



TVH Consulting launches a major new version of ADAX, its ERP solution for multichannel distribution

- **The French IT services provider offers the most comprehensive ERP solution on the market that is based on Microsoft AX and devoted to multichannel distribution companies.**
- **The new version launched at the beginning of 2013 has been enhanced with a warehouse management module (WMS) and adds advanced features to simulate full costs and retail prices.**

Maisons-Laffitte, 26 February 2013 - TVH Consulting, an IT services company with expertise in Microsoft AX, SAP All-in-One and Sage X3, is not only specialised in consulting, integration and support for these three solutions: it also published an ERP solution for the multichannel distribution sector that is one of the most feature-rich offers on the market. Today it is announcing a major new version of its solution, called ADAX 2013 (Advanced Distribution for Microsoft AX).

This new version delivers more than 100 substantial functional add-ons to the five main areas of Microsoft Dynamics AX: Sales & Marketing; Procurements; Forecasts & Planning; Warehouse and Inventory Management; and Transportation Management.

Among the new features:

The inventory management module has been enriched with advanced WMS functions that fall under a very concrete, field-oriented management approach, with:

- Management of multi-level containers with traceability capability
- Automatic searching for the best location thanks to advanced stowing algorithms
- Supervision of warehouse tasks entrusted to stock workers via onboard terminals
- Optimisation of picking paths
- Optimisation of packing, in consideration of constraints relating to products, customers and transportation
- Systematic weight checks and recording
- Optimisation of transport by pooling certain shipments in nearby geographic areas

After the explosion in the cost of materials and given its clients' desire to better manage costs and margins, the ADAX Forecasts and Scheduling module was extended to include advanced simulation functions for full cost and retail prices.

This tool is especially noteworthy for suppliers to mass retail companies for whom the cost of raw materials fluctuates frequently and has a direct impact on selling prices. This simulation tool incorporates all the parameters that affect the cost price (materials costs, administrative costs, customs duties, packaging and transport costs, etc.), the target margin (by product and by market) and the components which comprise the selling price in order to define the most realistic full cost prices and retail prices.

Moreover, in an effort to optimise stocks and procurements, the new sales forecasting tool uses a collaborative feature to

enable the calculation, management and dissemination of sales forecasts according to different analytical angles (markets, customers, products, time) and in light of promotional campaigns or other spikes in activity. The smoothed, corrected and validated forecasts will then be used as inputs in production and procurement planning.

In terms of CRM, the availability of a 360° view of all customer data (marketing, sales, accounting, top 10 products purchased, etc.) enables agents at the contact centre to find on a single page all the information needed to make additional sales (upselling and cross-selling).

This simultaneously comprehensive and synthetic view offers a direct link to ordering tools and can thus be used by the sales, marketing and accounting teams.

This is a true differentiating feature compared with the other ERP solutions on the market.

An R&D team comprising seven developer-engineers works full time on enhancing ADAX **with functional requests reported from the field** and on taking into account worldwide regulatory requirements for each of the sectors covered. ADAX is currently available in 13 languages.

It meets all the needs of mass distribution suppliers as well as firms specialising in distribution, retail, distance selling and e-commerce. It is suited to business sectors as diverse as agri-food, cosmetics, pharmaceuticals, fashion, hardware and so on. ADAX has some 30 clients around the world, including companies like **Fleury Michon, Pierre Fabre, Florette, Au Forum du Bâtiment and Bébé 9**.

"In the Dynamics AX ecosystem, ADAX 2013 is the most comprehensive solution to serve all the needs relating to multichannel and cross-channel operations. It takes into account concrete concerns from the field and offers features worthy of the 'best-of-breed' title for the major functional domains covered. What's more, using the ADAX solution is totally transparent for users of Microsoft Dynamics AX because it is fully integrated," notes Nabil Cheurfa, Associate Director at TVH Consulting.

"ADAX is one of the major solutions developed around our Microsoft Dynamics AX ERP solution. It boasts real industry-specific added value for multi-site companies that want to invest in an innovative solution for advanced distribution, notably with export and international development aspects. Certified CFMD** a few months after the release of the new version of Microsoft Dynamics AX 2012, it speaks to TVH Consulting's responsiveness to changes in the Microsoft technological road map and to the new business demands of its customers in the world of distribution,"* says Virginie-Marie Garlasain, Microsoft Dynamics ERP Product Manager.

*ADAX: Advanced Distribution for Microsoft Dynamics AX© (ADAX©)

CFMD: Certified for Microsoft Dynamics (CFMD)

Price: on request

Availability: first semester 2013

About TVH Consulting

Created in 2003, TVH Consulting is an IT services company specialising in consulting, integration and support for the three major international ERP solutions: Microsoft Dynamics AX, SAP All-in-One and Sage (X3 and Geode).

Thanks to its R&D Centre, it has also developed know-how in publishing sector-specific solutions for entities involved in multichannel distribution: indeed, TVH Consulting offers ADAX (Advanced Distribution for Microsoft AX), the most comprehensive ERP solution on the market based on Microsoft AX with more than 100 functional add-ons.

TVH Consulting targets the manufacturing, food & beverage, specialised distribution (fashion, food, hardware, etc.), services and chemicals/pharmaceuticals/cosmetics industries.

With turnover of €17 million in 2012, the company now has nearly 110 staff members, including seasoned consultants and project managers that have gained solid experience in business expertise, both functional and technological.

TVH Consulting operates mainly in Europe, as well as on other continents (United States, Canada, South Africa, etc.) through a solid network of partners. It retains full control over the management of its projects, the support of all its installations and is fully committed to its results. To learn more, visit: www.tvhconsulting.fr

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