



# Advanced Supply Chain Software™

for Microsoft Dynamics® AX



## CLIENT SUCCESS STORY: Leading Provider of Technical and Supply Chain Solutions

Supply Chain leader leverages modern technology allowing them to maximize their effectiveness in distribution while continuing growth into light manufacturing. Microsoft shop now has given needed visibility and single version of the truth.

This company was originally founded as a manufacturer's agent and industrial distributor. It has grown to become a leading provider of technical and supply chain solutions for automation and control with over 200 employees in 15 locations across North America.

Their products and services are specialized, based on representing a limited number of closely associated and technologies, while at the same time providing good geographical coverage of their industry. The organization combines modern business management with continuity, sales, supply chain and engineering skills, and financial integrity.

An incorporated company, they are totally employee-owned and controlled by principal employee-shareholders who are active in the daily operations as the management team. The Company has pioneered broadly-based employee ownership and currently has more than two-thirds of its employees as shareholders. They also have a profit-sharing plan for all employees other than sales staff who have their own performance-based incentive plans.

Being employee-owned, they were looking to have a solution to keep the company growing soundly.

### Overview

#### Client Profile

Industry leader distributes technical and supply chain solutions for automation and control applications in North America. Founded in 1957, it supplies hydraulics, distributes industrial power tools, and provides commodity management programs.

#### Business Issue

As a distributor, expanding into light manufacturing they needed a supply chain solution that could support all areas of their business and the growth they desired. They needed a single solution providing a single version of the truth.

#### Solution

*Software:*

Microsoft Dynamics® AX

Advanced Supply Chain Software™

*Microsoft Partner:*

I.B.I.S., Inc., a Sonata Software Company

#### Benefits

- Ease of Use
- Microsoft Integration
- Single Version of the Truth
- Price and Rebate Management
- Improved Customer Service



*“There's no better business partner to work with. I.B.I.S. is an organization that's not only enthusiastic, but also cares about our concerns,” Corporate Technology Manager. He continued, “One of the things that comes to mind when I think of I.B.I.S. is that they listen to the customers and they understand distribution.”*

## Situation

---

This client is a distributor, first and foremost. 70% of their business is distribution, but they're slowly adding light manufacturing to what they offer, and their business is growing. This new part of the business, couldn't be managed with their previous ERP system. They were doing a lot of things manually and were looking for a package that allowed them not only to focus on distribution, but also on light manufacturing. An issue they were facing was knowing what the truth is when looking at data. They had four different sources of data extraction tools and were looking to consolidate to a single tool – one version of the truth.

## Solution

---

One of the key reasons for choosing the Dynamics AX software package was ease of use. A single look right across the board, from CRM to projects, to the inside sales portion of the software. Additionally, integration was important. Microsoft will integrate better than any other package into Microsoft, and that was their second criteria with looking at software packages. They don't like to fall behind, so as Microsoft keeps pushing and advancing Dynamics AX, they want to stay current with anything that enhances the use of the software.

A small gap was noticed in Dynamics AX with regards to pricing and rebate management, which are two key aspects of their business. They looked at a couple of ISVs add-on solutions for Dynamics AX, one of them being Advanced Supply Chain Software™ (ASCS) powered by I.B.I.S. Not only did ASCS solve their pricing and rebate issues, but there is additional, robust functionality in ASCS that really provide a “wow factor.”

## Partnership

---

For this provider, partnering is all about the people. When they first engaged with I.B.I.S., they realized that not only did I.B.I.S. know how to sell software, but they understood the distribution part of the business.

## Benefits

---

By using Dynamics AX and ASCS, one of the key areas they hope to improve is customer service. The functionality around placing orders, delivery of goods, and the access to that kind of information is a key component for improving customer service as opposed to how they were doing things, with green screens and limited visibility.

## FOR MORE INFORMATION

For more information on I.B.I.S., Inc., a Sonata Software Company products, services and Microsoft offerings call **+1 770.368.4000** or visit **[www.ibisinc.com](http://www.ibisinc.com)** on the web.

