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RELIABLE DATA, CLEAN PROCESSES, AND A STRONG PARTNER

LABELMASTER MOVES TO MICROSOFT DYNAMICS NAV, GUIDED BY WESTERN COMPUTER

Labelmaster had outgrown its legacy business management software systems. The organization was using Microsoft Dynamics GP for financial reporting functionality along with QuickBooks and additional spreadsheets. Business managers relied largely on a homegrown system and fifteen other separate databases that were not fully integrated.

The situation required Labelmaster's teams to run many reports in an attempt to sync the data between the disparate systems; however, they still had no assurance of an accurate, 360-degree view of any situation. As Michael Kaufman, Vice President of Production and Technology at Labelmaster, puts it, "The core issue we had was that we never knew what the truth really was. Even with all the different database reports, we never fully bridged the gap to get the true scope of any issue."

While they had many issues and challenges with the legacy system, "it was great with order processing," says Kaufman. Outside that narrow scope though, the system's lack of functionality limited business processes and data gathering. There was no address validation system; effective searches for customer data were difficult; and there were duplications in data that negatively affected the value of any report that was run. This assortment of disparate systems—QuickBooks, Dynamics GP, and the fifteen databases—hindered the efficiency of internal workflows and negatively impacted data quality.

The old system was also difficult to maintain and upgrade. In fact, Kaufman notes that "it got to the point where upgrades weren't even possible. We were not able to compile the code for new fixes. We had many workarounds for installation onto newer PCs." This limited Labelmaster's ability to upgrade to newer versions of Microsoft Windows.

The company recognized that they would need to find an integrated ERP/financial system if they wanted to continue to grow. "In order to expand, we first needed to accommodate multiple warehousing," explains Kaufman. "In addition, because we didn't have good data, we were spending most of our time trying to patch that gap. We had to put people between systems, to scan information from one system into another because not all of the systems could communicate with each other. There were a lot of procedural and personnel patches to address the software systems' shortcomings."

PROJECT GOALS

- Consolidate legacy financial and ERP systems into a single application

- Reduce manual processing and duplicate efforts

- Simplify reporting and analysis

"Our deployment success is all about the partner. Our systems are complex ... but what really made this successful was having the right partner, Western Computer."

Michael Kaufman,
VP of Production and Technology,
Labelmaster

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CASE STUDY:	INDUSTRY:	REGION:
LABELMASTER	SUPPLY CHAIN AND LOGISTICS	NORTH AMERICA

DECISION AND EVALUATION PROCESS

The search for a new ERP solution—and a partner to help them implement it—was the first step to getting the company in order and moving confidently toward expansion. Labelmaster considered five or six ERP systems, and ultimately selected Microsoft Dynamics NAV.

Labelmaster was drawn to certain aspects of Dynamics NAV, specifically the ease with which the company could migrate from its legacy applications. "The legacy system was built on a SQL database, and we had been using Dynamics GP—also a Microsoft product. We liked the visual layout of Dynamics NAV and felt we could customize it."

Given a choice between two comparable systems, the company turned their attention to the implementation partners who had presented the competing solutions. Ultimately, the company chose Dynamics NAV because of their trust in their Microsoft Dynamics partner, Western Computer. Explains Kaufman, "the quoting process from Western Computer was very straightforward. It was timely, complete, and they just had better customer service overall."

> ### LABELMASTER USES DYNAMICS NAV TO MANAGE ITS FINANCIALS, MANUFACTURING, AND INVENTORY.

Today, the company uses Dynamics NAV to manage its financials, control of manufacturing, and inventory. The Dynamics NAV system integrates with virtually all line-of-business systems, including product management, e-commerce, and Salesforce.com.

A TRUSTED PARTNER

While Labelmaster is happy with Dynamics NAV, they attribute the success of the deployment to the skill and resourcefulness of their partner. Challenged to represent Labelmaster's sophisticated pricing structure, commissions and promotions, Western Computer's Dynamics NAV implementation team was ready to meet the challenge. "Our systems are complex," says Kaufman. "What really made this successful was having the right partner, Western Computer."

The hardest part of the project, next to data migration, was the integration. Says Kaufman, "Western Computer managed well across our company and worked tirelessly."

PROJECT HIGHLIGHTS

- Solution integrates with product management, e-commerce, and sales applications

- ERP system supports multiple warehouses

- Financial module supports complex pricing, commission, and promotions model

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Kaufman notes that Western offers value beyond the systems expertise. "They jumped in to fix our situation. Western Computer advised us to conduct a complete physical inventory, and they helped us with that every step of the way. During deployment, there were 20-hour days a couple of times, and they stayed with us. Western has the support capability, so there is no issue on the tech side. They understood how we work, that we like to keep a smaller team, and they understood all phases of our business. They worked with us as part of a tight-knit team."

"The handful of developers and consultants who worked with us on this project really understood our business and our systems. They taught our staff, via online meetings and feet-on-the-ground seminars. They learned our business and taught our staff to use the software. They were with us through every step of the process. At this point the Western Computer team feels like they are regular employees!"

Labelmaster was aware of the risks inherent in replacing their ERP and financial systems, but Western Computer effectively mitigated the risks of rip-and-replace of mission-critical systems. "They were very responsive. They stood with us and triple-checked everything: general ledger, inventory, and costing. Western Computer did their homework. What's most important is that we trusted them to tell us the truth."

A SINGLE VERSION OF THE TRUTH

Kaufman observes that, "Now that we have a single version of the truth—supported by reliable data—we have no need to maintain data in multiple areas. Our pricing is now consistent throughout. We now have a real view of shipments, invoices, inventory, production, etc."

ABOUT LABELMASTER

For more than five decades, Labelmaster has been the go-to source for companies–big and small–to navigate and comply with the complex, ever-changing regulations that govern dangerous goods and hazardous materials. From hazmat labels and UN certified packaging, hazmat placards and regulatory publications, to advanced technology and regulatory training, Labelmaster's comprehensive offering of industry-leading software, products, and services help customers remain compliant with all dangerous goods regulations, mitigate risk and maintain smooth, safe operations. Labelmaster's dedication to supporting its customers' operational and compliance needs is enhanced through its unmatched industry expertise and consulting services, which serve as a valuable resource for customers to answer difficult and commonplace regulatory questions..

PROJECT RESULTS

- **Better business insight**
- **Reduced errors in order processing**
- **Reduced IT and maintenance costs**

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