

Customer Success Story



PF Concept

SPS EU integrated with their parent company PF Concept, and replaced their outdated system with a new Microsoft Dynamics solution, that cut costs and reduced wastage.

Overview

PF Concept, are the European market leader in providing promotional products to the trade. They are part of the Polyconcept Group, a uniquely comprehensive portfolio of promotional solutions.

Industry: Distribution

Region: Worldwide

Live Since: 2015

Business Challenges: Inefficient previous system which was unable to keep up with the business and wouldn't deliver efficiency.

Business Impact: Significantly reduced waste, reduced direct labour costs and saved £500,000 per annum.

Solution: Microsoft Dynamics NAV 2015



The Trigger

SPS EU approached Azzure IT, their existing value-added partner, to help them integrate with their parent company, PF Concept.

PF Concept is a part of the Polyconcept Group and offers a uniquely comprehensive portfolio of promotional solutions. Established in 1984 and with its headquarters in the Netherlands, PF Concept is the European leader in this market. With subsidiaries operating on five continents and selling to over 100 countries around the globe the Polyconcept Group is the global leader in promotional products. (Headquartered in the USA, with offices in Europe, Canada and China it supplies a wide range of promotional give-a-ways, corporate apparel and high perceived gifts to several hundred thousand distributors all over the world.)

PF Concept has 9 sales offices across the globe to supply their distributors. Their on-the-ground presence in local territories ensures the best possible customer service. PF Concept is the preferred one-stop-

"We've reduced waste and allowed the business to get information into the system 'right first time'."

Sharon Brownley, Financial Director, PF
Concept



shopping solution for more than 10,000 promotional products categorised into four distinct product worlds.

Previously, SPS used the Pegasus Opera system and was the biggest Pegasus user, in the UK. SPS management found it far from efficient - creaking under the weight of the company's new success. As SPS grew it became clear to the senior team, their existing system was simply unable to keep up and wouldn't be able to deliver efficiency and productivity savings - required to sustain their growth targets and profitability.

This led them to engage with Azzure IT initially in 2015 to replace their old, outdated system with a all-in-one, Microsoft Dynamics solution to help streamline their distribution and stock holding processes.



The Solution

In June 2014, Azzure IT presented to SPS how Microsoft Dynamics NAV is the leading end-to-end business solution, supported by quality implementation partners, such as Azzure IT. Azzure demonstrated how this enables Microsoft to deliver the best solution combined with specific industry expertise. To support SPS's, growth without the worry of system limitations, Azzure IT implemented Microsoft Dynamics NAV including their 'Product Configurator' IP add-on - which empowers multiple products variations to be processed easily.

"By using Dynamics NAV, SPS has acquired two new businesses and integrated these acquisitions onto a single platform. This has facilitated a turnover increase, in 2014, of £18m to a forecast, for 2017, of £27m", said Sharon Brownley, Financial Director, SPS.

"By using 'Product Configurator' we've reduced waste significantly. The add-on has

allowed the business to get information into the system 'right first time' and onto the production floor, accurately. A combination of 'Product Configurator' along with standard Dynamics NAV functionality has reduced direct labour costs to the tune of £500,000 per annum", added Sharon.

The integration with PF Concept took place in January of 2019, and the data migration process and the system integration was carried out by Azzure IT.

As this was not a pure NAV implementation, this project has required some clever work from Azzure IT's in house development team within SureStep. This has worked well to control risk and ensure visibility for all members of both SPS and PF Concept.



PF Concept International B.V.

Azzure IT address the business pains of small and mid-market UK Businesses to help them achieve growth, competitiveness and expansion.

We do this by implementing, supporting and enhancing the latest Microsoft Dynamics 365 solutions.

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