

## DYNAMICS NAV IS THE HEART OF ADEN+ANAIS' BUSINESS

### A PARTNERSHIP WITH WESTERN COMPUTER

aden + anais® was founded by Raegan Moya-Jones when she came up empty-handed after scouring stores across the U.S. for the muslin wraps used by parents everywhere in her native country, Australia. By way of necessity, Raegan introduced the first muslin swaddle blanket to the United States in 2006.

Six years ago, aden + anais® made a strategic decision to embrace technology. While Dynamics NAV was already part of the IT infrastructure, it was not implemented to its full capability resulting in a negative return on their investment.

In order to achieve their global business goals, aden + anais® knew they needed **Microsoft Dynamics NAV to become the cornerstone of their operations.** They chose Western Computer as their enterprise application partner for this journey.

As their primary ERP partner, Western Computer was responsible for the end-to-end implementation of Dynamics NAV including business analysis, implementation, training and support resulting in a positive return for aden + anais® on their ERP investment.

Fast forward to today: aden + anais® is now a global company with operations in 5 regions across North America, Asia, UK, Australia and Europe. This year, aden + anais® is now processing over 200,000 orders a month, 30,000 of which come from a single channel: Amazon.com. At the heart of their **quadruple-digit growth** is Microsoft Dynamics NAV.

One of the challenges faced by such a rapidly growing business is the risk of outgrowing operational constraints and the need for new levels of business agility across the supply chain.

An example of this agility is the shift in retail channels that aden + anais® had experienced over the past 11 years. In 2006, their primary revenue channel was through traditional retail stores, whereas now they see most of their revenue coming from their online presence with a B2C eCommerce platform and on Amazon.com.

Western Computer has not only been able to scale with aden + anais®, but had created a strong business partnership with them over the past five years. This mutual trust and support has been building to the point that Western Computer is considered a true extension of the aden + anais® team.

"We see a significant opportunity for aden + anais® to leverage our partnership with Western Computer. They bring us best of breed systems, best practices and guide us in the right direction from a technology perspective,"

- Sue Sabatino, Senior VP of Global Strategic Initiatives, aden + anais®



## PROJECT GOALS



- Deliver a solution to scale with aden + anais® quadruple-digit growth
- Improve product utilization
- Standardized implementation across all regions

"Western Computer is a vital extension of our team, which is such a rare quality to have in a vendor."

Sue Sabatino  
Senior VP of Global Strategic Initiatives  
aden + anais®

# ADEN + ANAIS

## CASE STUDY



WESTERNCOMPUTER.COM  
OXNARD, CA | 805.581.5020

### THE SOLUTION

Western Computer is the **primary Dynamics NAV partner** supporting 5 standardized implementations for each of the aden + anais® regions. While each regional implementation has a specific localization, supported by a regional partner for local compliance and regional best practices, Western Computer is the Dynamics NAV strategy and implementation lead.

In addition to the Dynamics NAV implementation, Western Computer is both responsible, and accountable, for all 3rd party software evaluations and deployments. Jet Reports, for example, is used for consolidated regional reporting ensuring that it can be run in seven different currencies. Additional 3rd party deployments include; Sana Commerce, ChargeLogic, Lanham, Beck EDI with SPS Commerce.

"I have never encountered a time when we have gone to Western for advice and they have not been able to guide us down the right path."

- Riyadh Deen, Vice President of Global Information Technology, aden + anais®

### THE BENEFITS

With such a high growth business, aden + anais® knew they had to make significant efficiency and operational improvements to ensure they could manage this growth successfully.

When Western Computer took over the Dynamics NAV project, aden + anais® was using less than 1% of the capability of the product. Western Computer played a significant role in driving improved adoption of the system and providing ongoing guidance for new workload proposals to bring added value to the solution and deliver a positive return on their investment.

Dynamics NAV has significantly reduced both sales order and invoicing processing time. These operational efficiencies are due to the deployment of at least 15 automations across the business that have reduced the amount of manual data captured in the system.

"Western Computer's guidance in the implementation of a best of breed EDI solution, and adopting standard EDI flow process, minimized our workload by at least 50% in areas like order processing, invoicing, inventory validations and integrity."

- Riyadh Deen, Vice President of Global Information Technology, aden + anais®

Western Computer's product expertise drives a better understanding of both the product capability and ISV solution offerings. Leveraging core product functionality and 3rd party applications has significantly reduced the amount of product customizations. Limited modifications to the core application reduces future upgrade costs.



### PROJECT HIGHLIGHTS

- 200,000 orders processed per month
- Improved user adoption
- Best of breed solution implementation
- Best practice guidance

"Dynamics NAV is the heartbeat of our organization."

Sue Sabatino  
Senior VP of Global Strategic Initiatives  
aden + anais®



**CASE STUDY:**  
ADEN + ANAIS®

**INDUSTRY:**  
MANUFACTURING  
DISTRIBUTION

**REGION:**  
GLOBAL

# ADEN + ANAIS

## CASE STUDY



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### WHY WESTERN COMPUTER?

"Western Computer is a vital extension of our team, which is such a rare quality to have in a vendor. Dynamics NAV is the heartbeat of our organization, and Western Computer constantly demonstrates taking ownership and accountability of our end-to-end implementation, whether it is with Dynamics NAV or an ISV solution."

- Sue Sabatino, Senior VP of Global Strategic Initiatives, aden + anais®

The aden + anais® and Western Computer relationship has developed over time and is constantly adapting to ensure that it meets the requirements of the aden + anais® business. "As an example; as we have grown, some implementation skills have been brought in-house. Western Computer has adapted quickly to ensure a smooth transition of this process. They continue to focus their strategic value-added services to the areas of our business which have the highest impact and return," stated Sue Sabatino. "Western Computer is a strategic arm of our team, giving us senior level industry and solutions guidance, solution architecture, and best practice advice."

### ABOUT ADEN + ANAIS

Born and raised in Australia, Raegan Moya-Jones grew up with her native land's centuries-old practice of swaddling babies in cotton muslin blankets. For countless generations, Aussie parents have comforted and secured their children in this supremely soft, breathable fabric.

Raegan relocated to New York City in 1997 with her future husband, where she spent ten years in sales at the prestigious weekly news publication, The Economist. Even though she was far from home when she became pregnant in 2003 with her first child, Anais (pronounced UH-nay), Raegan was comforted knowing she could carry on the time-honored Australian tradition of swaddling her baby with a muslin blanket. However, after scouring stores across the US for the muslin wraps used by parents everywhere in Australia, Raegan came up empty-handed. Much to her surprise, the only available options were made of fleece, flannel or heavy cotton—none of which she thought were right for swaddling. That is when the idea for aden + anais® was born.

Inventing by way of necessity, Raegan introduced the first muslin swaddle blanket to the United States in 2006. With their versatility, quality, and modern aesthetic, the aden + anais® muslin swaddle blankets instantly resonated with American parents.



### PROJECT RESULTS

- 50% reduction in manual workload
- Reduction in both sales order and invoicing processing time

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Riyad Deen  
Vice President of Global  
Information Technology  
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