



Case Study



AFRICAN INDUSTRIES

African conglomerate synergizes business operations through Microsoft Dynamics NAV

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THE CLIENT



African Industries is a diverse West African Multinational with over 8,000 employees from more than 10 countries worldwide. The Group currently operates in eight different locations within Nigeria, and exports its products to other West African nations and is increasing investments in neighbouring countries. Its origins lie in trading soft and hard commodities imported from Europe and Asia.



The Group's presence in Nigeria is now entering its fifth decade. Investments in manufacturing commenced with the reforms instituted to support industry in the early 2000s as democracy was established. In recent years, emphasis has been placed on the creation of internal governance structures to transition from a family operation to establish a professionally managed structure. Partnerships with leading global banks and international development finance institutions continue to support growth.



Today, the Group manufactures international grade steel, chemicals (for soap & detergent, water purification & mining materials), architectural glass (for buildings/constructions), and paving stones (for roads and residential use). Integral to the manufacturing efforts are international certifications for quality and manufacturing processes. In addition, African Industries operates grid connected power generation plants and was involved in the last round of the Power Sector Privatization in Nigeria.

BUSINESS NEED

Creating value for customers by continuously improving business processes to deliver on time, every time, is critical to driving growth. This is a big challenge for the client considering the nature of the industry, which works on extremely short lifecycles; therefore, impeccable on-time delivery record is a crucial success factor.



The legacy system, however, lacked the flexibility to enable its operations to absorb market fluctuations. And therefore, the need to implement a robust business process to keep ahead of competition, reduce overhead costs, and improve cash flow. From a technology point of view, the diverse existing systems, built on heterogeneous technology platforms, had to be integrated.



CHALLENGES

The key to success, however, depended in integrating disparate systems and achieving process efficiencies.

The challenges were:



Keeping pace with the competitor's reduced distribution times was tough and customer service enhancement was not easy



Legacy systems of the client hampered the synchronization of its operations with market fluctuations



As the customer is in an extremely short life-cycle industry, the on-time delivery record had to be improved while keeping inventory levels and costs low



The client was operating on disparate systems. A large number of satellite systems were being used that were not integrated with the host system

OUR SOLUTION

Trident, using Microsoft Dynamics NAV solutions, streamlined the manufacturing, distribution, procurement and financial accounting processes of the client.

- Standardization of performance metrics across the organization to streamline the client's internal processes. Trident was involved in business process definition, program management, project management, package evaluation, package implementation, key user training, and post-production support
- ✓ Evaluation and implementation of Production Management Systems with Quality and Plant Management Systems

MICROSOFT DYNAMICS NAV

| Sales & Marketing | Procurement & Sourcing | Production Management | | Inventory Management | Quality Control | Add-on Modules/ Features | |
|-------------------------------|------------------------|-----------------------|-----------------------------|---------------------------|--------------------------|--------------------------|----------------------------|
| Lead & Opportunity Management | Indent Management | Basic Supply Planning | Operation Routes & Schedule | Product Management | Specification Definition | Payroll | |
| Contact, Customer Management | Vendor Management | Demand Forecasting | Consumption and Output | Location Management | Sample Plan | Plant Maintenance | |
| Sales Return | Purchase Quotation | BOM Management | Discrete Manufacturing | Warehouse Management | In-Coming Quality | | |
| Sales Quotation | Quote Comparison | Capacity Planning | Transfer Order | Issue Slip | In-Process Quality | | |
| Sales Order | Purchase Orders | Process Manufacturing | Assembly Management | Inventory Valuation | Quality Data Recording | | |
| Sales Shipment/Dispatch | Material Receiving | Sub-Contracting | Master Planning | RGP/NRGP | Pre-Dispatch Inspection | | |
| Invoice Generation | Invoice Generation | Shop floor Management | Lot/Serial Tracking | Inventory Reconciliation | Gate Management | | |
| Call Centre Module | Return Management | | | Transportation Management | Rejection/Reuse | | |
| Finance and Accounting | Accounts Receivable | Accounts Payable | Cash and Bank | Fixed Asset | General Ledger | Cost Accounting | Cost Center |
| | Statutory compliance | Vouchers | Cash Flow Forecast | Financial Statement | Budget | Statutory Reports | Cost Overload & Allocation |
| | | | | | Core Solution offerings | | Customizations by Trident |

THE BENEFITS

Trident completed the implementation in a record 8 month, which was 50 percent faster than the timeline given by competitors and reflected a significant increase in ROI for the client. Other tangible benefits included the following:

- ✔ The implementation imparted high visibility to the supply chain and improved demand planning and execution
- ✔ There was a significant improvement in cash flow due to real-time processes. A large number of processes have been automated, which has increased the efficiency and reduced overhead costs
- ✔ Production saw significant increase in the process improvements. It helped in maintaining the record of finished inventory analysis and control, Inter process inventory analysis and control. Customer could get Dimensional data and On-line weightment data of HR Coils/Plates, GP/GC Sheets, and CR Coils/Sheets from weigh bridge controller could be recorded.



ABOUT TRIDENT

Trident is a global consulting firm that empowers organizations around the world to digitally transform and grow their businesses. Our expert consultants offer strategic consulting, implementation services, support and managed services and pre-built software solutions that help our clients innovate and reinvigorate customer, employee, partner and supplier experiences and processes using Microsoft Dynamics 365, ERP, CRM, Business Intelligence/Analytics and related Microsoft cloud solutions.

Trident enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc.

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|--|---|---|
| CRM MS D365 Sales MS D365 Marketing | ERP MS D365 Operations MS D365 Business Central Microsoft Dynamics AX Microsoft Dynamics NAV | Internet of Things (IoT) Retail Supply Chain Asset Management Fleet Management Energy Management |
| Audit & Risk Analysis ACL GRC ACL Exchange ACL Analytics | Business Intelligence MS Power BI SPSS Qlik Sense | Retail Applications LS Retail D365 Retail |
| DevOps IBM Microsoft Dynatrace | Mobile Apps Sales Force Automation Service Team Automation Customer Loyalty Management Mobile Inventory Management | Security Application Security End Point Security Database Security |

Trident's Vertical Focus



Retail



Hospitality



E-Commerce



Logistics



Manufacturing



Real Estate &
Construction



Education

Recognitions and Awards



'Transformative 100' by ChannelWorld at the Premier 100 annual awards for 2016, 2017, 2018



Microsoft Dynamics President Club winner from Microsoft for Microsoft Dynamics Navigation, Axapta & MSCRM, 2011



Gold Certified Partner for Microsoft Dynamics Navigation, Axapta & MSCRM



Platinum Partnership with LS Retail supporting clients with more than 5000 POS.



Attainment of **Premier partnership** status with IBM, 2010



Most Innovative Partner of the Year award from IBM, 2009.



Strategic Alliances



Quick Facts

1999 Year of Establishment

250+ No. of Employees

300+ No. of Customers

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