

Indusa Customer Case Study

Microsoft Dynamics AX



Dynamics AX 2012 R3 Re-implementation Increases Sales Through Demand Prediction

"Indusa really has experts in Dynamics AX ERP. I've led SAP, AX, and many other implementations. This one was so smooth – everything went perfectly. Indusa's experts knew exactly what needed to be done, and how to do it – on time and within budget! Our business heads – finance, supply chain, retail operations, and warehouse management – were happy and thought the Indusa team was very knowledgeable."

Bharat Patel, Head of IT, Fantasy World Toys

Customer: Fantasy World Toys, retail division of Safari House General Trading Co. (SHGT)

Website:

www.fantasyworldtoys.com

Size: 201-500 employees

Country or region: Kuwait

Industry: Retail / Wholesale

Profile:

Fantasy World Toys is a retail chain of children's toy stores.

Services:

Microsoft Dynamics AX 2012 R3 implementation

Business Needs

Fantasy World is an upscale retailer of children's toys specializing in imports from the United States, Europe, and East Asia. They have multiple stores across Kuwait, as well as several warehouse and distribution centers. Fantasy World was the first store of its kind in the region and has grown to become a well-known and well-loved brand to parents and children alike. Fantasy World Toys is the retail division of Safari House General Trading Co (SHGT) which also has wholesale divisions.

While Fantasy World already had Microsoft Dynamics AX 2012 R2 implemented, they wanted to re-implement Microsoft Dynamics AX using the upgraded version, AX 2012 R3, in order to customize and enhance their business processes with the help of extensive new features available in R3.

As a business, there was a need to change the organization model and manage intercompany transactions. The company has multiple units, including retail and wholesale. When they previously used a single company R2 ERP, it was difficult to segregate data and processes into multiple units. As a result, it was impossible to measure individual companies and understand the scenario with sales

and inventory. With R3's multi-company ERP functionalities, they hoped to separate retail and wholesale and gain a clearer picture of the entire business.

The issues arising due to the architecture and network changes necessitated by the Retail R3 version needed to be addressed. It was absolutely essential that the shift from R2 to R3 happened in real time, without disrupting operations or any downtime. With the aim of maintaining their reputation as the leading toy store and supplier in Kuwait, they needed to ensure seamless operations – and that their business units were operating at their full potential. Fantasy World/SHGT had several goals,

including: better centralized product management, business unit specific product catalogs, better retail and wholesale sales handling, auto replenishment functions for their stores, and purchase management – including budgeting, procurement, and sales forecast functions.

By meeting these goals, Fantasy World/SHGT hoped to increase their overall customer satisfaction and sales by reducing stock outages, as well as giving management better insight into supply chain operations, while

Item number	Product name	Search name	Product type	Product subtype	Product dimension group
A02-20013001	ADORA-ANCHORS AWAY	ADORA-ANCHORS AWAY	Item	Product master	CS
A02-20013002	ADORA-BABY CAKES	ADORA-BABY CAKES	Item	Product master	CS
A02-20013003	ADORA-CORDUROY CUTIE	CORDUROY CUTIE	Item	Product master	CS
A02-20013004	COUNT YOUR BLESSINGS	COUNT YOUR BLESSINGS	Item	Product master	CS
A02-20013005	ADORA-CURLY WHIRLY	ADORA-CURLY WHIRLY	Item	Product master	CS
A02-20013006	ADORA-DESERT ROSE	ADORA-DESERT ROSE	Item	Product master	CS
A02-20013007	ADORA-GINGHAM GALORE	ADORA-GINGHAM GAL...	Item	Product master	CS
A02-20013008	HOOT! HOOT! HOORAY!	HOOT! HOOT! HOORAY!	Item	Product master	CS
A02-20013010	ADORA-MR. ROBOT	ADORA-MR. ROBOT	Item	Product master	CS
A02-20013013	ADORA-PARIS POODLE	ADORA-PARIS POODLE	Item	Product master	CS
A02-20013014	PEDAL PUSHER	PEDAL PUSHER	Item	Product master	CS
A02-20013015	ADORA-LOVE & JOY	ADORA-LOVE & JOY	Item	Product master	CS
A02-20013017	PUPPY PLAY DATE	PUPPY PLAY DATE	Item	Product master	CS
A02-20013018	ADORA READY TO ROCK	READY TO ROCK	Item	Product master	CS
A02-20013019	ROCK STAR	ROCK STAR	Item	Product master	CS
A02-20013020	ADORA-RUFFLE BUG	ADORA-RUFFLE BUG	Item	Product master	CS
A02-20013021	SEA BREEZE	SEA BREEZE	Item	Product master	CS
A02-20013022	ADORA TWINKLE TOES	TWINKLE TOES	Item	Product master	CS
A02-20013025	ADORA-RUFFLE BUG -OUTFIT	RUFFLE BUG -OUTFIT	Item	Product master	CS
A02-20013027	VIOLET AND VELVET	VIOLET AND VELVET	Item	Product master	CS
A02-20014001	LION LOVE	LION LOVE	Item	Product master	CS
A02-20014003	SEEING SPOTS	SEEING SPOTS	Item	Product master	CS
A02-20014005	CIRCUS FUN	CIRCUS FUN	Item	Product master	CS
A02-20014006	TICKLED PINK	TICKLED PINK	Item	Product master	CS
A02-20014008	PEARLS AND CURLS	PEARLS AND CURLS	Item	Product master	CS
A02-20014009	TWIST OF LIME	TWIST OF LIME	Item	Product master	CS
A02-20014010	CHASING BUTTERFLIES	CHASING BUTTERFLIES	Item	Product master	CS
A02-20014011	MON CHERI	MON CHERI	Item	Product master	CS
A02-20014012	BALANCING ACT	BALANCING ACT	Item	Product master	CS
A02-20014015	BLOOMING HEARTS	BLOOMING HEARTS	Item	Product master	CS
A02-20014016	UP, UP AND AWAY	UP, UP AND AWAY	Item	Product master	CS

Retail product hierarchy

simplifying numerous business processes.

Solution and Approach

Throughout the course of the implementation, Indusa worked closely with Fantasy World/SHGT in order to ensure their business goals were met. Indusa studied their existing customization and recommended which ones could be eliminated and replaced by standard functionalities in R3. Indusa effectively handled the issues that came up due to the architecture/network changes necessitated by the Retail R3 version, which had extensive new features compared to Retail in the

previous version R2. Essential changes to the organizational model were implemented to manage intercompany transactions.

Accounts payable, accounts receivable, general ledger, inventory and warehouse management, procurement and sourcing, product information and management, retail, sales, and marketing all received different customizations during the implementation in order to better align their functions with Fantasy World/SHGT's overall business strategy. These customizations allowed the retail process, wholesale process, inventory process, and finance process of the

existing system to be streamlined and enhanced.

Indusa leveraged the Sure Step Methodology in addition to Microsoft Dynamics accelerators (Best Practice Configuration Accelerator and Implementation Accelerator) to execute the project.

With the use of se of the Sure Step methodology, Fantasy World/SHGT received improved quality of services, along with a cost effective approach to Dynamics AX implementation. Microsoft Dynamics ERP Best Practice Configuration Accelerator services allowed a fast and easy way to configure and deploy Microsoft Dynamics AX business processes

Name	Company
Company accounts data	DAT
Fantasy World Toys - Retail	FWTR
Galaxy World - Wholesale	GLXW
Safari House - Wholesale	SAFW
SHGT - Central Purchasing	SHGT
SHGT - Consolidated Company	SHCC
Toy Planet Toys and Gifts	TPTG
Universal Toys and Gifts - Wholesale	UTGW

Name:	Fantasy World Toys - Retail
Kana Name:	
Company:	FWTR
General	
Addresses	
Contact information	
Tax registration	
Tax 1099	
Tax information	
Statutory reporting	
Bank account information	
Foreign trade and logistics	
Additional registration	
Number sequences	

Legal entities

and scenarios. The implementation accelerator provided a cloud-based collaborative workspace that was used to manage the project.

Business Results

These solutions were integrated within budget and in a span of four months with Fantasy World/SHGT's business strategies, in order to make the most of their Dynamics AX investment. Through their new customizations and Dynamics AX R3 implementation, Fantasy World/SHGT now has better management across all their retail channels through efficient workflows in complex scenarios,

and sustainable future-ready omni-channel business.

As Bharat Patel, Head of IT, Fantasy World Toys, said, "Indusa was able to quickly understand our business objectives and priorities, and make positive, quality contributions to the design, configuration, and testing processes. The quality of their work was recognized and appreciated by functional team members and technical staff alike."

Fantasy World/SHGT also gained **better insight** into their global supply chain operations and inventory management through customer analytics for high value segments, targeted promotions and business analytics for

merchandising, a shelving strategy, and campaign monitoring. These solutions further **increased their sales** by allowing them to **better predict demand** and significantly **reduce their number of stock outages**.



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For global midmarket organizations, Indusa is an innovative technology partner that provides end-to-end enterprise software solutions and services to deliver business results, improve productivity, increase efficiency, and reduce costs. We deliver transformative technology solutions in our core practices – Microsoft Dynamics AX ERP and CRM, SharePoint, Enterprise Mobility, QA/Testing, and Custom Application Management.