

Reginox

MICROSOFT DYNAMICS NAV PROVIDES EFFICIENCY AND VISIBILITY BENEFITS FOR REGINOX'S DISTRIBUTION BUSINESS.

Microsoft Dynamics NAV

Challenges

- ✓ Replace existing Accounting System
- ✓ Increase control and visibility across the business
- ✓ Real-time Stock Management required

Solution

- ✓ Microsoft Dynamics NAV
- ✓ Electronic Document Management
- ✓ Reporting Software

Advantages

- ✓ Efficient Reporting and Forecasting
- ✓ Real-time Stock Management which helps to ensure supply lines are optimised
- ✓ Increased profitability due to improved demand planning

Reginox UK recently identified the benefits it could gain from an advanced, common, integrated ERP system for its distribution operations. Microsoft Dynamics NAV was implemented and, as a result, the company has improved visibility, enabled better reporting and forecasting and this has resulted in a more flexible and efficient distribution business.

Reginox develops, manufactures and sells sink units for a growing national and international client base. Manufacturing takes place at the company's headquarters in Rijssen, the Netherlands. Reginox distinguishes itself

with original and innovative sink units that are inspired by quality, innovation and design.

Kevin Manson, Finance Director of Reginox UK explains, "Reginox has been in the UK since 2001. We are focused on growing the brand and market share in the UK, selling only to trade customers, including plumbers merchants and some major retail stores, who resell the products to the end users. We import our own brand sinks from Reginox BV, as well as some products from other manufacturers."



He continues, "Despite being a relatively small company in the UK market, our focus on customer service is helping to drive growth. Our level of customer satisfaction, loyalty and retention is enviably high and we put this down to our ability to deliver big company products with a small company commitment to service. Our reputation is our biggest selling point, so everything we do is focused on

ensuring customers have the best possible experience when dealing with us.”

IT systems play a major role in any company’s ability to deliver high quality customer service. “Previously we were running a standard accounting system to run the business. A few years prior to this, our head office had implemented Microsoft Dynamics NAV and they made the decision to extend the roll out to its subsidiaries. I personally was familiar with the product as I had implemented it at a previous company and this experience certainly helped with the implementation and subsequent use of Dynamics,” adds Manson.

Integration is Key

Implementation of the system in the UK by Prodware went smoothly and the company soon realised the benefits of seamless integration within its operation. “We now manage stock through an integrated module, which means we can monitor what we are selling and ordering and this helps to ensure supply lines are optimised. Orders go straight into the system and this, coupled with the real-time inventory situation enables much better forecasting and demand planning for the manufacturing and distribution operations.”

Reginox was very keen to gain better control and visibility. Accurate management reporting is instant and this has helped the company enable better stock availability, while reducing overall inventory.

The system also provides a much clearer idea of the buying and selling prices of products, which means it can manage and control margins more effectively. In a competitive business, this makes a huge difference to the UK’s overall profitability.

Kevin Manson adds, “Integrating Microsoft Dynamics NAV means we can compete more effectively with larger companies by improving stock holding and demand planning. With more effective information coming through, we can make better and more profitable decisions.”

Great Support

Since installation, Microsoft Dynamics NAV has proven to be very reliable. “We have had very few problems. The Prodware UK team has been very supportive and are good to work with. The system does most of what we need to do and any changes we need to make are very easy to do. It is also very user-friendly as most people are familiar with Microsoft products and it integrates seamlessly, as you would expect, with other Microsoft applications, such as Excel.”



He concludes, “Microsoft Dynamics NAV has generated a host of efficiency and visibility benefits for our distribution business. Prodware has helped make this happen with a knowledgeable and professional approach to our requirements as well as providing a comprehensive and responsive support service.”

Founded in 1989, Prodware Group is an international leader in creating and deploying IT solutions for business.

As the largest Microsoft Dynamics NAV partner in the EMEA region, Prodware has 1,700 employees and 20,000 clients across 14 countries.

Supported by significant investment in R&D, worldwide strategic alliances and a wealth of experience in delivering international IT solutions, the group aims to deploy its Prodware Adjust offering globally.

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