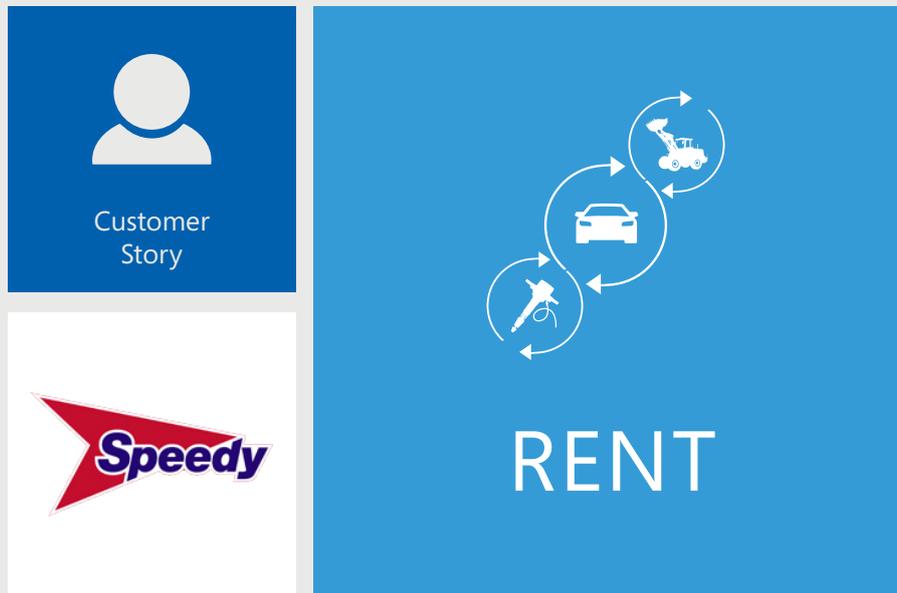




Annata

# Dynamics IDMS

Rental Management Solution for Dynamics AX



Speedy was looking for a rental solution based on Microsoft Dynamics AX2012 that would help to **increase the effectiveness and efficiency** of their equipment rental operations. They had been using a heavily modified version of AX 3.0 that, according to the CFO, was creating a huge risk to the business as it was almost impossible to upgrade to the new version of AX. In her words the solution had become like a bowl of spaghetti that needed unravelling!

## CUSTOMER PROFILE

Speedy is a leading service provider offering equipment for both hire and sale, and associated services to construction, infrastructure, industrial and related industries. Speedy provide these services to their customers who operate both in the UK and overseas.

Founded in 1977, Speedy are the **UK's largest provider of hire equipment** and have grown to become a £350 million turnover organisation with over 100,000 customers, 4,000 employees and a national network of around 350 depots.

Speedy's vision is to be the leading integrated services provider in the sectors that they support. Speedy aim to provide their customers with unrivalled service through engaging and supporting their team and by ensuring that they have the necessary skills to do what is asked of them. Speedy endeavour to engender a commitment to quality, safety and environmental sustainability in every aspect of their business. For many years, Speedy have taken a pioneering stance on health and safety in the equipment hire industry. This includes award winning campaigns offering easy to understand and accessible guidance on the main health and safety topics of Working at Height, Hand Arm Vibration, Dust, Manual Handling and Noise and environmental topics including waste and resource management, energy efficiency and pollution

“ Our old system had become a burning platform with a finite lifetime left. We selected **Annata Dynamics IDMS** as we were keen to get an existing proven system that could be upgraded easily. Selecting a Microsoft Gold Partner with deep industry knowledge, gave us confidence that this was the case. The Annata consultants understand our business and have been able to adapt areas or develop specific requirements for us when required. 15 months after the first go live, we have successfully upgraded to the latest version, confirming once more that **we made the right choice.** ”

– Ray Mark Sunderland – **Speedy Hire CIO**



## SOLUTION

During 2011, working with their existing supplier, Speedy embarked on an analysis of their business procedures, with a view to the upgrading from Microsoft Dynamics AX version 3 to AX2012. Wanting to look at the wider marketplace of rental solution providers, Speedy initially made contact with Annata in March 2012 and by the end of May 2012 the project had started to implement **Annata Dynamics RENT** for Microsoft Dynamics AX2012.

Speedy wanted a solution that they could use without major modifications that would support their existing business as well as being flexible enough to adapt to the future needs of the company. It was also important that all the standard functionality of Dynamics AX 2012 should be available, with their existing solution some of the standard features were not available due to the developments that had been done by their previous software supplier.

## IMPLEMENTATION

At an early stage it was agreed that the **Microsoft Sure Step project methodology** would be used as the ‘framework’ of the implementation project with specific focus on an ‘agile’ development model. This meant that initially 5 development sprints would be used following the analysis phase, which was used to check the information that had been collected by the original supplier. Initial training was provided to the key members of the Speedy project team on the Annata Dynamics RENT solution, which was intended to help them get more deeply involved in the analysis, diagnostic and early development stages as quickly as possible. The implementation project was jointly managed between Annata and IBRL, who are one of Annata’s partners in the UK. On bigger projects Annata work directly with our partners. The use of dual resources allows projects to progress more quickly than might otherwise be the case. It also ensures the customer receives the best possible service as they have experts on hand for all areas of the system.

The development sprints involved carrying out modifications to the solution for the specific Speedy business processes, without losing sight of the overall aim to use as much standard functionality as possible. Based on the analysis of some processes and through review of existing functionality available with the Dynamics RENT solution it was decided that in some cases the business process within Speedy would have to change. During this phase of the project, and based on the needs of the Speedy business, it was decided to implement the R2 version of AX2012 which was released early in 2013. The implication of this change meant that the initial dates identified for the pilot 'go live' was delayed from the first quarter of 2013 to the second quarter.

Ireland was chosen as the extended pilot for implementing Annata Dynamics RENT as this was a smaller operation that didn't have all of the complexity of the main business in the United Kingdom, as well as providing the additional challenge of 'cross border' co-operation between the separate businesses in Northern Ireland and the Republic. The two parts of the Irish business went live in May 2013.

For Speedy it was important to minimise the impact of the roll out to the rest of the UK business on their customers. This meant that the roll out should avoid specific times of the year, when there is a peak in demand on equipment being hired out or returned. It was also necessary to carry out additional analysis work based on the parts of the Speedy business that did not operate in the Irish market. Additional work also took place around extending the maintenance and repair of the rental equipment, based on the standard functionality available with the Annata solution. All of these factors meant that the pilot was extended from the initial period that was planned into 2014. The whole of the UK business of Speedy went live at the end of May 2014.

## SINCE GO LIVE AND INTO THE FUTURE

In August 2015 Speedy went **successfully through their first major upgrade** to the R3 release of AX2012. This shows that by keeping to standard functionality as far as possible, having developments done using a certified solution and working with partners that adhere Microsoft development standards, Speedy are able to do what had become impossible with their previous system.

The R3 release of AX2012 also saw the introduction of 2 new modules: Warehouse management (WMS) and Transport management (TMS). The functionality included in these modules could also support the Speedy operation, especially in terms of automating some of the business processes. Work is ongoing with Speedy to discuss future business requirements and by listening to our customers in this way we are able to look at the new functionality in AX2012 R3 (such as WMS and TMS) and consider how it could support the Speedy business. As a result of these discussions we have added "rental fleet replenishment" to the Annata roadmap which will propose transfers or purchase of rental devices to fulfil minimum stock levels and reduce levels down to maximum levels if overstocked. This will become part of standard IDMS in the near future and both Speedy and our other customers will benefit from this in the next IDMS release. This is an example of how we work with our customers to help them adapt their business for the future partly through the use of technology / functionality.

Speedy are also keen to move towards the use of **tablet Apps** with the **mobile mechanic App** being the first that they are looking to use, with others to follow. The use of barcodes and RFID connected with equipment stock management, transfers and also auto-allocation for rental orders is being considered as a potential for a future phase.

## About Annata

**Annata Dynamics RENT** is proud of being always certified for Microsoft Dynamics AX on all new releases.

The certification program ensures that **RENT** is tested to work seamlessly with Microsoft Dynamics AX. It also certifies that the overall user experience is consistent and in line with Microsoft user experience guidelines, that the solution is fully documented and is accessible directly from the users working processes.



### ABOUT Annata Dynamics RENT

**Annata Dynamics RENT** is a modern, fully integrated solution for the automotive, construction, material handling, agriculture, and forestry equipment dealers.

It is built as an add-on to the Microsoft Dynamics AX ERP system and uses the standard features of Microsoft Dynamics AX, as well as extensive additional features specifically designed to support the automotive, construction and agriculture equipment business. It handles all key business processes during the entire vehicle's/equipment's lifecycle and allows to analyze it in a simple and readable way using Annata Analytics tools.

### ABOUT ANNATA

**Annata** group consists of highly motivated professionals, who through creativity, collaboration and commitment, help customers excel in their business. **Annata** group has offices across the globe and an extensive distribution network on all continents.

### CONTACT US

Learn more about making **Annata** your trusted advisor and business management systems partner. Contact us today.

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