



AVANADE® CASE STUDY

A flexible ERP solution for Monaco Telecom

Monaco Telecom increases business efficiency with Microsoft Dynamics AX

In 2006, Monaco Telecom engaged in an extensive corporate reorganization. Its objective was to improve performance levels and broaden its line of products and offerings. It made substantial investments in 2007 in order to improve its services. More investments will be made in 2008 and in the future.

As part of its reorganization efforts, Monaco Telecom decided to replace an aging legacy finance tool. It did so with an integrated ERP system that would be flexible, easy to use and easily scalable. Avanade helped Monaco Telecom successfully implement Microsoft Dynamics AX in record time.



OVERVIEW

Industry

Telecom Services

Geography

Monaco

Partnership

Microsoft

Solution Summary

Business process optimization using Microsoft Dynamics AX

Technology

- ▶ Microsoft® Dynamics AX
- ▶ Microsoft® .NET Framework
- ▶ Microsoft® SQL Server

Benefits

- ▶ Fast deployment of an easy to use integrated solution.
- ▶ Accelerated user adoption, due to a familiar 'Ms-Office like' interface.
- ▶ Optimal scalability, to allow similar implementation in other group entities.
- ▶ Reduced Cost of Ownership (TCO).

Customer Background

Monaco Telecom is the local telecom operator in Monaco. It has an exclusive license to provide customers with fixed and mobile telephone, Internet and television. Monaco Telecom employs 450 people. It has a significant international presence in Kosovo, Afghanistan and countries in North and West Africa.

The company is part of the Cable & Wireless group, a worldwide leader in telecom services for small to medium-sized economies. Cable & Wireless operates integrated telecom companies in 33 countries around the world, including countries in the Caribbean, Panama, Macau and the Channel Islands.

Business Challenge

Monaco Telecom is one of the larger subsidiaries in the Cable & Wireless International's operations. As part of Monaco Telecom's reorganization, it became clear that much of the finance and purchasing teams efforts were administrative rather than value-driven. In addition, the legacy finance system was a stand-alone. It had limited integration and had multiple manual interfaces and processes, which had become overly complex and rigid. A few in-house built solutions were in place but they had limited impact, and many key processes were entirely manual.

The finance and purchasing teams found the legacy situation unsatisfactory. It also led to a lack of readily available information, reporting and analysis for operational departments, senior management, and shareholders. This also had a direct impact on customer and supplier relationships. Monaco Telecom needed to implement an up-to-date effective mid-market ERP system that would fit their level of operations.

Cable & Wireless also looked at implementing a highly scalable ERP system. "We needed a system that would be easily scaled up or down to fit the needs of other regional entities in the group. We also need to easily consolidate information from these multiple entities," explains Jason Simpson, director of purchasing at Monaco Telecom.

Monaco Telecom was going to lead the way for a standard ERP solution to be gradually deployed across other C&W International business units, including the Channel Islands, Maldives and some Caribbean businesses who are also actively looking for a suitable

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solution.

Requirement Analysis

Once Monaco Telecom made a decision to install an integrated ERP system, it needed a system that could be implemented within a reasonably short timeframe. It also had limited resources that could be committed to the project. User adoption was identified as a key success factor. "We wanted an integrated system that was the right scale for our organization," underscores Jason Simpson. "We also wanted to make sure the user interface would not be seen as a blocking point. We strongly felt that a front end interface resembling Windows and Microsoft Office, would immediately feel familiar to our users. This was identified as a strong asset in driving user adoption."

The working group in charge of defining the requirements at Monaco Telecom was focused on selecting a mid-market ERP solution. It wanted one whose total cost of ownership, in the long term, would be substantially lower than a scaled down version of a high-end system. That was due in part to the complexity of managing upgrades.

"Monaco Telecom also needed an integrator that could overcome significant resistance to change internally in an organization that less than a decade ago was firmly in the public sector with little or no international outlook," adds Frédéric Pinchaud, Finance Director at Monaco Telecom.

The Solution

With all these requirements in mind, Monaco Telecom selected Avanade as its integration partner. The company chose Microsoft Dynamics AX with Avanade's help. It was seen as the best value proposition, considering the various requirements involved. Included in the solution were Retail Pro, to manage sales in the company's retail outlets, and ReQ Logic, to manage the purchasing approval cycle on the corporate Intranet.

"Microsoft Dynamics AX was clearly the right choice for Monaco Telecom," explains Christophe Boitel, enterprise business solutions director at Avanade. "The product is international. It is easily and rapidly deployed, compared to the heavier ERP solutions on the market. And it has the right level of flexibility to take into account all the specifics of the telecommunications' business."

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Finance Director
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The solution in the field

The project was initiated mid-November 2006, with a rollout conducted in August 2007. "Avanade and Dynamics AX turned out to be the perfect mix, to make the implementation a success," according to Jean-Philippe Grison, Program Manager. "Avanade has been very skilled at designing a detailed implementation plan. The Avanade team showed strong commitment and dedication throughout the project and, most notably, during the rollout phase. Also, Avanade showed a deep finance knowledge, which proved to be a strong asset."

Today, Dynamics AX manages finance, purchasing, inventory and retail. All 40 users involved are now on the system. The company abandoned the legacy finance system that had been in daily use for over 10 years.

Results

With Dynamics AX, Monaco Telecom can grow its business successfully in a highly competitive international Telco marketplace. It's backed by a robust, efficient and flexible ERP system the will scale up with the company. "Microsoft Dynamics AX has enabled us to put in place the foundation of an integrated finance function that will support us through future evolutions of the company," concludes Frederic Pinchaud. Also, Monaco Telecom is now ready to disseminate their knowledge and experience with Dynamics AX within the C&W group. The first deployment of the system is already underway in the Channel Islands.

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Program Manager
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About Microsoft Dynamics AX

Designed for midsize and larger companies, Microsoft Dynamics AX (formerly Microsoft Axapta) is a multi-language, multi-currency enterprise resource planning (ERP) solution. With core strengths in manufacturing and e-business, there is an additional strong functionality for the wholesale and services industries.

Microsoft® Dynamics is a line of integrated adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft® Dynamics works like familiar Microsoft® software such as Microsoft® Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft®, it easily works with the systems your company already has implemented. By automating and streamlining financial, customer relationship and supply chain processes, Microsoft® Dynamics brings together people, processes and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success. For more information about Microsoft® Dynamics AX, go to: www.microsoft.com/dynamics

About Avanade

Avanade is a global IT consultancy dedicated to using the Microsoft platform to help enterprises achieve profitable growth. Through proven solutions that extend Microsoft technologies, Avanade helps enterprises increase revenue, reduce costs and reinvest in innovation to gain competitive advantage.

Avanade consultants deliver value according to each customer's requirements, timeline and budget by combining insight, innovation and the talent of our global workforce. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture and Microsoft Corp. Avanade has more than 8,000 professionals serving customers in 22 countries worldwide. Additional information can be found at www.avanade.com.