

Manufacturing: Leading Hardwood Flooring Manufacturer Responds to Growing Demand with Microsoft Dynamics AX, CRM and SharePoint

Constantly innovating products to meet customer demands, Boa-Franc, a North American hardwood flooring product manufacturer, realized it needed an agile tool to manage business processes and rapidly react to product requests and manage sales opportunities.

Business Challenge

Hardwood floor manufacturers face unpredictability of raw materials due to factors such as multiple species of wood, colors and grades of wood, variable quality, supply levels and construction industry trend changes. Due to the nature of the hardwood business, the original Microsoft Dynamics partner heavily modified the solution to address these variations during the actual manufacturing process. While the customized version of AX worked short term, the company soon realized it needed another, more standardized approach to support its business long term. With rapidly changing business conditions, including a shift in distributors reducing inventories, Boa-Franc needed an agile and highly configurable solution versus relying on custom code. Additionally, Boa-Franc faced integration challenges with new acquisitions. It needed sound and thorough business processes to allow for seamless adoption by newly acquired companies.

The Solution

Boa-Franc selected Edgewater Fullscope as its Microsoft Dynamics Partner due to strong process manufacturing expertise. Fullscope devised a plan to decommission modifications in favor of implementing and ultimately upgrading to the latest version of Dynamics AX, which by this time included built-in process manufacturing functionality (originally developed by Fullscope).

"Moving to standard AX and upgrading to the latest version allowed us to better manage our product mix issues," said Boa-Franc IT Director, Ghislain Quirion. "This improved our supply chain processes while letting us maintain operational efficiency across the company for a significant competitive advantage."

Customer Profile

Boa-Franc is a well-known, North American hardwood flooring product manufacturer with distributors across the United States. Years of success and reputable products garnered this manufacturer the certification to complete all stages of manufacture; from the selection of raw material to the delivery of the finished product.

Business Situation

Boa-Franc found it difficult to manage processes and respond to the growing demand of its products and turned to Fullscope to upgrade and enhance its Dynamics AX and CRM environments.

The Solution

- Microsoft Dynamics AX
- Microsoft Dynamics CRM

Benefits

- Adapt to changing market needs
- Increase operational efficiency across the company
- Improve competitive advantage
- Extend agile manufacturing and supply chain processes to accommodate market fluctuations
- Promote acquisition growth
- View custom dashboards in real time for visibility into sales, marketing and service process efficiencies
- Integrate other Microsoft products including SharePoint for its customer portal, CRM, FRx, Exchange and Office
- Allow internal resources to self-implement Dynamics AX at the newly acquired companies
- Track yearly goals
- Report on data from one central system

Other Microsoft Technologies

- SharePoint
- Microsoft Office
- Microsoft Exchange

Dynamics AX also helped Boa-Franc extend agile manufacturing to accommodate market fluctuations from a weak American housing market. As a result, the company could engage in best practices while it continued growth.

The business processes defined in AX allowed the IT group and business group to work closely with newly acquired companies, fostering a smooth transition and adoption of processes. "As a Microsoft product, AX integrates seamlessly with our other Microsoft products, such as Dynamics CRM, SharePoint, FRx, Exchange and Office," added Quirion. "In fact, the tool is so familiar to our internal resources, they can self-implement AX at newly acquired companies with relative ease."

Since the upgrade, Fullscope has continued to provide ongoing support services and assistance. Company discipline coupled with AX processes are significant contributors to Boa-Franc winning several prestigious awards, specifically the Gold Trophy Award in Quality (private and public sectors) at the 2013 Canada Awards for Excellence and the Grand Prix Award in the Large Manufacturing Company or Subsidiary category at the Grands Prix québécois de la qualité awards ceremony in 2012.

Boa-Franc also selected Fullscope as its Dynamics CRM partner to enhance the current CRM environment. Fullscope set up the company's yearly goal tracking and reporting, and assisted in creating and updating workflows for sales and service process efficiencies. Fullscope also created dashboards for visibility into sales pipelines, employee productivity and marketing activities. Fullscope provided CRM training and continues to support the CRM solution for Outlook and day-to-day issues.

Microsoft Partner

Gold Enterprise Resource Planning
Gold Customer Relationship Management
Silver Portals and Collaboration
Silver Content Management

2012 PARTNER OF THE YEAR

Microsoft Dynamics
Manufacturing Industry

Winner