

## **MANUFACTURING ORGANISATION ZIRKON TO ACHIEVE FAST AND FLEXIBLE BUSINESS OPERATIONS WITH MICROSOFT AXAPTA SOFTWARE FROM ARDENT SOLUTIONS**

Zirkon Limited, a provider of total electronic solutions including product design, development, manufacture, testing, and logistics, has placed an order valued at £85,000 for Microsoft Dynamics AX from business software specialist Ardent Solutions. The company-wide Enterprise Resource Planning (ERP) system will integrate and automate Zirkon's back office functions, including finance, sales order processing and supply chain management. The solution will enable the organisation to react more quickly and flexibly to its customers' requirements and requests for information, and ultimately will underpin greater business efficiency and competitiveness.

Tony Inskip, sales and marketing director of Zirkon Limited comments, "Manufacturing companies based in the UK need to be increasingly fast and flexible to keep up with international competition. At Zirkon, we recognised the need for an ERP solution that would help us better manage all parts of our business."

Inskip continues, "We have a lot of customers across many market sectors and we need to access multiple layers of back office and customer-specific information very quickly. Our current system makes gaining management information very difficult as it is not fully integrated, and in a fast moving industry this is not an efficient or effective use of time and resource."

Zirkon Limited's existing back office system had been in place for over 10 years and was designed for worldwide, multilingual, multi site applications. As it was not integrated with the rest of the IT applications and infrastructure, data input had to be duplicated across different parts of the business. As the company evolved, they recognised the need for a new solution that would meet current business demands, and would be able to underpin future business growth.

When considering a new solution, Zirkon reviewed six systems and decided on Microsoft Dynamics AX from Ardent Solutions. As a Microsoft application, the ERP solution

provides seamless integration with other Microsoft applications, which are deployed widely across Zirkon, together with a high degree of usability.

Once Dynamics AX is fully integrated with the Zirkon IT infrastructure and business application, having an integrated end-to-end ERP solution will enable Zirkon to achieve substantial cost and efficiency savings by digitising all external communication. The solution will also reduce the need for external spreadsheets, providing the company with automated timely management reports. In time, Inskip anticipates that Dynamics AX will allow their customers to track their orders via the Web.

Inskip comments, “Digital document production will significantly reduce many of the day to day process within the business. Also, as Dynamics AX will be integrated with our existing software infrastructure we hope to see a reduction in IT support costs. We hope the visibility we will gain by the implementation of an enterprise wide ERP system will have a positive effect on the relationships both within the business and with our customers.”

Inskip continues, “By working with Ardent Solutions we have been able to identify ways of significantly improving our business processes. They presented Dynamics AX extremely well, and clearly demonstrated a full understanding of our business needs by suggesting ways of improving the functioning of our operations to deal with today’s demands and also our potential future requirements and growth.”