



CASE STUDY

Microsoft Dynamics AX establishes an efficient supply chain management for a lifestyle apparel and sportswear company

Microsoft Dynamics ERP Implementation

Implementing Microsoft Dynamics AX ERP solution with integrated supply chain management module that streamline sales and purchase processes while providing new prospects for vendor commitments and on-time delivery.



PROTECTED

Client: **Protected by NDA**

Country: **USA**

Industry: **Clothing Fabrics**

About the Client

The client is a leading designing and marketing company for men, women, and children lifestyle apparels/sportswear with a distinctive brand label. Being a prominent apparel leader, the client serves a huge customer base in golf sportswear, identity specific retail chains, and corporate segments. The client currently produces official merchandise for major sports clubs and leagues, colleges and universities, etc. which are available at department stores, sporting goods outlets, sports specialty stores and team shops.

Challenges

- The client's supply chain management process lacked functionality for monitoring planned and committed supplies to dedicated stores. Due to this, the client was facing issues such as delivery to wrong customers resulting in negative return on investments and loss of business in some cases.
- In the absence of a formal inventory management process, the client faced lot of challenges in maintaining on-time delivery schedules to different suppliers and vendors.
- Large amount of sales and purchase orders and the absence of formal supply chain process frequently resulted in miscommunicated information to other process and stakeholders. This resulted in wrong data entered into the legacy system impacting reporting as well as delivery schedules or wrong deliveries.

Quicks Insights



Challenges

- Incorrect delivery of orders leading to low ROI
- Inadequate sales and purchase process for maintaining orders
- Time consuming manual dependencies for generating and dispatching orders



Solution

- Microsoft Dynamics AX based ERP implementation with supply chain management module
- Automated processes for Sales and Purchase
- Enable ATP process for tracking availability of goods



Result

- On-time delivery standards
- Lower recurring costs with reduced manual dependencies
- High visibility on sales, purchase orders and shipments



Technologies Used

- Microsoft Dynamics AX 2012
- Windows server 2016
- SQL server 2016
- Visual studio 2015

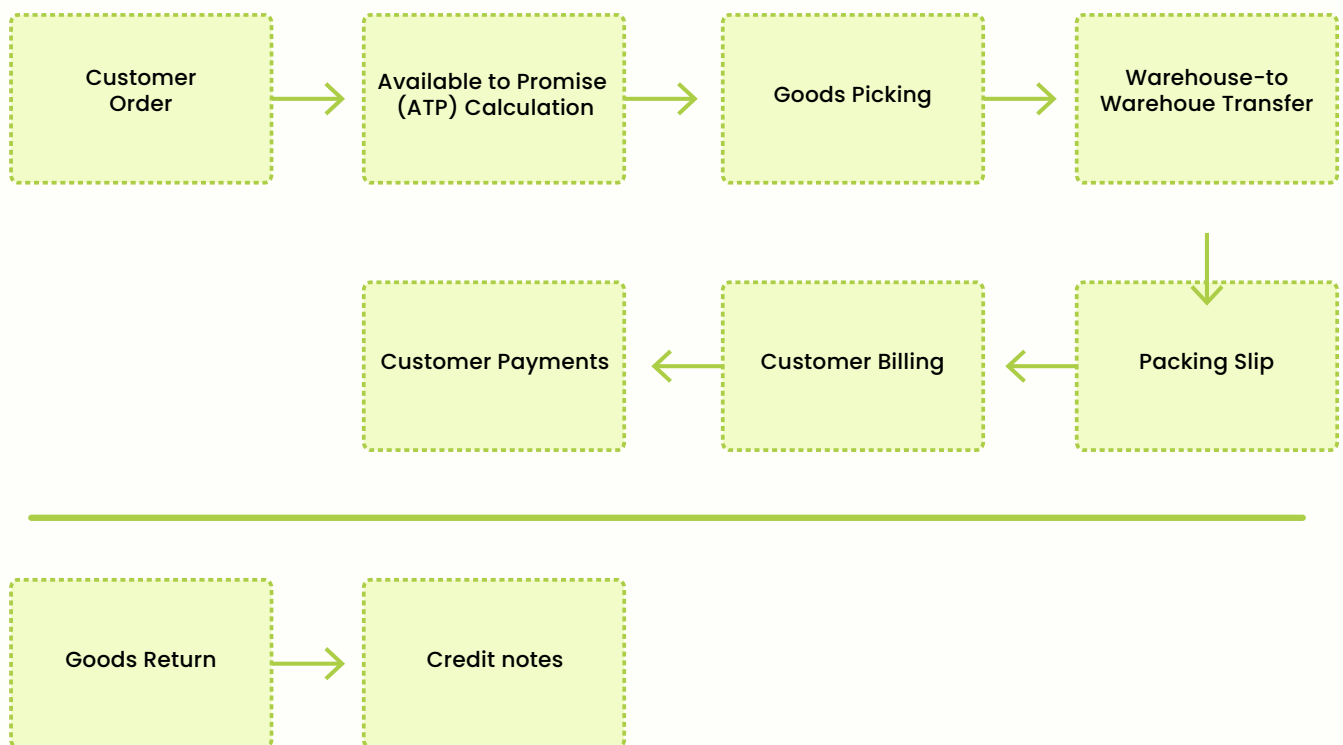
Approach

DEV IT's ERP business analysts and functional experts reviewed the client's business practices vis-à-vis their legacy system process, identified process and system gaps and documented fresh system requirements encompassing business process change complementing with an appropriate single ERP system. Microsoft Dynamics AX 2012 was recommended and implemented as a single, centralized platform that integrated product design, purchase, inventory, sales and shipments; essentially providing a single, efficient Supply Chain Management system.

Solution

- Implemented the ERP solution by centralizing the three main processes: sales, purchase, and inventory.
- To increase customer satisfaction and enterprise reliability, we implemented Available-to-Promise (ATP) process that executes throughout the day and generate delivery commitments for the sales order received daily.

Overview



Following implementations performed to deliver the solution:

Sales Process:

- To streamline and automate the sales order entry process, our team integrated the incoming sales orders from the website with the Sales Order functionality of Microsoft Dynamics AX.
- Our technical experts created customizations to automatically create shipping schedules, automate shipment tracking, and automatically generate sales invoices.
- Implemented multiple delivery address functionality in the ERP and configured this with Vendor Item Rates and Trade Agreements. This provided seamless information flow from Sales to Purchase to Vendor eliminating miscommunications and wrong deliveries.

Purchase Process: :

- Automated the purchase processes with features such as auto-generating shipments from purchase orders, palletized transports from receipts and vendor invoices.
- Implemented a planned purchase order generation as per inventory requirements to enable on-time order placements.

Benefits

- Incorrect deliveries were eliminated, thus saving efforts, time and costs for reversals.
- Reduced manual errors enabled timely vendor payments, thus driving vendor satisfaction.
- Procurement division was able to save 50% of its efforts for creating RFQs and POs since the procurement information is readily available and easy to evaluate.
- Supply chain control has improved significantly since the inventory levels as well as the inventory movement and consumption can be easily monitored, saving a huge amount of unnecessary capital investments.
- Easy availability of production parameters empowered the management to push towards increasing greater efficiencies in production and quality control.

About DEV IT

DEV IT is public listed (NSE-DEVIT) organization based at Ahmedabad, India. For more than 2 decades, the organization has evolved into a multi-faceted unit with 1200+ strong, skilled workforce providing cutting-edge software and infrastructure solutions in Cloud, Data and Automation domain. DEV IT provides services to government departments, public sector organizations across several states in India as well as 100s of clients worldwide from diverse industry sectors: healthcare, travel and hospitality, manufacturing, professional services, retail, transportation and logistics and more.



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