

WHEN MICROSOFT DYNAMICS NAV GETS OUT OF THE OFFICE



CLIENT PROFILE:

HERLITZ HUNGÁRIA LTD.

The German market-leader Herlitz AG, as a first step of their expansion in Eastern Europe, established an affiliated company in Hungary in 1992. Since then, Herlitz Hungária Ltd, which had only a few employees at the beginning, has become a decisive actor on the national market of stationery, school equipment, and office supplies. They offer approximately 1200-1300 articles from the assortment of their parent company mainly for wholesale clients, but they also consider major retailers as important partners. Sales representatives and their customer service help the up-to-date communication.



More information:

www.mobilenav.com
contact@multisoft.hu
+36 20 330 0220

AFTER THE INTRODUCTION OF MOBILENAV: 30% REDUCTION IN STOCK

It is safe to say that the introduction of the MobileNAV system in the fall of 2012 marked an important milestone in the history of Herlitz Hungária Ltd. The application that can be installed on smartphones and tablets makes the selected functions of the Microsoft Dynamics NAV integrated company management system accessible online. This provides an ideal solution for travelling regional representatives: they can access precise, up-to-date data necessary for taking orders through internet access – and the completed order can be submitted from the mobile device. Clients and partners can also take advantage of this modern solution, since they get confirmation of the goods they have ordered in email in just a few minutes, and the goods may be delivered the next day to the customer's address.

The introduction of the MobileNAV system, developed by the specialists of MultiSoft Ltd., took only somewhat more than two weeks. The investment related expenses of Herlitz generated good ROI until due to the accelerated movement of goods, and their stock value was reduced by 70 000 EUR.

BASIC SITUATION, PRELIMINARIES

Until late 2006, a German DOS-based system, along with several other DOS-based program systems were used to perform registry and management tasks. These applications were information silos since there was no direct connection between them. This work structure not only hindered the work process, but also involved several mistakes in records. After they became aware of the situation, they decided to introduce the Microsoft Dynamics NAV ERP system. According to users' opinion, one of the biggest advantages of Microsoft Dynamics NAV is that the features of the system can be customized – an aptitude that Herlitz also wanted to take advantage

of. To support effective workflow they implemented several unique software customizations developed by MultiSoft, such as a barcode scanner application, cash register interface, warehouse interface, and customized discount handling.

TRANSITION FROM INSTALLED SYSTEM TO MobileNAV

The services of Microsoft Dynamics NAV, after the necessary adaptation and development, could meet the demands of Herlitz perfectly, since the individual granules worked from the same database. As a result of data-integration, the registry and other administrative processes substantially

sped up, and the problems that originated from incorrect recording also ceased to occur.

During the developments of 2010, however, a new cooperation started as a result of which the practice of taking orders at Herlitz Hungária changed fundamentally.

"- During the setting up period of the warehousing and logistics granules, the specialists from MultiSoft presented a mobile application that was being developed at that time and that aroused our interest immediately. When we evaluated the functionality of MobileNAV, which had become ready for the market in the meantime, it seemed certain that the so-called 'app' designed for mobile devices could provide the necessary flexibility for us. We didn't spend too much time thinking, and placed an order for the application... After that, things incredibly sped up - in fact we introduced MobileNAV in just two weeks, and since August 2012, we have been using it with satisfaction." - said Zoltán Vincze.

During the two-week introduction period, the experts from MultiSoft demonstrated the operation of the system, they set up the MobileNAV application on the selected devices and they even carried out a one-day training. The four regional representatives of Herlitz mastered the basics in a few hours - since then, they've been travelling around the country with their tablets and have been able to carry out their job with much greater efficiency doing the administrative tasks of taking orders.

THE DREAM OF TRAVELLING REGIONAL REPRESENTATIVES

"Before MobileNAV orders were recorded on paper, faxed or communicated over the phone to the colleagues at the company's HQ. This was rather complicated and timeconsuming, and it also involved several possibilities for mistakes - since faxes are sometimes quite difficult to read, and numbers can easily be misunderstood on the phone. Sometimes it happened that customers didn't get what they'd wanted, or the given article was not in stock. Since the introduction of MobileNAV, no such mistakes have ever been made - all our data are current and up to the minute." - said the managing director.

MobileNAV: TAKING ORDERS FROM ANYWHERE, ANY TIME

"Based on more than six months experience in MobileNAV, I can safely say that the system is very easy to use, it has absolutely practical and comfortable functions. On the simple user interface, only the carefully selected and logically structured functions appear that are necessary for the job of a regional representative. Practically, the process is the same, step by step, as they were accustomed to doing the paper-based orders. In MobileNAV, representatives can display the data of a client, they can immediately give an offer and take orders; they can inform customers about their ongoing businesses. With just a few clicks away, they can check whether a client has actual or overdue debt - previously it was only possible to do so over the phone. When taking orders, it is imperative that the actual stock should be visible, and if a commodity happens to be out of stock, the representative can determine when it is available, he can also check prices, and whether an article is on special offer. This way, orders can be taken a lot more quickly; our colleagues can work much more efficiently. Representatives have to travel over large areas, so it makes a real difference how much time they spend at a client. Since orders can be filled out very fast on tablet computers, they can save a considerable amount of time, and they can visit two or three more customers during a day." - summarized the experiences Zoltán Vincze.

THE ADVANTAGES OF REAL-TIME DATA RECORDING

Besides the regional representatives perform their work more effectively, the workload of the central customers' service has also decreased significantly.

"At the customer service, the number of mistakes due to misspelling or misunderstanding has dropped dramatically, since data enter the system automatically. Since the introduction of MobileNAV, the work of the colleagues at the headquarters has become more effective, because employees at the customer service have more time to deal with daily cases. It is also essential that our clients have been more satisfied, because a few minutes after an order is placed, the system automatically sends a confirmation e-mail. When a representative clicks the 'OK' button after an order is finished, the completed form immediately appears in the NAV database" - said the managing director.

ECONOMIC ADVANTAGES - QUICK RETURNS

Since MobileNAV was introduced, the delivery deadlines have become considerably shorter - orders placed before 2pm, are delivered the next day. For this reason, Herlitz Hungária has drastically reduced their stocks, which resulted in great reduction in expenses. *"- Compared to the inventory level in 2011, we closed 2012 with 30% less goods in stock, which roughly means 70 000 EUR cuts. We have also calculated how long it took the investment in MobileNAV to return. We were pretty much surprised to find out that the whole investment was returned in the first month after it was first introduced since regional representatives were able to visit more customers a day, thus they could record more orders."* - summarized the advantages Zoltán Vincze, managing director of Herlitz Hungária Ltd.

