

## Case Study

# Optical retailer consolidates finance systems for better insights



### Microsoft Dynamics AX solution helps retailer gain one view of all financials

After rapid organic growth, combined with several acquisitions, an optical retailer struggled with disconnected financial and resource planning systems. As needs around finances and resources became more complex, the company's siloed systems could not keep up. Avanade is delivering a full-scale ERP solution to help this retailer clearly envision its future.

### The situation: Disconnected systems and home-spun solutions

With more than 700 retail locations throughout the United States, plus international locations in China and

Mexico, this global optical retailer is in steady growth mode. The company opens more than 40 new retail locations every year and hopes to double the number of retail stores within the next handful of years.

With such aggressive growth targets, thorough and accurate financial planning is a must, as is effective management of inventory and resources. Yet the retailer struggled to connect financial planning, and effective management of inventory and resources, are a must.

The optical retailer envisioned a connected, comprehensive enterprise resource planning (ERP) system to help meet current and future needs.

### The solution: Dynamics AX 2012 makes its debut

In 2011, Avanade recommended that the company consider using Microsoft Dynamics AX 2012 as its ERP platform. The retailer agreed—and has become Avanade's first customer to implement Dynamics AX 2012.

Avanade began by gathering requirements, feeding those into the AX 2012 platform and making customizations where business needs demanded them. Many of the retailer's unique processes drove various customizations to ensure the platform would meet current and future needs. Avanade's extensive knowledge of Dynamics AX helped the company understand how the new platform could best support its business objectives.

## Case Study

Leading Optical Retailer

The first step, and perhaps the greatest hurdle, was to build standardized financials and reporting across all entities of the organization. Avanade followed the Connected Methods methodology to design, build and deploy the first module of Dynamics AX, focusing on general ledger, accounts receivable and accounts payable. The financial component was implemented, tweaked and refined to ensure its effectiveness and now is stabilized and running.

Avanade worked side by side with the company's CIO, chief accounting officer and vice president of strategy for IT—and end users—to ensure smooth deployment and knowledge transfer.

Today, transactional data from each retail store is gathered and batched, then fed into AX 2012, where corporate personnel can tap into the data and generate reports.

With module one up and running, the next goal is to bring on other AX 2012 components, including inventory management.

### Results: Consistent enterprise-wide data supports growth strategy

With the new system in place, the optical retailer's corporate financial team can access consistent financial data across the enterprise, gathered via a centralized reporting mechanism. The new system is cost effective and scalable—both priorities for a company that is undergoing rapid growth.

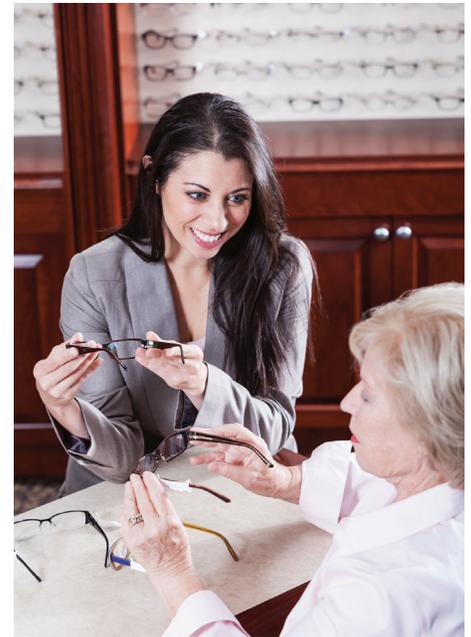
Equipped with one standard financial system, the optical retailer is now free to focus on what it does best: delivering outstanding services to customers while growing organically and through acquisitions. Financial professionals have a single, integrated view into the company's financials and can build more comprehensive, flexible, detailed reports.

### Looking ahead: Comprehensive ERP platform in place

The next step for this customer is to expand the remaining ERP platform, including inventory management and other planning components. When the entire ERP system is housed within one platform, its true benefits can be realized throughout the organization, from retail stores to corporate headquarters.

### About this customer

This global optical retailer is one of the largest in the United States, with retail operations spread across more than 40 states. Within its umbrella are a number of retail optical divisions, including eye glass and contact lens support. The company owns its own lab network, considered one of the most efficient in the industry.



#### About Avanade

Avanade helps customers realize results in a digital world through business technology solutions and managed services that combine insight, innovation and expertise focused on Microsoft® technologies. Additional information can be found at [www.avanade.com](http://www.avanade.com).

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