



## Distributor Simplifies Operations, Supports Global Growth with Management Solution

### Overview

**Country or Region:** The Netherlands

**Industry:** Retail and hospitality—Distribution

### Customer Profile

Kannegieter is a specialist technology distributor that sells products used in network solutions to more than 1,500 customers. It has 60 employees based in the Netherlands, Belgium, and Germany.

### Business Situation

Kannegieter wanted to take advantage of the integration possibilities that Microsoft provides, and build a more flexible and robust system to support new customizations.

### Solution

The company worked with eBECS to upgrade to Microsoft Dynamics AX 3.0, and linked it to Microsoft® SQL Server® 2005, the Microsoft Office system, and Enterprise Portal in Microsoft Dynamics AX.

### Benefits

- Customers receive instant confirmation.
- Logistics team saves two days a month.
- Solution boosts competitive edge.
- Easy-to-use tools increase productivity.
- Sales employees serve customers better.

“The logistics team is increasingly productive. Microsoft Dynamics AX has eliminated repetitive administration tasks through automation. This has helped drive a higher level of employee satisfaction.”

Kick Mulder, Managing Director, Kannegieter

Based in the Netherlands, Kannegieter distributes electrical products and cable solutions to installers of communication networks. The company needs to continually improve services to help distinguish itself in a competitive market. Having originally deployed a former version of Microsoft Dynamics™ AX, it wanted to take advantage of the support and integration possibilities available in a later release of the product. Kannegieter worked with Microsoft® Gold Certified Partner eBECS to upgrade to Microsoft Dynamics AX 3.0, and has since customized the new, robust system to meet its specific needs. Logistics employees have consolidated their administrative processes by using the solution, freeing an hour a day for more productive work. It is now easier for customers to place orders online, and the company is well placed to upgrade to Microsoft Dynamics AX 4.0 in 2008.

**“We found that eBECS had the most economical, straightforward approach to upgrading our system, and the organization came strongly recommended by our business partners.”**

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## Situation

Established in the 1950s, Kannegieter is a specialist technology distributor based in Amersfoort in the Netherlands. It also has a sales team in Belgium and operations in Germany. The company's 60 employees sell data and telecommunications cables as well as products for wireless solutions. Most of its 1,500 customers are installers and system integrators—businesses that design and supply network solutions—that often need to buy products in bulk according to precise specifications.

To improve their service, sales employees wanted to make it possible for customers to order products 24 hours a day, seven days a week, through an online service. They also wanted a faster method of confirming orders so that customers could instantly know that they had followed the correct procedure. During the existing ordering process, it was common for customers to miss an item on their product list and not realize until business hours were over.

In addition, the logistics team wanted to ensure a swift and safe delivery of goods. This would help them keep up with competitors and retain customers through faster service. The team looked for a way to consolidate multiple administrative tasks and make it easier for employees to deliver more products to customers quickly and efficiently.

Kannegieter also needed to find a way to adapt its processes so it could compete successfully in the German market. Kick Mulder, Managing Director, Kannegieter, says: “We regularly compete for sales against small and large enterprises. The larger companies often have sizeable IT departments that dictate how their businesses are run. But we only have one IT employee. To be competitive, we needed to install a flexible and easy-to-manage solution that would give our users the opportunity to

frequently input their ideas and enhance the way we work.”

## Solution

In 2002, Kannegieter adopted an early version of Microsoft Dynamics™ AX business management software. It offered easy-to-use features and was simple to customize. The company's confidence in the product has since grown as Microsoft continues to invest in the solution. Mulder says: “From early on we knew product development would improve significantly, and that Microsoft would open up many integration possibilities with its wide range of solutions. We are already seeing that with Microsoft Dynamics AX 3.0, and its latest market offering, Microsoft Dynamics AX 4.0.”

Mulder and his employees worked with Microsoft® Gold Certified Partner eBECS to upgrade to Microsoft Dynamics AX 3.0. “We found that eBECS had the most economical, straightforward approach to upgrading our system, and the organization came strongly recommended by our business partners,” says Mulder.

In addition, eBECS has seven years' experience in the implementation and integration of Microsoft Dynamics AX for a range of customers across the manufacturing and distribution sectors. It works closely with its clients to help ensure they gain a true competitive advantage.

The implementation process began in late 2006. eBECS consultants matched Mulder's business requirements for the company with the upgrade process to maximize returns. They spent time onsite at Kannegieter getting to know the customer's business, and met with logistics, sales, finance, and purchasing employees who would later use Microsoft Dynamics AX 3.0 every day.

The solution integrates with the following Microsoft technologies:

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Kick Mulder, Managing Director, Kannegieter

- Microsoft SQL Server® 2005—eBECS rebuilt the company database and integrated it with Microsoft Dynamics AX to improve its stability.
- The Microsoft Office system is integrated with Microsoft Dynamics AX to boost efficiency and reduce duplication of work.
- Enterprise Portal in Microsoft Dynamics AX—a tool that permits employees and customers to access information and conduct business transactions with Microsoft Dynamics AX through personalized, role-based Web portals over the Internet.

Sam Sammour, Chairman, eBECS, says: “Our plan was to upgrade first and then build on additional features. During workshops with key users, we identified business process improvements that utilize the new features as well as redundant customization that Kannegieter no longer needed. We then conducted extensive testing using real data to ensure that all of the necessary processes in the previous system were improved in the new version.”

In February 2007, after a well-organized, three-month implementation process, the upgrade was complete. “We have continued to tailor the solution based on user feedback because Microsoft Dynamics AX is so flexible and can be easily customized,” says Mulder. “For example, we have been able to quickly adapt the solution to support our move into the German market.”

### Benefits

With Microsoft Dynamics AX, Kannegieter employees have a stable system that offers them the tools they need to better serve their customers. They are now equipped to drive new business in the company’s European locations as well as retain existing customers with a higher quality of services.

### Customers Receive Instant Sales Confirmation

By choosing Microsoft Dynamics AX, Mulder has made it easier to quickly implement ideas from employees into everyday business processes. Mulder says: “The easy customization capabilities help our employees become more motivated workers. They continually think of new ways to improve how they work and strengthen our customer relationships.”

Kannegieter customers also recognize the difference. Prior to the new solution, they had to wait one day to receive an e-mail message confirming their product order. Now, the integration of Microsoft Dynamics AX with Microsoft Office Outlook® means a message is sent instantly. If a customer makes a mistake in their order, they can amend it immediately to help ensure swift delivery of all goods they require. Mulder says: “The integration of Microsoft Dynamics AX with Microsoft Office brings much faster communication with our customers. We are increasing the speed of doing business while driving down costs.”

### Logistics Team Saves More Than Two Days Each Month

Logistics team members have consolidated their administrative processes by using the flexible features within Microsoft Dynamics AX. Just one automated action has replaced several procedures, saving the team more than an hour every day. At least two days per month are now free for more strategic work, helping the logistics team deliver products to customers faster. As Kannegieter is expanding internationally, the team can also manage the increased order volume without needing to recruit additional employees.

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#### **Solution Helps the Company Perform Well Against Competition**

The localization features of Microsoft Dynamics AX have helped Kannegieter adapt the solution to suit its new German site. It has improved the way employees can respond to the different market and compete with established businesses in that country.

The solution’s customization features will help Kannegieter protect its IT investment for years to come. Administrators can quickly and easily make changes to meet market fluctuations or business growth, and take advantage of more effective tools to upgrade to future releases of Microsoft Dynamics AX ahead of competitors.

By finding new ways to streamline processes, Kannegieter can cut operational costs and pass these savings, as well as service improvements, on to customers. Mulder says: “Microsoft Dynamics AX helps us climb the ladder professionally. When we win business from our competitors, our new customers are always amazed at what we can do for them using this solution when compared to their previous provider.”

#### **Easy-to-Use Tools Increase Productivity**

Microsoft Dynamics AX offers an easy-to-use, familiar interface similar to Microsoft Office applications. As a result, employee adoption is almost immediate, with little need for training, so the business can absorb the value of these innovative new tools faster. Mulder says: “We use the solution across our entire business, from logistics and sales, through to finance and purchasing. It is so simple to use, even new starters adapt easily to this product.”

#### **Future Deployment Will Take Advantage of Latest Technologies**

Sales employees want to provide easy-to-use mechanisms for customers to enquire about products, and order equipment through the Internet 24 hours a day, seven days a week. With Enterprise Portal in Microsoft Dynamics AX, this is now possible, and Kannegieter has begun a large-scale e-business project with eBECS to develop Microsoft Dynamics AX further to meet business needs.

Mulder says: “We only have one IT employee, and he can do most small customizations himself. But for larger projects we work with eBECS. Its team not only brings a wealth of experience and knowledge around Microsoft Dynamics AX implementations, but also fully understands our business needs and our roadmap for the future.”

Kannegieter believes that it’s important to move to new systems as they become available. That’s why the company aims to upgrade to Microsoft Dynamics AX 4.0 in 2008, most importantly to take advantage of its enhanced integration capability with Microsoft Office SharePoint® Server 2007. The move will help Kannegieter in the Netherlands connect better to German and Belgian subsidiaries, customers, and business partners.

Mulder says: “We’re looking forward to this move, and know that it will improve our reporting facilities and service management to an even greater level. The upgrade to Microsoft Dynamics AX 3.0 was smooth, seamless, and without disruption. I’m happy with the quality of the upgrade, performance is faster, and it’s a highly stable environment. We are ready for the next development now.”

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about eBECS products and services, call +44 (0) 1246 267708 or visit the Web site at: [www.ebecs.com](http://www.ebecs.com)

For more information about Kannegieter products and services, call +31 33 45 08 686 or visit the Web site at: [www.kannegieter.nl](http://www.kannegieter.nl)

## 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](http://www.microsoft.com/dynamics)

## Software and Services

- Microsoft Dynamics
  - Microsoft Dynamics AX 3.0
- Microsoft Server Product Portfolio
  - Microsoft SQL Server 2005