



## Client Success Story:

## Enterprise Solutions

### Client:

Our Client provides perfumes, body, and hair care products on a consignment basis. They sell directly to large retailers with close to 5,000 outlets across the continental U.S

### Situation:

- **Need Access to Real-time Information.** The company's business model relies heavily on the ability of management to easily access real-time information. This information is largely comprised of EDI transmissions and a custom-developed solution based on virtual warehousing. The information is used to forecast and replenish customers' stock levels. The company also uses EDI and other technologies for transmitting shipping and receiving data between their suppliers and customers.
- **Need to Maintain Many Customer Accounts.** In addition, the company's trading partners vary in business types and sizes. Because of this, it is important to be able to properly maintain and manage a large number of customer accounts and warehouses.
- **Need to Manage a Variety of Data Types.** Accompanying such a diverse customer base is the need to manage a variety of items, warehouses, price plans, and promotions.

The old systems couldn't handle all of these demands, which resulted in a patchwork of custom systems and manual processes. The increased work and time delays decreased overall company performance. When you added the factor of the company's explosive growth to the equation, it became obvious—a new system was needed.

### Solution:

Microsoft Business Solutions partner, Auxis Management Consulting, performed an assessment that led Model Imperial's management to implement a new ERP solution using Microsoft Business Solutions—Great Plains software. The new system needed to meet the variety of needs.

- **Sustained Company Growth.** “The task of providing increased productivity and real-time information was critical to sustaining our projected growth. Without the new fully integrated system, a new season with the expected volumes was unthinkable,” said the Chief Financial Officer.
- **Management of Inventory and Sales Data in Real Time.** Using Microsoft Business Solutions, Auxis designed a solution used to manage and track inventories across thousands of virtual warehouses and provide sales and inventory data in real time. “Our organization can now rely on the timeliness and accuracy of our information and focus on improving the bottom line,” the CFO states.
- **Capture and Integration of EDI Data Using eConnect.** The ability to capture the EDI data and automatically integrate it to the back office using eConnect reduced hours and days from the task of forecasting. Sales representatives can now remotely access historical stock levels and sales trends, updated with real time retail sales data. The data are analyzed, and replenishment orders are issued directly from the field.
- **More Automation.** While many processes have changed, thanks to the company’s new system, the CFO states that even in the cases where nothing is new, things are better. “The solution crafted by Auxis using Microsoft Business Solutions, BizTalk, and eConnect allows us to automate many processes that were formerly manually driven. Obviously, manual processes do not scale. In addition, we now have capabilities that we did not have previously to run the company better.”

## Benefits:

Retail companies know the value and the cost of product distribution. At Model Imperial, the result of implementing the Great Plains solution streamlined the entire business process and created a ripple effect throughout the organization.

- **Increased Speed.** Before the implementation, sales representatives couldn’t access current inventory and sales trends until unreliable, custom-developed programs scrubbed all the data. Today, Microsoft Business Solutions provides real-time sales and inventory information.
- **Improved Accuracy.** The old system incorporated inventory errors that resulted in procurement and accounting errors—Microsoft Business Solutions automatically adjusts for these inaccuracies.

- **Cost Savings.** The total investment in the implementation was less than half the cost estimates of other solutions. In addition, the automation of many previously manual processes eliminates the need to hire additional staff and allows for better use of existing resources.
- **Improved Sales.** The flexibility of Microsoft Business Solutions allows our client to accurately predict and prepare for demand. This increased lead time widens the gap between analysis and execution, allowing for improved demand planning.