



Dynamics 365 for Finance and Operations Implementation Enables a Consumer Goods Company Improve Business Operations

CASE STUDY

Customer: A consumer goods company manufacturing windproof lighters

Size: 501 – 1,000 employees

Location: Bradford, PA

Industry: Consumer goods

Profile: The company offers a full line of products across lighters, knife, and candles to enhance outdoor experience

Services: Dynamics 365 for Finance and Operations Implementation

Business Need

The consumer goods company operates across major countries of the world including USA, UK, Germany, France, China.

In the EMEA region which includes UK, Germany, and France, the client used a legacy system to manage operations and financials. All legacy systems were specific to each region due to which there were challenges in terms of process improvements as well as unification, master data management, financial consolidations, and reporting.

This was one of the key reasons to implement Dynamics 365 across EMEA and to have a more standardized global solution that could let the client efficiently manage business processes globally. Dynamics 365 for Finance and Operations would help them leverage the opportunity of extensively using the ERP functions, Power Platform features, and a better integration framework with their 3PLs and retail channels.

The consumer goods client approached Synoptek to carry out the Dynamics 365 for Finance and Operations implementation and standardize operations across different regions of the world.

Solution and Approach

To meet the client's need, Synoptek first began the engagement by visiting locations to understand existing business processes, identify gaps in the current legacy system, and take care of support issues.

Our approach included carrying out a global requirements process assessment, identifying gaps in terms of best practices, and determining the opportunity to build a global template.

Based on mutual acceptance, Synoptek suggested implementation of all modules in Dynamics 365 for Finance and Operations and customizing modules to suit specific needs. The main areas covered included:

- Different Retail Channels From Which Order Sourcing Was Done
- Order Fulfilment Process
- Product Management
- Catalog Management
- Pricing Management
- Supply Chain
- Logistics
- Master Plan
- Financials

Synoptek also handled various integrations with third-party software such as logistics software and an e-commerce platform. This was done so the client could use Dynamics 365 for Finance and Operations as a global solution.

In addition, Synoptek also worked and provided the client with region-specific compliance as well as imparted training to key users and end-users for increasing adoption. Other services included:

- Solution Designing
- Customization/Modification
- User Acceptance
- Data Migration
- Go-Live
- Hyper Care Support

Benefits

With Synoptek's support, the consumer goods manufacturer was able to achieve several benefits:

- Maximized utilization of Dynamics 365 for Finance and Operations
- Effective tracking of issues that significantly improved financial control and visibility
- Reduction in cost and efficient business operations
- Better analysis and reporting through Power BI integration
- Standardized workflows using Power Automate
- Global overview and insight across the enterprise using a single platform
- Global and easy way to manage Catalog and Product Pricing
- Optimized the Order Fulfillment Processes

About Synoptek

Synoptek is a global systems integrator and managed IT services provider, offering comprehensive IT management and consultancy services to organizations worldwide. The company works in partnership with clients of all sizes – from mid-market to Fortune 100, and for over two decades, its focus has been to provide maximum business value to its clients, by enabling them to grow their businesses, manage risk and compliance, and increase their competitive position. Synoptek is committed to delivering improved business results and unmatched service to every client, every time.



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