

## SUCCESS STORIES

# Business Central ERP Streamlines Operations for a Global Leader in Concessions Products



“Crestwood is really smart. They clearly know their stuff.”

- Chief Financial Officer



Microsoft Dynamics 365  
Business Central



### LOCATION

Headquarters in New York, with locations  
in 70 countries

### APPLICATION REPLACED

Microsoft Dynamics GP Great Plains

### SOLUTIONS

Microsoft Dynamics 365 Business Central

## The Challenge

A Crestwood client delivers concessions solutions and other innovative “in-theater” promotions to theaters worldwide. The global wholesaler links leading suppliers of concessions products and equipment to the growing international cinema market. The company leverages relationships with worldwide manufacturers to enable delivery of the highest quality products, as well as high-visibility promotions in the product size, style, price and language in over 70 countries. Our client has strong partnerships with major Hollywood studios and delivers high-demand items around the world.

The sheer volume and variety of inventory made operations particularly complex. Adding to this a royalty component of branded items, the company needed a system built to handle broad capabilities. Our client was operating on Great Plains ERP, which lacked what the company needed to keep up with phenomenal growth and boom in the entertainment sector. They had different operating systems running in different countries and much of the work was manual and inefficient. When the platform was sun setting, their CFO turned to Crestwood for help.

## The Solution

A common system was needed to connect locations, countries and operations. VPN bogged down teams, so the company embraced the cloud-based speed of Business Central ERP, at Crestwood's suggestion. "Crestwood was very responsive. There's a lot of training that goes into this, and I'd say they were excellent," said CFO.

### Key Results

- Cut inventory input time dramatically
- Centralized thousands of orders
- Reduced need for excess inventory through accurate tracking
- Amped up automation to remain competitive

## The Outcome

A lot of hard work from our client's team ensured the company didn't miss a beat transitioning from Great Plains ERP to Business Central ERP. From shipping to billing, it was a seamless process.

Immediate improvements like drastically operationalized invoicing cut down input time. Customer order tracking became far faster and more accurate. The connectivity of the cloud, and all operations and locations using the same system eased the complexity of warehouse challenges. The overall simplification of processes and workflow made each area of the business a better experience for users and customers.

Our client looks forward to continued improvements and engagement with Crestwood Associates.



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with innovative technology?

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