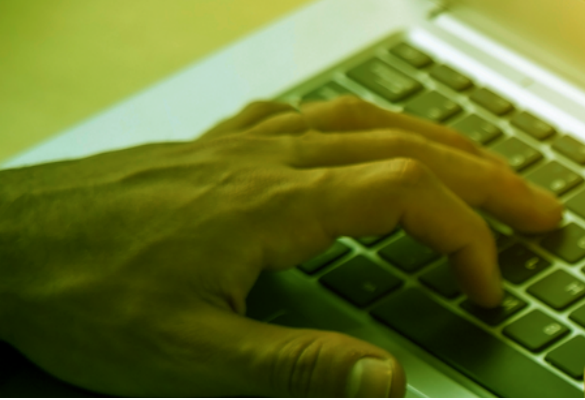




AFINIA LABEL UK CUSTOMER STORY

AFFORDABLE, EFFICIENT CLOUD-BASED IT PLATFORM UPGRADE OVERCOMES LIMITATIONS IMPOSED BY LEGACY SYSTEM

An ageing, on-premise enterprise resource planning (ERP) solution was unable to support the business operations at Afinia Label, and created a myriad of efficiency issues for the small, growing company.

In pursuit of a like-minded organisation to modernise its enterprise system, Afinia Label rejected over-inflated quotes from larger partners, instead entrusting Dynamics SMB Solutions to manage a complex cloud-based system upgrade. Utilising Microsoft Dynamics Business Central 365, Dynamics SMB Solutions has delivered the best project outcome for Afinia Label at the most cost-effective price.

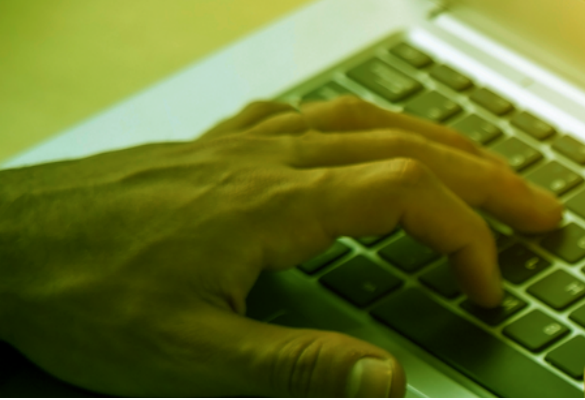
Attributable to the project's marked achievements, Dynamics SMB Solutions will replicate the success in Afinia Label's US division.



Afinia Label offers speciality printing solutions with best-in-class support, and solutions that generate a solid return on investment for its customers. It has successfully built a strong reputation for providing quality products that make label printing and finishing easier.

However, reliance on a legacy enterprise resource planning (ERP) system, the original version of Microsoft Dynamics, was creating an increasing number of obstacles. Installed more than 20 years ago, and no longer supported, the on-premise system which had served Afinia well over the years, no longer provided the functionality needed.

The ageing system was now a disruptive roadblock, creating a barrier for the thriving business.



CHALLENGES

For Afinia, the major pain points of a slow legacy system, largely around inefficiencies and cyber security risks, will resonate with other small businesses in similar situations.

Many operational processes for instance were undertaken manually, creating an avoidable drain on staff time and costs.

KEY CHALLENGES

- Outdated enterprise software
- Lack of expertise to support
- Security risk of ageing system
- Over-reliance on inefficient manual processes
- Over-inflated quotes for system upgrade

The security vulnerabilities of an outdated system were also front of mind as Chris Payne, senior director, Afinia explains, “The ageing software was running on old Microsoft servers, which no longer received security updates. Everything was being run in-house, including the backups. We wanted to streamline the entire process to overcome the limitations of a legacy system.”

Afinia considered its options to upgrade to the latest version of Microsoft Dynamics 365 Business Central, moving from on-premise to the cloud. “Many companies weren’t prepared to look at our software because it was too old, and they considered the upgrade path too difficult. This was reflected in ridiculously high quotes, with one topping six figures,” affirms Chris.

Confronted with over-inflated quotes, Afinia sought a partner to deliver a value for money, quality service, tailored specifically for a small business. Afinia was introduced to Dynamics SMB Solutions.

“Dynamics SMB Solutions knew exactly how to approach the project, how to upgrade, and the easiest way to export our data and reimport to a new version. Dynamics SMB Solutions is in a niche area; delivering more complex jobs at a reasonable price – something which other partners cannot meet”

Chris Payne Afinia Label



SOLUTION

Dynamics SMB Solutions undertook a modernisation project including system upgrade, licenses, training, and end user support; enabling the cost-effective and efficient delivery of everything under one umbrella.

“When we initially embarked on this process, the ideal outcome for Afinia was to find a partner who could deliver a value for money, high quality service; we certainly achieved this with Dynamics SMB Solutions,” announces Chris.

Dynamics SMB Solutions managed the upgrade from an old, legacy version of Microsoft Dynamics NAV 5 to the latest version of Microsoft Dynamics 365 Business Central (SaaS) - now used across every section of the business.

A successful go-live was preceded by 6 months of UAT (User Acceptance Testing) to facilitate a quick, trouble-free transformation as Chris confirms, “With Dynamics SMB Solutions’ in-depth understanding of the older version of software, it meant a smooth integration process.”

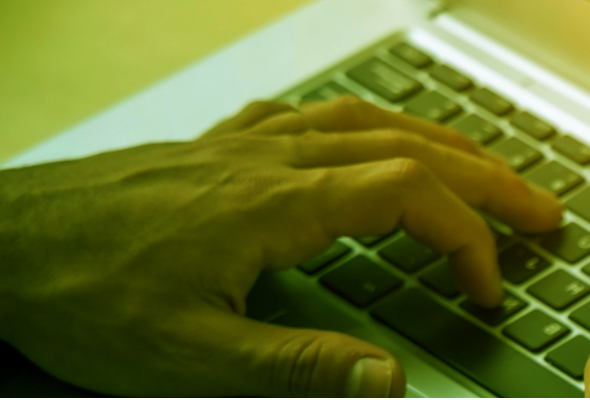
Today, Afinia also has a robust level of security. “It’s hassle free. We no longer have to think about whether the virus checkers are updated because it’s all in the cloud. Similarly with back-ups – we have peace of mind knowing that our data is stored securely and is accessible anytime, anyplace – and in the event of a fire for instance, our business can resume operations immediately,” states Chris.

Dynamics SMB Solutions ensures continued flexible support. Chris continues, “If we find bugs or need any modifications or customisations, we contact the team, and they establish the best strategy. The support is quick and flexible.”

In-depth training, as well as training videos enabled staff to become familiar with the new system and revisit sessions as needed.

“The software had changed a lot since our original implementation, and Dynamics SMB Solutions provided remote training tailored to the different members of staff.”

Chris Payne Afinia Label



BENEFITS

The fast, smooth project delivery has seen Afinia adopt better ways of working. “We’ve significantly streamlined processes and have been able to automate tasks such as invoicing, purchase orders, delivery notes, credit notes, and more. Previously, this was undertaken manually daily – it was a laborious task,” acknowledges Chris.

KEY BENEFITS

- Cost-effective, smooth transformation
- Sustainable, long-term savings
- Improved security
- Access to professional expertise
- Greater efficiencies
- Flexible SLA
- Staff time savings of 25 hours per week
- Reduces impact on the environment
- Scalable, adaptable solution

An exceptional amount of time has been saved from the heavily manual paper-based process previously undertaken as Chris confirms, “The automation of tasks has saved 25 hours of staff time per month – that’s 300 hours per year, the equivalent of around 38 days.”

Afinia has been able to benefit from Dynamics SMB Solutions’s talented and professional team which boasts a high-level technical skill set and proven knowledge. Rather than having a range of professionals employed in-house such as a developer, a project manager, or a consultant, outsourcing the entire process to one partner has enabled Afinia to reap many benefits.

With Dynamics SMB Solutions’s competitive pricing, Afinia has also secured exceptional value for money, avoiding the exaggerated pricing of other partners in the market; getting more for their budget and saving thousands of pounds.

The quarterly subscription-based SLA is a further standout point for Afinia; another unique offering in the market. It overcomes the limitations of standard SLAs which often lock organisations into expensive four or five-year contracts. Instead, Afinia is assured of high-quality delivery and has the flexibility to purchase a set amount of support hours. “In the early days more support is required, but now we’ve been running the software for a year, we can reduce to a lower support level because there are not as many questions or updates. It’s very flexible compared to some partners that include lock in clauses of up to 5 years; we are saving significant money,” shares Chris.

Moving to the cloud supports Afinia’s environmental concerns too.

“We no longer need a server room with air conditioning to maintain a certain temperature. As well as reducing our environmental impact, it saves money on energy prices.”

Chris Payne Afinia Label

WAY FORWARD

The on-going relationship continues as Dynamics SMB Solutions works closely with Afinia to ensure full system utilisation and identify opportunities for further efficiencies.

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“The biggest value that Dynamics SMB Solutions has delivered for our business is the ease of upgrade, as well as the support.

“Due to the project’s success, our US head office would like to replicate our achievements. It’s a larger-scale, more complex project, and one that Dynamics SMB Solutions is ideally placed to fulfil,” concludes Chris.

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This customer story is a result of a collaboration between Dynamics SMB Solutions and Afinia Label UK. Our special thanks goes out to Chris Payne Senior Director of Afinia Label UK.