



Lambertsson: AX is our IT platform for future growth

CASESTUDY LAMBERTSSON

CHALLENGES

- ✓ Old hard to maintain Cobol system
- ✓ Growth ambitions with need for scalable ERP system

SOLUTION

- ✓ HSO Equipment Rental solution, based on Microsoft Dynamics AX

BENEFITS

- ✓ Industry solution with 95% fit, implemented on budget
- ✓ Web enabled and ready for electronic invoicing
- ✓ Flexible planning engine
- ✓ Enhanced ability to interact with customers
- ✓ With the support of AX, the turnover of Lambertsson is almost doubled

Operating a complex supply chain based business, on a 16 year old Enterprise Resource Planning (ERP) platform, was beginning to hold back the growth potential of one of Scandinavia’s largest providers of rental construction equipment, Lambertsson.

Lambertsson had reached a tipping point with their existing Cobol ERP system; it was becoming clear that if they were to achieve their growth aspirations, something would have to be done. Nico Van de Vaart, Lambertsson Business Systems Manager, understood the need to have a flexible, agile and scalable ERP system in place to help the business adapt to their continually changing environment.

INVESTING IN THE FUTURE

“The old system worked ok but there was just no future in it. As a group we have significant growth aspirations, the problem is, growth is a big risk if you don’t have the systems to support it.” The existing Cobalt ERP system had been in place for 16 years and done exactly what it had needed to, up to a point. However, Van de Vaart knew that the system

in its current guise was holding the business back; “We couldn’t grow on the existing platform, it was old and it had its limitations. We were looking for new functionality such as web enablement, and we wanted to move to electronic invoicing.”

RENTAL SOLUTION

Having witnessed a close competitor throw good money after bad to develop a bespoke rental oriented solution, it was clear to Van de Vaart that the continued modification and maintenance of their legacy system was unsustainable. “The investment of time and money to continually develop the existing system didn’t stack up against the return. The platform was simply too old to do anything with.” Because of the positive experience the Peab Group as a whole had had with Dynamics AX, Van de Vaart began looking for a partner

with Dynamics AX expertise; "We started the process choosing partners who had developed bespoke rental applications on top of the Dynamics AX platform." commented Van de Vaart. Against a detailed list of specifications that the new system would have to deliver, they chose HSO as the Dynamics AX deployment partner of choice; "We were drawn by HSO's unique rental solution and 25 years of experience. They knew exactly what they were doing." As the solution met 95% of the The filter and setup section lets you decide which resources are to be shown over which period and how you want them to be visualised. Different planners can set their own preferences for their own resource selections.

REALISTIC INTEGRATION

One of the key project considerations for Lambertsson was to ensure that existing business critical applications were integrated, and for operations to continue running smoothly even during the transition of old to new; "One of the reasons we chose Dynamics AX is because it has integration engineered into it which is essential for our business and in working with existing processes such as time registration, scanning, and electronic invoicing." What set HSO apart in the mind of Van de Vaart was that because of their rental application IP, the solution required very limited bespoke engineering; it was a natural fit for their business; "Because there was so little bespoke development required to get it to meet our business needs, the journey of implementation and integration was far more seamless."

COMPLETED TO BUDGET

With any project of this scale and complexity, there were inevitable challenges and Van de Vaart entered with no pre-conceptions that it was going to be plain sailing; "The project was completed to budget, but we did have a 3 month delay on delivery time relating to getting the features available from the latest release of AX." Communication was key to ensuring expectations were maintained between both sides with the focus on the end goal kept front of mind; "We were kept informed of developments at all times, and to be honest we'd set some challenging timescales so I was pleasantly surprised to go-live when we did!" Van de Vaart wasn't the only one impressed with how the project went; "The management team were amazed at how free of problems the project has been."

SAFE PAIR OF HANDS

Recognising that a system responsible for running their entire business needed to be well looked after, Van de Vaart has been very impressed with the support structure HSO has in place; "With our old system we had 1 port of support call. Should anything have happened to him, it could have potentially led to some real issues."

"Our internal users were quite happy with the old system that was, until they used the new Dynamics AX system, and then they understood what they had been missing."

NICO VAN DER VAART,
BUSINESS SYSTEMS MANAGER, PEAB GROUP

The Lambertsson team have been able to utilise a comprehensive support structure including a web service portal used for issue notification and management of change requests. The new relationship with HSO has provided Lambertsson with a far more predictable, knowledgeable and comprehensive support coverage; "HSO have always been there when we've had a question. Even in the rare instances when an emergency has come up, their team drop everything to ensure issues are resolved." The team at HSO have taken the relationship further to ensure Lambertsson can maximise the systems value; "HSO have gone the extra mile, running workshops to highlight how to overcome particular challenges. I'm left feeling like they actually care that the system is a resounding success."

TURNING ASPIRATION INTO REALITY

With the new system in place Lambertsson has been able to significantly enhance customer engagement and asset visibility. New orders can now be taken well in advance of existing contracts ending, and service teams can support and manage field assets with far greater insight and clarity; "The new system has enhanced our ability to engage and interact with customers, working closer around the sharing of information. As a result, customer satisfaction is up and repeat business is helping fuel our growth." says Van de Vaart. The numbers don't lie, before the new system turnover for Lambertsson was £56m per annum, since the Dynamics AX deployment this has increased to almost double, £94m per annum. "This level of growth would have been hard to handle if we had continued to use the old system." comments Van de Vaart. "HSO understand our business, they know our systems, and we'll certainly be continuing to work with them moving forward."