



Microsoft Dynamics Customer Solution Case Study



Overview

Country: United Kingdom

Industry: Electrical Engineering

Customer Profile

Based in West Yorkshire, U.K., Ritzenthaler is part of the C3S Group Plc, which supplies safety and security systems. The group provides complete turnkey solutions that incorporate a wide range of physical and electronic security systems and access solutions.

Business Situation

Ritzenthaler needed a single enterprise-wide solution that could unify and manage all of its data that was coming from disparate sources.

Solution

Microsoft® Dynamics™ AX was implemented providing Ritzenthaler with a fully integrated and customizable system that supports all of the company's business processes.

Benefits

- Integration of data making it easy to diagnose problems.
- Ease of implementation.
- Improved access to customer details.
- Increased productivity due to less time spent on administrative tasks.
- Management has instant access to up-to-date business information.

Security Systems Company Gains Enterprise-Wide Solution That Unifies Data and Increases Productivity

“We now have a platform we can build upon for the future. We are looking forward to developing our business and offering our clients the benefits of e-commerce using the Microsoft Dynamics AX Enterprise Portal.”

Mark Willis, Systems Developer Manager, Ritzenthaler

The C3S Group Plc, incorporating Ritzenthaler Company Ltd., wanted to be able to expand its business but it quickly came to realize that this was not possible with its existing Microsoft® MS-DOS-based operating system. Ritzenthaler implemented Microsoft Dynamics™ AX and gained a system that was easy to customize to meet its exact business needs and one that could easily cope with the expansion of the business. The company is now benefiting from fully integrated data, which gives it an excellent overview of its business processes. Management has immediate access to up-to-date business information and employees are more productive and efficient because they spend less time on administrative tasks and paperwork.



"Microsoft Axapta provided us with a common platform that we could customize to our needs and a system that could easily cope with the expansion of the business without making our existing systems or knowledge redundant."

Mark Willis, Systems Developer Manager, Ritzenthaler

Situation

Based in West Yorkshire in the U.K., Ritzenthaler supplies a comprehensive range of physical and electronic safety and security systems to public utilities, financial and commercial institutions, local authorities, rail operating companies, and industrial concerns. Ritzenthaler works primarily in the financial and commercial sectors, advising and providing clients with products such as ballistic and fire protection systems, mobile secure units, CCTV, and other electronic protection systems.

Ritzenthaler was aware that not only was there a lack of expansion capability in its existing Microsoft® MS-DOS®-based system but the system couldn't manage all Ritzenthaler's departmental business information, which came from a number of disparate sources.

"We realised that the expansion of the current business based upon our numerous and isolated information sources was not feasible," explains Mark Willis, Systems

Developer Manager at Ritzenthaler.

"We operated an accounts system that wasn't linked to any of our key business systems, such as our order processing or preventive maintenance handling systems. Using these different systems was difficult to coordinate and very time-consuming because we had to input and record data in several different systems."

Solution

Ritzenthaler's initial search for a new system was focused on looking for a

sales-order processing package for its security glass business, which it was keen to integrate with the accounts system.

"We looked at the Sage 100 accounts system with third-party software solutions tacked on for our various businesses," explains Willis. "It was obvious even at an early stage that the proposed system didn't provide a flexible or future-proof solution."

"We searched the Internet for potential integrated systems providers and assessed and interviewed a number of companies. We were fortunate to find out that Raven Computers, who already provided hardware and software support to the company, had already heavily invested in Microsoft Dynamics™, AX" continues Mark Willis.

Willis was originally impressed with the flexibility of Microsoft Dynamics AX. "Our businesses obviously have certain aspects in common, but our operating processes vary significantly to cater for our very different client bases," explains Willis. "Microsoft Dynamics AX provided us with a common platform that we could customize to our needs and a system that could easily cope with the expansion of the business without making our existing systems or knowledge redundant."

Ritzenthaler purchased a selection of Microsoft Dynamics AX modules that best suited its needs. It also opted for an integrated service system to handle the after-sales customer support side of the business. Ritzenthaler also runs customized order processing and estimating systems.

The core accounts module went live first, then Ritzenthaler rolled out the other modules. Now, 18 months after implementation, the benefits of the system are becoming increasingly clear.



Ritzenthaler offers a wide range of CCTV systems incorporating recent advances in Digital Recording technology. Ritzenthaler provides digital recording platforms for a number of industries including transport, retail, and local government.

"The implementation of Microsoft Dynamics AX has provided staff with the necessary information and tools to help them gain significant productivity improvements,"

Mark Willis, Systems Developer Manager,
Ritzenthaler

Benefits

Connected Business Processes

Ritzenthaler has benefited from the way that it can now connect systems and data across the entire organization.

Information and data from the company's key business processes are now integrated, highlighting potential problems and giving an excellent overview of the business.

"Our key business processes have already been considerably enhanced by Microsoft Dynamics AX," says Willis. Ritzenthaler expects to further benefit from Microsoft Dynamics AX by customizing the solution to meet its exact business requirements: "In addition, the development of an estimating module will allow us to provide end-to-end monitoring and control of project costs," explains Willis.

Easy Implementation and Easy to Use

Willis describes the implementation of the system as "smooth." The Microsoft Certified Dynamics partner Raven Computers provided an analysis of Ritzenthaler's personnel, the company's business needs, and its hardware requirements. This resulted in a specialised project team that installed new hardware and managed the conversion of data from all of the different sources into the new system, as well as the training of employees.

The training of employees proved to be one of the main challenges for the company. "Many of our employees had few IT skills and certainly, in the past, would not have considered using IT systems to the degree to which they now do," explains Willis. But Microsoft Dynamics AX proved easy to use and to learn: "Operationally, the employees are pleased that [the] Microsoft Dynamics AX Windows®-based functions are much more user-friendly than the old MS-DOS-based system."

Improved Customer Service

Employees at Ritzenthaler now have improved access to customer details. For the CCTV systems, for example, a call-out and maintenance service is available throughout the U.K. If a problem occurs, the call-out response is logged, coordinated, and tracked by the service help desk.

Employees can instantly access real-time information on each customer and this has improved the customer service that the company can offer and in turn increased customer satisfaction.

Increased Productivity

"The implementation of Microsoft Dynamics AX has provided staff with the necessary information and tools to help them gain significant productivity improvements," explains Willis.

The link that Ritzenthaler now has between order processing and accounts has reduced the amount of paperwork that staff has to deal with and has decreased the amount of time spent on administrative tasks. This has led to an increase in productivity.

Instant Access to Up-to-date Information

Ritzenthaler now has real-time access to information, essential in allowing proper financial control. Willis believes the integration of data between business processes and the immediate access to up-to-date information to be unbeatable. He is also very impressed with the vast array of business tools that Microsoft Dynamics AX offers.

"We are still getting used to the product and developing its advantages," says Willis. "We are very impressed with the possibilities that Microsoft Dynamics AX offers us."

"We now have a platform we can build on for the future. We are looking forward to

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For more information about Ritzenthaler Company Ltd. products and services, visit the Web site at: www.c3ssecuritysystems.com

developing our business and offering our clients the benefits of e-commerce using the Microsoft Dynamics AX Enterprise Portal," concludes Willis.

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

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