Great business results of Dynamics 365 implementation

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.

"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."

-Adrian Rooke, Managing Director at Audio-Technical Limited

SUMMARY

The purpose of this project was to migrate Audio-Technica's existing implementation of Microsoft Dynamics AX 2012 R3 into the Dynamics 365 Cloud Platform. A "re-implementation" approach was chosen, rather than a technical upgrade. Effective partnership and smooth implementation gave exceptionally good results and business benefits.

During the project, AX 2012 was replaced and migrated into a full D365 Cloud environment, including EDI Solutions, Docentric, Magento B2C Platform, Integration with multiple shipping carriers, Power BI reporting, custom data entities, and integration with EU and UK banks.

COMPANY PROFILE

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

Geography:
UK, France, Germany, Spain, Netherlands & Hungary. 125 concurrent users across 6 countries.

MAIN GOALS

- Dynamics 365 Upgrade – Finance & SCM

- Simplify and remove AX 2012 customisations wherever possible

- Remaining customisations and integrations re-designed for new technical architecture and cloud

- Opportunity to clean up the data – leave old master records and transactions behind

- Process change and simultaneous implementation of new functionality

INTERNATIONAL PROJECT MANAGEMENT

- A project that went live on time – to the exact day.
- "Big bang" approach de-risked with all country participation in mock go live beforehand
- Individual country UATs were given to each user group to ensure maximum interaction with the project team
- Constant communication through the Go-live process with Teams channels for country leads and WhatsApp for project team task hand-over
- Go-live plan was fully tested with start date/time, duration and dependencies for all activities giving confidence.
- The team only met in person once, for the Go-live presentation.

DELIVERING ONGOING VALUE POST GO-LIVE

- Fresh implementation of Dynamics 365 Sales underway with dual-write integration for Prospect à Customer and Quote à Order processes
- Dynamics 365 HR implementation proposed for 2023
- Twice yearly upgrade cadence with an evaluation of new features and automated testing. Second post Go-live update (10.0.30) underway and scheduled for Go-live in January 2023
- Evaluating new tax engine functionality to support multiple VAT registrations inside one legal entity.

Project duration: 18 months.

Delivery: 100% remote work

RESULTS

- New technologies adopted during the implementation
- Innovative Dynamics 365 customisation delivered real business value and increased sales
- Fully on-premise environment for AX 2012 was replaced with full cloud environment for D365
- Multiple ISV solutions, integrations and paradigms installed (Analytics systems, Integrations with multiple banks, B2B and B2C platforms etc.)
- Timely rollout

Adrian Rooke, Managing Director at Audio-technical Limited.

"GO-ERP resourced the project for us from the analysis, solution design and build through to testing and bringing the new system live.

We are delighted with the results"