

SUCCESS CASE

Dunlop Protective Footwear Digital Transformation

Dunlop Protective Footwear (DPF) is the leading manufacturer of protective footwear with presence in more than 50 countries worldwide. DPF develops and manufactures waterproof boots adapted to the particularities of the most diverse activity sectors, characterized by high standards of quality and innovation, ensuring all the necessary comfort and protection.

With ambitious growth plans for 2021, and beyond a desire to assert themselves more consistently in global market, they are now moving forward with the modernization of their management systems. The achievement of its goals requires the creation of a common platform, a strong commercial strategy based on multichannel sales towards the enlargement of B2C and B2B sales the digitalization of purchase process, and a highly efficient integrated control of global logistics chain and reporting supported through operational and management tools.

To achieve these objectives, DPF decided to reinforce its focus on Microsoft's business solutions, including the upgrade of its ERP to Dynamics 365 Finance and Supply Chain Management (Dynamics 365 F&SCM).

Taking advantage of the upgrade process, DPF seeks to not only optimize and modernize its processes, but also intends to harmonize them globally, to obtain a consistent and uniform market approach. This harmonization and optimization are achieved through the design and implementation of a CORE Model, based on the best business practices and leveraged by Microsoft solutions.

“ **D365 F&SCM is very important and for sure will contribute highly to the success we already see in our B2C strategy.** ”

Alfred Muller | ICT Manager



The Importance of Digitization



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Dunlop has recognized before the pandemic situation that further digitalization is needed, “essential” is perhaps a better word.

Alfred Muller | ICT Manager

Even before the pandemic, DPF administration recognized the importance of digital transformation, considering this process essential for modernization and growth. The current pandemic situation we have witnessed has only accelerated a process that was already considered vital.

The company is undergoing a strong technological transformation in partnership with Arquiconsult, which starts with the project of ERP implementation, totally Cloud based, and extends to a more global strategic scope.

The aim is to standardize operating and management practices at the company's locations, worldwide, and to interconnect the information of several departments in a more automated way. Thus, it will be possible to have a sustainable management, based on data from all activity segments.

With the ERP upgrade to the Dynamics 365 Finance and Supply Chain Management version (Dynamics 365 F&SCM), DPF will base its entire IT platform on cloud solutions from the Microsoft Dynamics 365 ecosystem.

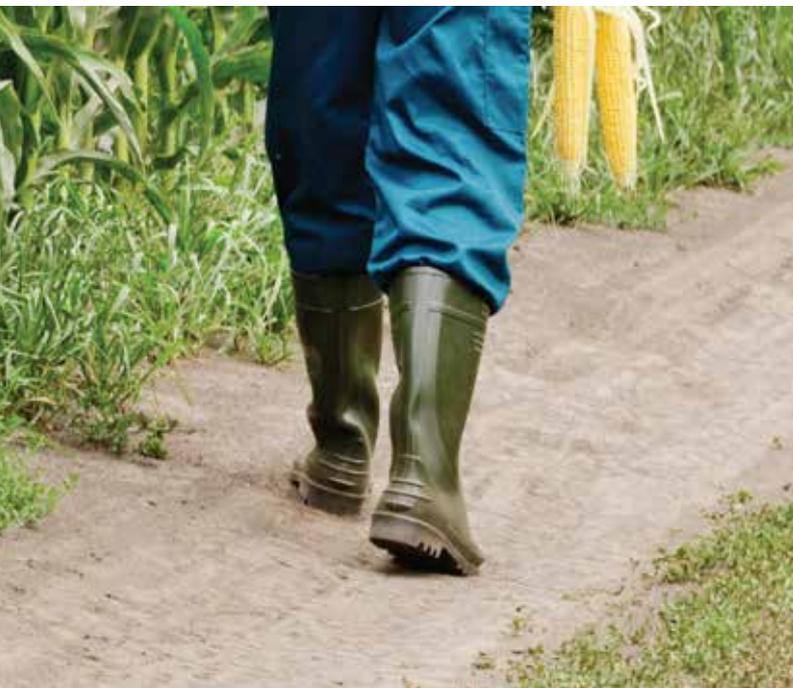
Dynamics 365 F&SCM ERP furthering commercial strategy



The need to standardize procedures in all branches, makes it essential to implement an ERP capable of storing information from all operational sectors, from planning, production, or finance, in a single, integrated, and consolidated view.

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Since Dynamics 365 F&SCM offers a lot of out-of-the-box functionality, the need for 'tailor work' is limited. It gives you a tool to look to your processes and make it efficiently, sticking to standard out of the box solutions.

Alfred Muller | ICT Manager



There are several reasons for the move to Dynamics 365 F&SCM, however we highlight Microsoft's 'One Version' strategy, which allows the customer to benefit from any solution update, without having to allocate a team of technicians to support these updates. Subsequently, the adoption of a SaaS model and, finally, a set of ready-to-use features that improve processes, without the need for major customization.

Dynamics 365 F&SCM is also the solution that has enabled DPF to improve its B2B and B2C sales channels, enabling the company to achieve new sales strategies and models. The public's receptivity to the innovation of purchasing process, through the system digitalization, is already well recognized. Today, from any point, teams can effectively integrate information, resulting in a higher quality response to customers.

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In one year working with Dynamics 365 F&SCM to support our new B2C strategy, we have seen just a small fraction of the product and already seen the benefits. Next steps to support our Multi Channel B2B approach, are talks on how to make existing processes more efficient.

Alfred Muller | ICT Manager

Solutions Complementarity



In addition to the adoption of a more robust version of the ERP, the need arises to obtain valid and accurate insights from the entire chain, from production to sale, with the development of new sales channels and strategies being one of the company's purposes. That is why, in parallel, the implementation for Dynamics CRM and Business Intelligence arises.

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All these Microsoft products make the CORE of the ecosystem as one seamless working tool to the complete organization.

Alfred Muller | ICT Manager



“ Dynamics 365 F&SCM structure is very familiar for existing AX users, this helps a lot to adopt other MS- applications. Dynamics 365 Sales is a good example. Power BI was adopted very quickly since it is a self-service BI tooling. It works quickly, easily without a lot of training. All-in we see that working in one aligned ecosystem is very quickly giving a “conformable feeling”.

Alfred Muller | ICT Manager

Dynamics 365 F&SCM supports all internal processes from Customer Service, Logistics, Planning, Production and Finance, while Dynamics CRM Sales, came to support all Marketing and Sales actions, improving market analysis and identifying potential customers.

Supporting both solutions, both ERP and CRM, comes Business Intelligence, which with a self-service solution such as Power BI, allows all users to access credible and current data, allowing information analysis, reporting efficient and accurate activity.

DPF supports your entire cloud operation. Why this choice? Because working in the cloud implies working from anywhere, wherever you are and on any device. The browser is the only necessary tool. As DPF is a global company, the adoption of cloud platforms also allows the sharing of systems regardless of geography.

In all technological modernization processes, the human factor is important, as well as its adjustment to new tools. DPF has seen a gradual, positive, and consistent adaptation process in line with the company's strategy.

The structure of Dynamics 365 F&SCM is very similar to the previous Dynamics AX and other Microsoft products, allowing for a similar modus operandi to the previous one, as well as an ease embracing of other support applications. ■

About Arquiconsult

Arquiconsult is an information systems consulting company, based on Microsoft Dynamics 365 technology, with offices in Portugal, Spain and Angola.

Arquiconsult has the best and most certified team working on Microsoft Dynamics in Portugal, having already implemented some of the most complex Microsoft Dynamics Business Solutions and being often referred to international clients for their implementations all over the world.

Arquiconsult constantly innovates its offer, adding value to Microsoft Dynamics by building verticalizations for several activity sectors.

Some of our reference customers in several business sectors:

- Polopique
- TEKA Portugal
- Klaveness
- Farfetch
- Stericycle
- Sapa
- Gunnebo
- Tecnocabel

Arquiconsult is a Microsoft Gold Certified Partner

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Gold Enterprise Resource Planning
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Gold Application Development

