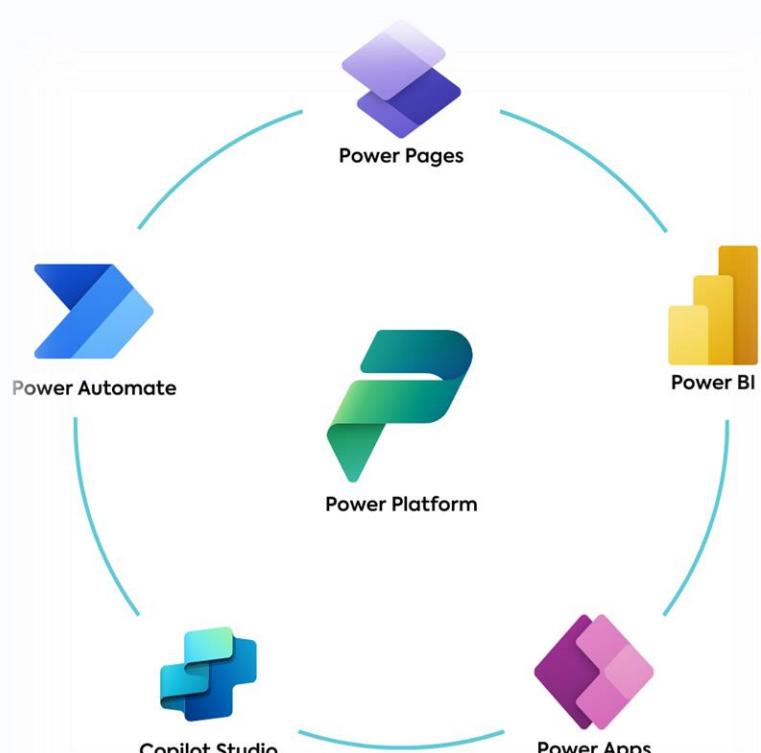
- Cloud-based infrastructure
- Always up to date
- Secure by default
- No servers, no upgrades, no VPNs

The Real Game Changer: Power Platform

This Is Where BC Really Wins



What the Power Platform Does



Power BI

See your data—interactive dashboards and real-time insights

Power Apps

Build apps fast—custom solutions in days, not months

Power Automate

Remove manual work—intelligent workflows that run themselves

Power Pages

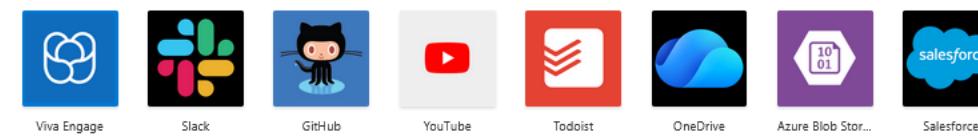
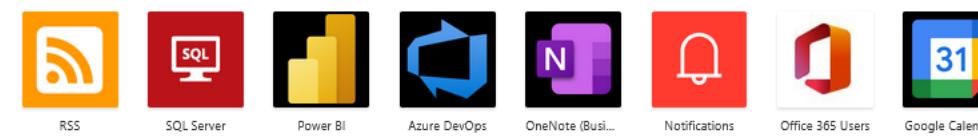
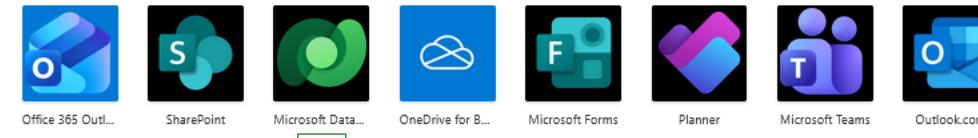
External portals—secure customer and partner access

Search connector All connectors

Recently added connectors



All connectors



All

Products

Categories

Industries

Partners

Filters [Clear all](#)

 Search filters

Products (1)

Azure

Dynamics 365 (1)

Business Central

Commerce

Customer Service

Customer Voice

Field Service

Finance

Human Resources

Marketing

Mixed Reality

Project Operations

Project Service Autom...

Sales

Dynamics 365 Business Central

Connect your financials, sales, service, and operations with an all-in-one business management solution. Easily tailor and extend the application to meet your business or industry-specific needs.

[Get Dynamics 365 Business Central >](#)



Apps results

Showing 8354 results in apps. View [826 related results in professional services](#) or [28 related results in industry clouds](#).

Business Central  Dynamics 365 



Free trial

Master Data Information

Abakion

 Business Central

The simple way to create custom fields and do master data management and PIM without customization



Free trial

Use Dynamics

Abakion

 Business Central

Easy Access to hundreds of free video user guides for Microsoft Dynamics 365 Business Central



Free trial

B2B Ecommerce - Webshop & PIM in one

Abakion

 Business Central

Launch a B2B ecommerce webshop in no time. Manage PIM data and e-commerce from Business Central.



Free trial

Intercompany

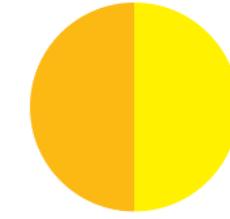
Abakion

 Business Central

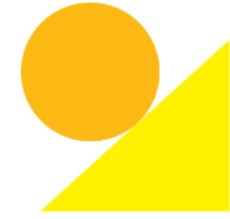
Easy, automated and feature-rich intercompany - with instant execution of transactions.

APIs

Filter by title & description



Account Reconciliation
APIs to manage account reconciliation



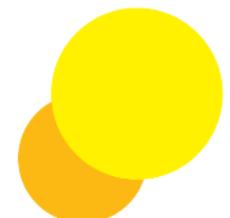
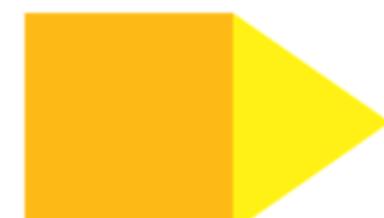
Administration & Settings
APIs to manage administration and settings



Consolidation Integrity Manager
APIs to manage consolidation integrity manager



Document Management
API to upload Journals document using signed URL



The iPhone Effect

You Didn't Just Get a Phone



GPS Navigation



Professional Camera



Mobile Banking



Instant Messaging



Unlimited Apps



↑ EVOLUTION

What This Means for GP Customers

This Is an Evolution, Not a Rip-and-Replace

Familiar Microsoft Ecosystem

Same trusted partner, natural progression within your existing technology landscape

Same Core Financial Concepts

Your accounting principles and business logic remain consistent

Modern Tools Layered On Top

Enhanced capabilities that complement your existing knowledge

Future-Proof Platform

Built for continuous innovation and emerging technologies

Where Microsoft Is Investing



Business Central

Core platform for modern ERP



Power Platform

Low-code application development



Copilot & AI

Intelligent automation and insights



Cloud Security

Enterprise-grade protection



Microsoft

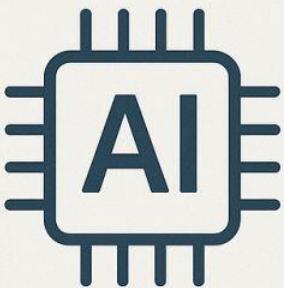
\$31bn

AI INVESTMENT IN THE UK

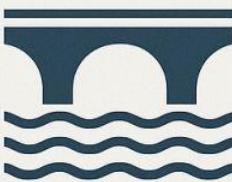
ALONGSIDE GOOGLE
AND NVIDIA'S
COMMITMENTS



DATA
CENTRES



SUPER-
COMPUTING



INFRA-
STRUCTURE



Microsoft

Nokia Didn't Fail. The World Moved On.

The opportunity isn't replacement—it's capability.

Moving forward means building on your foundation, not abandoning it. It means positioning your organisation for the next decade of growth and innovation.



Gary Griffin

Senior Account Executive – Dynamics

Gary.Griffin@advantage.co.uk