

Microsoft Dynamics NAV helps online supplier expand, streamline and thrive

Based in Long Beach, California, LD Products is a leading online supplier of ink and toner cartridges. Every month, LD Products' 165 employees handle as many as 120,000 customer orders, shipping close to 500,000 ink and toner cartridges—and they need an ERP system that can keep pace with their high-velocity demands and provide the platform they need to support future growth.

BUSINESS CHALLENGES

When LD Products first launched in 1999, employees were manually inputting credit card information from online orders and using Microsoft Excel to keep track of bills. "It was very, very low tech," recalls founder and CEO Aaron Leon. As time went by and business improved, their legacy management and accounting systems couldn't keep pace with their order volume.

"I knew if we wanted to grow into the hundreds of millions of dollars range that we would never be able to do it with the systems we had,"

Aaron Leon, LD Products Founder and CEO

The process of printing their daily 10- to 12,000 orders was taking half the day in itself. The basic accounting system they were using didn't provide the controls to stand up to a financial audit.

To take the business to the next level, LD Products put a team together to find the right ERP solution and the perfect implementer. After thorough evaluation, the selection team chose Microsoft NAV and Western Computer. Western Computer worked closely with their internal team to implement a Microsoft NAV solution that could:

- Manage warehouse operations to optimize shipping speed and minimize packaging costs for 7,000 SKUs.
- Import and analyze data from diverse order streams, such as online retailers and LD Products' own internally-owned family of websites.
- Provide in-depth reports on order volume, product dimensions, bin locations, shipping status and more.

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Project Highlights

Picking time reduced by **57%**

500% Increase in warehouse productivity

7,000 SKUs Optimized shipping and minimized packaging

Project Summary

Western Computer helped LD Products:

- ▶ Implement Microsoft Dynamics NAV ERP
- ▶ Reduce packaging costs
- ▶ Fully integrate multiple e-commerce sites

SOLUTION

A new, custom warehouse control system integrated directly into Microsoft Dynamics NAV

To keep pace with their huge order volume, LD Products installed an A-Frame system in their warehouse and upgraded to Microsoft Dynamics NAV. “Before, we had about 14 to 15 people picking our high velocity ink orders... now we have 2 or 3 people just filling the A-Frame system. It’s been the biggest labor savings of the whole warehouse implementation,” says Leon. The new system allows them to accomplish in a single 8-hour shift what used to take them 13 to 14 hours.

Minimum packaging costs, maximum shipping speed

LD Products’ Microsoft Dynamics NAV solution integrates with a third party cubing system to ensure that orders fit into the smallest possible container, saving the company money not only boxes, but on void fill as well. As Leon puts it: “the smaller the box, the lighter the box—and the lighter the box, the lighter the cost.”

Customizable Reports and Actionable Insights

Real time reports are available custom-made for every department with Microsoft Dynamics NAV. LD Products employees can track the number of products in every bin location, track how many orders are on the dock or on the water or how many are being processed. “It’s all in one sheet, which we never had before,” says Leon. Departments have their own dashboards and see information in real-time.

LESSONS LEARNED

Pick the right team, and pick the right partner

Leon says there are two critical parts to any successful implementation: first, make sure you have a rock-solid internal team and project manager. Second, pick “the best possible partner you can.”

From the start, Leon and his team knew that any implementation would be complicated due to their sophisticated e-commerce and warehouse system. LD Products needed a partner that could handle a project of scale and complexity. Western Computer was chosen not only because of their outstanding reputation in the industry, but because “they were excited and ready to take on the challenge,” says Leon.

Concurrently with the ERP implementation, LD Products re-platformed their websites and launched their updated warehouse automation system. Leon jokes that “it’s like our business burned down and we were rebuilding everything at the same time.” Despite all those additional challenges, Western and LD Products successfully completed the implementation and launched their new Microsoft Dynamics NAV solution in less than a year.

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About LD Products

Founded in 1999, LD products is one of the largest online retailers of printer supplies in the U.S.

Based in Long Beach, CA ,LD Products employs 165 people, handling 120,000 orders per month. LD Products has been recognized for exceptional customer service with numerous Bizrate Circle of Excellence awards, the Stella Service Seal of Excellence and have earned an A+ rating with the Better Business Bureau.

www.ldproducts.com

About Western Computer

Western Computer has specialized in designing and delivering customized Microsoft Dynamics solutions for businesses since 1987.

What sets us apart from other Microsoft Dynamics partners and other ERP solution providers is our commitment and dedication to our clients — a philosophy expressed through the quality of Western Computer’s products, our professional services, and the long-term partnership we build with each client.



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