

# SOLVE SIX

PROBLEMS BY CHANGING  
YOUR BUSINESS SOFTWARE  
IN THE CONSUMER GOODS INDUSTRY



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# Solve *six problems* by changing your business software in the Consumer Goods Industry

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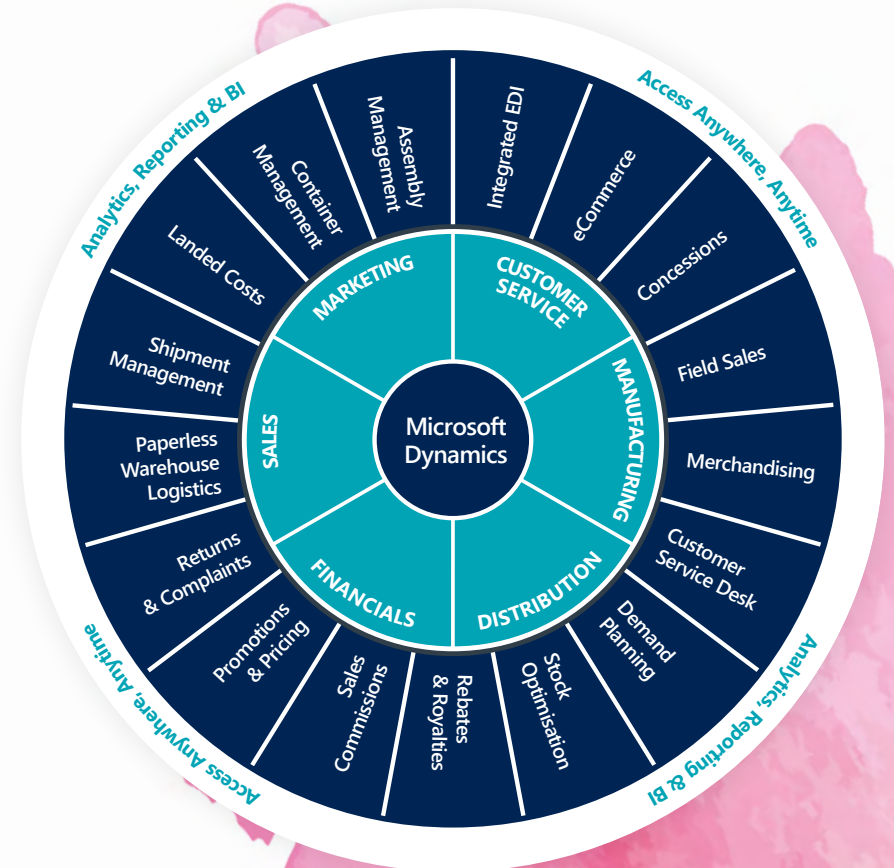


## Building your brand and growing revenue whilst improving profitability are right at the heart of priorities for companies in the Consumer Goods industry.

Intense online competition and price battles leave you needing a business software solution that will help you to stand out and justify value in the sometimes, unavoidable race to the bottom.

You may have become accustomed to numerous, disassociated applications but there is no escaping the reduced productivity, duplication of effort, lack of visibility and increase in errors associated with dawdling along. We give you the chance to acknowledge if any of these problems are present within your business.

We picked some of the most pertinent challenges you might face in running your business and explain how Dynamics Consumer Goods could reduce the stress you might need to endure during your day-to-day activities. We will help you take the next steps to actively transform your business by eradicating the issues present within your processes and operations.



Get started >



Your *love-hate* relationship with Excel  
has you at the end of your tether

## What's the most common complaint we hear from a business like yours?

*Excel spreadsheets are  
the bane of your existence*

Having a series of Excel spreadsheets that contain customer-specific demands, pricing, promotions, complaints or queries can create a very delicate balancing act. How can you honestly say that you have complete faith in the accuracy and consistency of the spreadsheet you're looking at?

One wrong digit manually entered on a customer-specific demand could leave you burning bridges and burning through cash. The manual human input required to manage an Excel spreadsheet will leave your business data prone to duplication or even triplication and leaves you none the wiser to the real version of the truth.

When it comes to managing royalties and rebates, you want to manage your finances accurately. You don't want a rolling spreadsheet that doesn't reflect a true picture of your profit margins.

Dynamics Consumer Goods will provide you with one central hub for all your business data and will banish your disparate Excel spreadsheets for good and enable Excel to thrive at what it is truly designed to be good at.

### Did you know?

Hiding cells on an Excel spreadsheet, instead of deleting them, famously cost Barclay's bank millions during the 2008 meltdown.

- Finextra Research



# Limiting your own *opportunities* with no EDI or eCommerce





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Are you future-proofing?

By 2040, it is thought  
95% of purchases will be  
facilitated by eCommerce

- Nasdaq

Due to an increasing number of Consumer Goods companies selling through multiple channels, including retailers or wholesalers, manufacturers and distributors need to be capable of processing online orders and EDI messages to maintain preferred supplier status. Otherwise, you risk not being the go-to trend during the next season.

According to a recent research study by Forrester, "the annual volume of global EDI transactions exceeds 20 billion per year and is still growing". For buyers that handle countless transactions, EDI improves both transaction speed and visibility with a notable reduction in the money spent on manual processes.

With Dynamics Consumer Goods, you can cut out the third-party EDI agent, as we take control of the hassle. Our fully integrated EDI solution has a portal where you can see the success of messages in and out, alongside the service updates, and we also take care of the mapping exercise with your trading partners.

In addition, Sana Commerce also has full integration to Dynamics Consumer Goods. Your customer will have the 24/7 convenience of being able to log-in to see their specific pricing per product or brand. They will also be able to understand live stock levels and ultimately understand when delivery is possible, all without picking up the phone to you. As a result, your business will benefit from less clerical processing of sales orders and will facilitate more self-service for your customers.



Three

Between internal &  
external sales, merchandising  
& operations, you all  
*lack cohesion*



Let's face the facts.

*There is not a company out there that does not want to grow their market share...*

This ultimately revolves around the success of your team. Dynamics Consumer Goods will help you to establish cohesion between your operational staff and your internal and external sales team to help you cope with the demands of the independents and major retailers.

When was the last time you dropped the ball on a request for a new product range from an existing or potential client? If you're struggling with generally seeing the full picture of a client by using only Outlook, we dread to think what it's going to be like for you during the peak seasonal periods.

Are your sales team still phoning back to the office or processing orders when they get home? Neither of those methods are efficient or good for team morale. Instead, Dynamics Consumer Goods will enable your team to answer customer queries instantaneously with visibility of essential business data. Giving you the freedom to explain product range, availability and customer-specific pricing all while you're in front of the client.

If all your merchandising process is completed by word of mouth or email, how can you possibly know if investing in promotional material or stands will provide a return on investment? Dynamics Consumer Goods will help your merchandising team to manage the shipment of material, understand where it will be displayed, ensure your stock levels can be maintained and ultimately help you to see a return on your investment.

**How quick do you respond?**

**Two-thirds of consumers expect a same day response to queries about a product or service**

- A Marketer's Paradox of Strategy vs Practice

Four

You're unsure  
if *rebates or promotions*  
benefit your business

How do businesses feel?

Jura Products switched to Microsoft Dynamics, which unified their entire operations and dramatically increased efficiency in all departments — and they absolutely *love* it.



It's pivotal that you have the flexibility to handle any form of promotion – whether it be customer-specific or generic. Regardless of how a customer places an order, you can tell them how much they will be charged, and the quantity required if they wish to reach the next price break with Dynamics Consumer Goods.

We understand the Consumer Goods industry isn't just as simple as offering a buy one, get one free promotion to your B2B customers. Each customer is likely to have different pricing based on different brands or different seasons, and you may even need to base your pricing on quantities of how much product they take from you.

Dynamics Consumer Goods contains automatic promotions and pricing logic that will lead to a reduction in both admin and time. All your pricing updates will be automated, which eliminates the need for your staff to remember and then key in the information.

We know that rebate schemes are a common mechanism with pricing agreements, as your customer will have an incentive to drive sales of your product to ensure they see the kick back at the end of it. Within Dynamics Consumer Goods, for a rebate agreement, you can make accruals within your accounts to ensure that your financial reporting is accurate month by month, as opposed to seeing a sizeable credit raised at the end of an agreed rebate term.



## Your current system can't handle *landed cost* calculations

Since Brexit, there has been noticeable currency fluctuation, and when the UK finalise their status with the European Union, it's possible your profit margins may see the impact. If you import products, you need the ability to understand the actual costs to your business.

It's important that you don't settle for managing your landed costs with a series of disassociated Excel spreadsheets – which don't contain updated inventory specific information on currencies, duties and shipping.

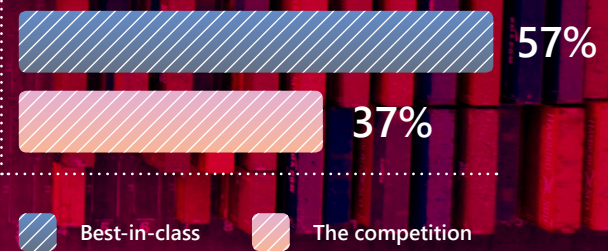
Dynamics Consumer Goods will give you complete control and visibility of freight duties, insurances, tariffs and shipping costs. Dynamics Consumer Goods will record as many expected costs per item, per country of origin, shipment method, currency and date as required.

Clever Landed Costs as part of Dynamics Consumer Goods will help you to capture both obvious and hidden costs of imports across your supply chain. It is also designed to create financial accruals to give your finance team full visibility of expected costs.

Are you sure that you're making a profit?

## Best-in-class vs the competition: Tracking the true cost

Percentage of businesses more likely to be tracking the actual total landed cost as shipment/order progresses




- Aberdeen Group.



Six

It doesn't take a lot for  
your warehouse  
to be at *panic* stations

A photograph of a warehouse interior showing high industrial shelving units filled with cardboard boxes. The lighting is bright, and the perspective is from a low angle looking up at the shelves.

When an order hits your warehouse, do your warehouse operatives understand where each SKU is supposed to live and actually lives? Do they have a pick routine or handheld device that makes their life easier to meet next day delivery cut-offs with logistics? It is very easy to create a significant amount of inefficiency within the warehouse because of little to no systemised processes.

Clever Handheld for Warehousing devices can link to your Dynamics Consumer Goods system to help guide your team

through the pick, pack and dispatch process within minutes of receiving an order. Depending on whom you trade with, you may want to prioritise picks for certain clients, picks based on next day deliveries or even have visibility of the schedules of couriers that will turn up at your door.

Managing a warehouse isn't just all about picking orders, you also need to replenish the pick faces from bulk, perpetual inventory counting, and track the movement of stock based on anticipated

new lines, all of which is possible in Dynamics Consumer Goods.

Slick warehousing systems will give your organisation greater control of despatch, while reducing staff churn and unhappiness with your daily operation. During peak seasonal periods, you will be able to bring in agency staff that do not need significant knowledge of your operation to start fulfilling customer orders in the warehouse.

How fast do you react?

**Over the last two years, real-time operational dashboard users have improved their time-to-decision at a rate 2.5 times greater than those without.**

- Aberdeen Group.

# Begin your *journey*

Dynamics Consumer Goods is our tailored offer of Microsoft Dynamics 365 Business Central and Dynamics 365 Customer Engagement to provide a complete end-to-end business software solution for Consumer Goods manufacturers and distributors.

Some of our key Consumer Goods industry clients include Aden+Anais, Consuma Paper Products, Dalebrook Supplies, Grafton International, Jura Products, Net World Sports, Novomatic UK, Rosewood Pet Products, Wild & Wolf and the Company of Animals. Having delivered over 6,000 successful projects, we've plenty of experience implementing business systems, Microsoft Dynamics solutions and the technical infrastructure to support them.

We are a Microsoft Gold Certified Partner. We can deliver Microsoft Dynamics solutions on your own IT infrastructure or in the Microsoft Cloud. Based in the Midlands and North East, we support clients across the UK and further afield.

If you would like to learn more about how Dynamics Consumer Goods can support your company, please do not hesitate to get in contact with us today and take your first steps towards enhancing your business processes:

**Call:** 01902 578 300

**Email:** [hello@tecman.co.uk](mailto:hello@tecman.co.uk)

**Visit:** [www.tecman.co.uk/cg](http://www.tecman.co.uk/cg)

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