

# Advanced Distribution



for Microsoft Dynamics AX<sup>®</sup>

## The information system at the core of a high growth strategy

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## AN INDEPENDENT GROUP FOUNDED IN 1991, “AU FORUM DU BÂTIMENT”

specialises in the distribution of equipment for locksmiths and plumbing, electrical equipment and hardware.

The «Forum du Bâtiment» has 32 stores and 2 warehouses (5,000 m<sup>2</sup> in Saint-Ouen and 3,000 m<sup>2</sup> in Nanterre), managing 140,000 items and shipping 500 parcels per day.

### ITS BUSINESS:

selling building equipment and supplies to craftsmen, general companies and professionals, using a multi-channel solution (fax, telephone, Internet and counter).

### THE CHALLENGES OF THIS SECTOR:

- To quickly establish a network of stores throughout France
- To manage high volumes (number of referenced items, parcels, etc.)
- To ensure optimal monitoring of price levels
- To supply a high-quality service to professional customers

## Putting the information system at the core of a **high-growth strategy**

“Three «3 years ago, it became apparent that our existing IS was too limited to absorb our development and we decided to replace it», explains Mr Bodin, information-systems manager.

«Since 2009, our choice has been the ADAX ERP solution (Advanced Distribution for Microsoft Dynamics Ax), which we implemented in all areas (purchasing, sales, inventory management, finance and soon, CRM), with the exception of manufacturing».





## The immediate benefits of ADAX<sup>®</sup>

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*“We have 4,000 account customers as well as 2,000 occasional customers. And that doesn’t include orders placed through more traditional methods such as fax or phone. Sales are heading increasingly towards multiple delivery channels. With regard to “counter sales” (main distribution channel), TVH Consulting met a need for optimum efficiency, i.e. serving customers quickly while following corporate rules. The results were immediate. Our salespeople are selling even more!”*

The solution was rolled out very gradually. The finance module was put into production in February 2010 at the head office, then the «counter sales» solution was rolled out to the first shop in March 2010. «We have given ourselves a year to migrate our 34 stores», says Philippe Bodin.

*«We are very satisfied with Microsoft Dynamics AX. It is an very good ERP solution with excellent integration and provides a good response to our company’s new challenges. With it, we can plan for the future with equanimity»,* says Philippe Bodin.

## THE 8 STRONG POINTS of the ADAX solution

- › Front Office personalisation for counter sales
- › A single solution to manage stores, distribution, finance and logistics
- › Enables to very simply develop multi-channel sales
- › Financial monitoring of accounts receivables (whatever the purchasing mode)
- › A solution that enables and supports strong growth
- › Enables the evolution and adaptability of internal processes to respond to the company’s challenges
- › A reliable ERP solution for business development in France
- › An ERP solution dedicated to retail and the development of sales

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## The benefits of the partnership between TVH Consulting & Microsoft Dynamics

- A team that scrupulously applies Microsoft's best practices in terms of technical and functional audit, translation and development
- A clear roadmap from Microsoft on the future development of the product
- The long-term sustainability of TVH Consulting and Microsoft
- Reliable and loyal teams with genuine sharing of values
- The use of powerful technology for customising the requirements and preferences of the company and the group to which it belongs
- ADAX is based on a solution that is intuitive, open and adaptable to companies' businesses, with complete integration with the Microsoft environment (MS Office and SharePoint)
- A worldwide network of distributors



2010 Microsoft Dynamics  
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# TVHconsulting

*the ERP expert*

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