CASE
STUDY

World's Largest Bedding
Provider Improves
Business Operations &
Reporting in USA &
Canada

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CUSTOMER PROFILE

The company is the world's largest bedding provider. The company develops, manufactures and markets mattresses, adjustable bases, pillows and other sleep and relaxation products which it sells globally in approximately 100 countries.

The company is headquartered in Lexington, Kentucky and its brand portfolio includes many of the most highly recognized brands in the industry.

The Company sells its products through three distribution channels in each operating business segment: Retail, which consists of furniture and bedding retailers, department stores, specialty retailers and warehouse clubs; Direct, which consists of electronic commerce (e-commerce) platform, Company-owned stores and call center, and other, which includes third party distributors, hospitality and healthcare customers.

BUSINESS CHALLENGE

In 2009, the company had large growth plans and strategy to invest in infrastructure and applications that would support global business growth. The company wanted to create a global culture where best practices were shared and people would collaborate with each other.

The company built a 5 pillar framework that would drive the globalization and transformation of the business.
- Collaboration
- CRM
- ERP
- Business Intelligence
- Point of Sale

The company identified several challenges including disparate systems that threatened to dampen the customer experience and diminish its operational efficiency, workforce productivity and sales. Choosing an ERP system was the first step.

The company evaluated various tier 1 ERPs (Oracle, SAP, MS Dynamics). Taking various factors into consideration like business growth, growing complexity, multiple channels, direct business and distribution business that would grow with the business, the company picked MS Dynamics AX based on the functionality it offered along with lower implementation cost and shorter time for implementation.

The company had an older version of Axapta at some locations and Oracle, the users had an experience of working on these ERPs. The Oracle Ebiz implementation was too weak and could not offer much scalability. Also disparate heterogeneous systems were too complex and expensive to integrate and support.

Globally each subsidiary having different systems and IT decisions being driven at each country level. This caused increase in support and infrastructure costs, and the business could not leverage the brand and company seamlessly at a global level.

The company was looking for partner who would cover all aspects of the Enterprise IT functions across ERP, CRM, BI, Integration, Portal and Collaboration and Global Service desk. Hence NDS Global was selected as the implementation partner.

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SOLUTION

Due diligence was carried out taking a fresh view on the areas where the business is going to challenge an off-the-shelf product. Evaluation was done on the flexibility of the system and the identification of gaps. The ability to integrate with third party applications and the ease of use from a user perspective in terms of the user interface and the workflows that were built-in to the various systems. The business was looking at quicker returns of user productivity level with lower training time.

Post conducting of a detailed gap analysis by the internal IT team of client, the implementation time lines for the project were agreed and signed off.

NDS used the Sure Step Methodology for achieving quick and efficient implementation. The scope of the implementation included:
- Master Data Management
- Configuration of
    1) AP, AR, GL, Bank, Inventory Costing
    2) Procurement
    3) Production Planning
    4) Inventory & Warehousing
    5) Sales & Distribution
    6) POS & Retail
    7) Human Resources
    8) Organization & Systems Administration

Numerous challenges were overcome during the project execution such as:
- Requirement Gathering and Mapping of data as per the business processes.
- Communication and collaboration based on stakeholder availability.
- Setting up of security features at user level.
- Streamlining of change management processes and approval workflows for document management.
- Communication with third party vendors for integration activities with their applications like Demandware, CRM, etc.
- Understanding and awareness to client team of new field data mapping for migration activities
- Automation of financial and manufacturing business processes.
- Phase wise roll-out based on complexity and size of the manufacturing plants.

Customizations & Integrations:
After identification of process gaps through various brainstorming sessions, following customizations & integrations were documented and developed. The customizations & integration were carried out for:
- Sales Order blocking
- Order Routing Management
- Credit hold notification
- AX Mobile Cast Integration
- TSPI Integration
- BOM kitting
- Early credit in RMA
- Report Substitution
- Skip Lot

BENEFITS

By creating an ERP system that made inventory management, warehouse and delivery information, and financial data transparent and instantly accessible by system users, the company gained benefits from greater visibility of crucial business processes and the ability to strategize more effectively.
- Full visibility of inventory helped business in understanding the ordering patterns and stock levels.

Ability of business to report and streamline the management of forecasting and procurement of inventory.
- With the comprehensive financial analysis and reporting capabilities of Microsoft Dynamics AX, the company gained a consolidated overview of data that enabled them to more effectively evaluate the financial health of the organization.
- Automation of business process that utilizes the benefits of an ERP system across multiple Dynamics AX modules.

TECHNOLOGY

Microsoft
Dynamics AX

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ABOUT NDS GLOBAL

NDS Global, a trusted Microsoft Gold Partner, offers its customers consulting, implementation, development and support services on Enterprise, Cloud & Mobility for digital solutions.

NDS Global helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies.

Our solutions span across Microsoft Project Online, Microsoft CRM Online, Microsoft SharePoint Online, Office 365, Dynamics 365, Microsoft Dynamics AX, PowerBI & Azure.

Headquartered in the US since 1999, we are preferred partners to customers in USA and India. Our customers span across Consumer Goods, BFSI, Infrastructure, Manufacturing, IT/ITES, and Retail.

A strong team of 180+ Microsoft consultants have provided many a success stories to Enterprise & Small/Medium customers globally.

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