

# Great business results of Dynamics 365 implementation

**Customer:**

Audio-Technica Limited  
Europe, Middle East, Africa

**Industry:**

Distribution of own brand audio equipment to professional and consumer markets.

**Result achieved:**

- Many process improvements achieved across planning, procurement, sales, logistics, finance and service.
- Warehousing module with mobile devices now uses 100% standard software in Microsoft Dynamics 365/AX 2012 R3;
- Scalability delivered: Audio-Technica's EMEA business has grown by more than 50% in 3 years since first go live in 2015.

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**audio-technica.**

## Case Study: implementation of Microsoft Dynamics 365 (AX 2012 R3)

**Summary.** The purpose of this project was to upgrade Audio-Technica's existing implementation of Microsoft Dynamics AX 2009 to the latest version of the product, Dynamics AX 2012 R3. A "re-implementation" approach was chosen, rather than a technical upgrade. Effective partnership and smooth implementation gave exceptionally good result and business benefits.

**Company profile**

Established in 1962, Audio-Technica is a worldwide group of companies devoted to the design, manufacture, marketing and distribution of problem-solving audio equipment. Today, Audio-Technica has more than 500 employees and sales of USD300M worldwide. It is a global leader in its field, committed to providing superior performance and exceptional value for customers around the world.

**Project objectives and scope**

The purpose of this project was to upgrade ATL's existing implementation of Microsoft Dynamics AX 2009 to the latest version of the product, Dynamics AX 2012 R3. The implementation had the following objectives:

- "Keep Current" – increase the life of its investment in Dynamics AX by moving to the latest version.
- Take advantage of new functionality available in AX 2012 R3.
- Eliminate bespoke modifications from the current solution wherever possible.
- Use the opportunity to re-model business processes in the warehouse.
- Support anticipated business growth over the next 3 to 5 years.



*Adrian Rooke, Managing Director at Audio-technical Limited.*

*"GO-ERP gave us great support for our recent international deployments of Dynamics AX 2012 R3 in the UK, France, Germany and Spain.*

*As a fast-growing business, we need a strong, flexible partner able to turn high-level business requirements from our management team into a fully operational system for end users.*

*GO-ERP resourced the project for us from the analysis, solution design and build through to testing and bringing the new system live. Our most recent go live in Spain was achieved in just 18 weeks from start to finish!*

*We are delighted with the results."*

# Great business results of Dynamics 365 implementation



## Key benefits

In addition to on time and on budget go-live, the project objectives were met in full. Many process improvements were achieved across the business, including:

- Enhanced Available-to-Promise (ATP) planning, meaning that earlier sales can be achieved automatically - zero user intervention - whenever upstream supply chain dates improve.
- Automated credit checking and release to warehouse in line with ATP.
- Mobile device driven picking with differentiated picking logic for small/large order quantities according to customer type;
- Integrated serial number tracking for high value, outbound items.
- A fully automated payment interface for SEPA direct debit collections from European customers using the B2B core scheme.
- Simplified expense claims for field based employees using Enterprise Portal / employee self-service.
- Enhanced return order processing for RMA and warranty claims tracking leading to improved team performance measured by KPIs.

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## Challenges:

- Remove bespoke software modules for EDI orders, credit control and warehouse management processes.
- Provide maximum opportunity for process improvements.
- Deploy as a single instance across new geographies to include newly acquired companies in Spain & Netherlands and wholly owned subsidiary in Hungary.
- Retain legacy trading data from AX 2009.

## Strategy

A “re-implementation” approach was chosen, rather than a technical upgrade, as this approach would give the best opportunity to implement process improvements using new functionality.

Existing business processes were then identified and classified according to the opportunities available for improvement:

- Processes that are working satisfactorily using standard MS Dynamics AX 2009 software.** The project team reviewed applicable new functionality in AX 2012 R3 to see if improvements could be made.
- Processes that are working satisfactorily using MS Dynamics AX 2009 together with bespoke software and/or third-party software that has been interfaced.** The project team explored options for re-modelling these processes in AX 2012 R3 using standard software only. Decisions were taken during the Analysis stage on whether interfaces and/or bespoke modifications were necessary.
- Processes with minor issues.** The project team explored options for re-modelling these processes in AX 2012 R3 to resolve the issues.
- Processes that require re-engineering.** The project team built a “to be” process model for each process and performed a fit/gap analysis with the standard software available in AX 2012 R3.

## Solution and Project Execution

AX 2012 R3 was implemented from scratch based on Microsoft SURESTEP methodology. A fixed analysis phase of 6 weeks duration was used to review new functionality in AX 2012 R3 of potential interest to the business and perform new fit/gap to business processes. A re-engineered “to be” process vision was created from these sessions. Design and build proceeded iteratively through several cycles.

A **key component in the success of this strategy** was early data migration design, with each design/build cycle taking as much test data as possible from the legacy AX 2009 system for use with solution walk through and testing in AX 2012. Through this cycle repeated every 6 to 8 weeks new modifications, integrations and reports were brought on line. On completion of the final build a traditional deployment process was followed beginning with UAT on production hardware, performance testing, a formal go-live readiness assessment and a cut-over period during which end user training was delivered leading to the first “big bang” go-live on the 7th of July, 2015.