



Axon, maker of the Taser, sets its sights on strategic growth via the Microsoft stack

Improved analytics, a new Dynamics solution, seamless systems integration, and more are helping fuel success at the pioneering public safety company

Client: Axon

Industry: Public Safety



Challenge

- A complicated go-to-market plan
- Disparate systems, dispersed data
- Inventory management/forecasting



Solutions

- Advanced Warehouse Management
- D365 Supply Chain Management; D365 Finance
- ArganoArbela Data Insights and Workflow Manager



Results

- “A huge productivity increase”
- Inventory and invoicing process improvements
- Seamless integration of platforms and data



You may not immediately recognize the company name Axon, but you surely know its breakthrough product's name: the **Taser**.

But the Taser is only one part of the Scottsdale, AZ-based Axon's commitment to the use of non-lethal force in every industry and public space, and its mission to "transform public safety through technology."

A cornerstone of that mission is increasing transparency in practices and enforcement through technologies such as body cameras, which have **dramatically reduced the use of force**. In addition to bodycams and the Taser, Axon also offers drone technology, training, and software services to a host of industries: law enforcement, corrections, and logistics among others, and also offers its tech to the consumer market as well.

Axon has been an ArganoArbela customer since May of 2019. It went live with:

- Warehouse Management System in Dynamics 365 Supply Chain Management in October of 2020
- Order to Cash and Procure to Pay in Dynamics 365 Supply Chain Management in June of 2021
- Dynamics 365 Finance in June of 2021.
- Plan to Produce in Dynamics 365 Supply Chain Management in May of 2022

- Master Planning (MRP) in Dynamics 365 Supply Chain Management
- Manufacturing (Production control) in Dynamics 365 Supply Chain Management

As of Q1 2022, Axon has more than 900 Dynamics users across 11 countries.

Problem #1: Pioneering products + a regulated market = challenging GTM plans

As a truly pioneering company in public safety with a range of products and services that includes energy weapons, video/audio hardware, and training tools, Axon's go-to-market (GTM) plans are inherently complicated.

Not only is Axon's global market highly regulated, but the product/service bundles it introduces to its overall market are typically things the market has not seen before—with each product often having singular purchasing needs—which often means a unique GTM plan for everything Axon makes.

Problem #2: A mix of technologies, inventory limitations, data visibility

Additional challenges facing Axon prior to going live with ArganoArbela and Dynamics were hard to miss.

It was working through different technologies that presented integration challenges regularly: AX2012—which was in need of an upgrade—Salesforce, Shopify, and others. And with disparate

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Technology
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and older systems in place, easily accessing the data Axon needed to fuel growth was often a complicated undertaking.

Managing inventory was taxing as well as Axon often found matching "product on-hand" with "product in-demand" to be less than perfect. Its forecasting and planning methodologies were often based in Excel, which contributed to the challenge.

And while getting inventory to

customers had some challenges, getting it back (in the event of a return) had even more due to an RMA (return merchandise authorization) process that — as it often involves electronic weaponry being sold *globally* — is about as complicated as merchandise returns get.

First things first: “a huge productivity increase.”

First on Axon’s hit list was upgrading their standard warehousing from AX2012 to Dynamics 365 Advanced Warehouse Management (completed in October of 2020) to help improve warehouse processes and institute scanning and small parcel shipping solutions for efficiencies.

With help from ArganoArbela’s solutions experts, and an assist from NMB Parcel 360, Axon was now able to access its warehouse data more rapidly and completely. The solution, according to David Waxberg, Axon’s VP of Information Technology, delivered a “huge productivity improvement.”

Next up: the systems: Dynamics, Power Apps, and more

ArganoArbela also upgraded Axon from AX2012 to Dynamics 365 Finance and Supply Chain, extending the solution with *ArganoArbela Data Insights* (a rapid deployment data warehouse solution) and *ArganoArbela One-Step Consolidation* (ideal for a business with multiple international entities).

Also part of the optimization phase post Go Live is the ArganoArbela Workflow

Manager. This application, built using Power Apps, lets teams review, manage, and approve workflows in Microsoft Dynamics 365 — from anywhere, at any time via mobile devices.

It didn’t stop there as, like most enterprises, Axon found itself with a mixed technology stack: Microsoft, Salesforce, Shopify, and more. Also like most enterprises, business users were entrenched with these different systems: e.g., Salesforce to generate invoices, accounting done with Dynamics, etc.

Fortunately, the team from ArganoArbela was well-versed across multiple technology stacks and was able to create a custom Dynamics/Salesforce integration that ensure invoices generated in Salesforce made it through to Dynamics where invoicing and receivables were handled.

And in May 2022, Axon went live with systems that should address its inventory challenges once and for all: Master Planning (MRP) and Manufacturing (Production control) in Dynamics 365 Supply Chain Management.

These additions nearly eliminate manual planning and forecasting (goodbye, spreadsheets!), and help drive accuracy increases that keep Axon’s inventory moving more quickly—from design and development, to manufacturing, to distribution, and to the customer.

“A phenomenal job”

According to Axon’s David Waxberg, “the team did a phenomenal job” with the systems integration. “But ArganoArbela was far more than just an integration service provider: they were, and remain, a strategic partner, helping us develop and deploy a multi-phase technology program that serves our immediate needs, and will help us continue our digital transformation.”

ArganoArbela and Axon’s joint team essentially integrated the full business — from sales made via Shopify and Salesforce, to returns and warranties, to customer contact databases, to workflow management — and has empowered Axon to pull all the data it needs to drive process and product improvements in every department, no matter where in the world they may be.

A sign of a satisfied client is a continuing relationship, and Axon is already looking forward to future projects alongside ArganoArbela. On the slate are improving production controls, demand planning, and master planning. Axon is also looking to take further advantage of Power BI, a specialty for ArganoArbela.

One of Axon’s brand promises is, “The Axon ecosystem gives public safety leaders new tools to protect life.” ArganoArbela is helping create a technology ecosystem for Axon that gives it new tools to fulfill that promise.

To learn more contact us today at info@arbela.com.



About ArganoArbela

ArganoArbela is a global consulting firm and top-rated Dynamics 365 gold certified partner 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 as well as pre-built software solutions that help our clients innovate using Microsoft Dynamics 365, ERP, CRM, Business Intelligence/Analytics and related Microsoft cloud solutions.