



A TECMAN PRODUCTION

A Tale of Switching Support

In association with
Microsoft Dynamics 365





Thinking of switching Dynamics 365 support?

Let's set the scene...

On the surface, your Microsoft Dynamics 365 Business Central or CRM software might give the illusion that it's ticking along nicely. The system is live. The lights are on.

But behind the scenes, things feel harder than they should.

Poor support can leave a lack of direction that forces improvisation. Questions linger. Confidence is knocked. No one is quite sure how the story was meant to unfold and what should feel like a coordinated performance begins to look more like a one-person show.

Unfinished ERP and CRM implementations only add to the pressure. Workarounds become part of the set. Familiar issues repeat themselves. Over time, teams adapt their performance to the system, rather than the system supporting the business.

This isn't unusual. And it isn't failure.

It's what happens when support is delivered without the right context, understanding or industry experience.

But the story doesn't have to end there.

You don't have to start again. Confidence can be rebuilt.

And you should expect more from the partner supporting your Dynamics 365 system.

Tecman have an experienced cast and crew, each member ready and waiting to step into the spotlight when their skills and expertise match what your project needs.

Because when a team with the right background and deep manufacturing and distribution industry knowledge takes to the stage, the difference is immediate, not just in what gets fixed but in how it feels to move forward.

Because when the right team steps in, the difference is immediate, not just in what gets fixed, but in how it feels to move forward.

So, what does the journey to a successful change in support – the before, the during and the after – look like in practice...?



The four acts of switching support

When you partner with Tecman, you get an entire cast and crew who know manufacturing and distribution inside out, committed to making your support swap a success. Here are the four key steps you can expect to take on your journey, with us guiding the way.

ACT I



Discovery (aka 'the table read')

Every great production starts showing promise at the table read.

Once we've partnered up and taken care of some of the formalities (like setting up access to your systems for our team), discovery can begin. This is where we take the time to understand your business, your Business Central or CRM system and your journey so far. We'll talk about what's working well, what isn't and where risks may be hiding.

At this stage, we focus on listening, not changing. Through discovery sessions, system reviews, conversations with your key stakeholders and visits to your premises, we build a clear picture of your processes, integrations and day-to-day manufacturing or distribution operations. Nothing is assumed. Everything is explored.

Our expert team is involved from the very beginning. Whether that's consultants with accounting background looking at the financials or team members with hands-on experience of manufacturing and distribution exploring supply chain management and production, the right people are involved from the very first step.

By the end of Act I, we'll have a shared understanding of your current setup, your priorities and the challenges you want to overcome.

ACT II



Recommendations (aka 'rehearsals')

With a clear script in place, it's time to rehearse.

Using everything we've learned from Act I, the same group of specialists create a set of tailored recommendations designed to strengthen your system and support your goals. These are practical, prioritised actions focused on delivering real value – not unnecessary change.

We focus on what will make the biggest difference, which may include:

- Improving processes
- Building user confidence through targeted training
- Refining your system setup
- Introducing smarter ways of working

This stage is all about preparation. It gives your team clarity on what needs to happen, why it matters and where to focus first.

By the end of Act II, you'll have a clear roadmap that clearly explains immediate priorities and longer-term opportunities, so everyone knows their role before the next act begins.

ACT III



System health check & onboarding (aka 'the tech rehearsal')

Before opening night, everything needs to be ready.

In the tech rehearsal, we make sure your system and your people are prepared for live support. This means reviewing your setup, validating key areas and identifying anything that could cause issues later. We take a closer look at:

- System performance and configuration
- Data integrity
- Integrations, extensions and dependencies
- User readiness and areas for training

The goal is simple: no surprises. If anything needs adjusting, we address it here, before you move into support.

Act III is carefully crafted by a well-experienced ensemble – from system specialists digging into performance and consultants looking after their respective functional areas (VAT, manufacturing, finance, etc.), through to developers managing integrations, the training team prepping your team, there are lots of moving parts. And let's not forget the onboarding manager, directing from the stage-side to make sure the act unfolds as it should.

By the end of Act III, your business is ready to step forward with confidence.

ACT IV



Go-live & beyond (aka 'opening night')

It's showtime. When your system goes live, we'll support you through the some of your 'firsts' (like your first month-end) to make sure everything is working as expected.

Once we're all happy, your onboarding manager will pass you into the safe hands of your dedicated customer engagement manager.

But this isn't really the final act. It's the start of an ongoing partnership.

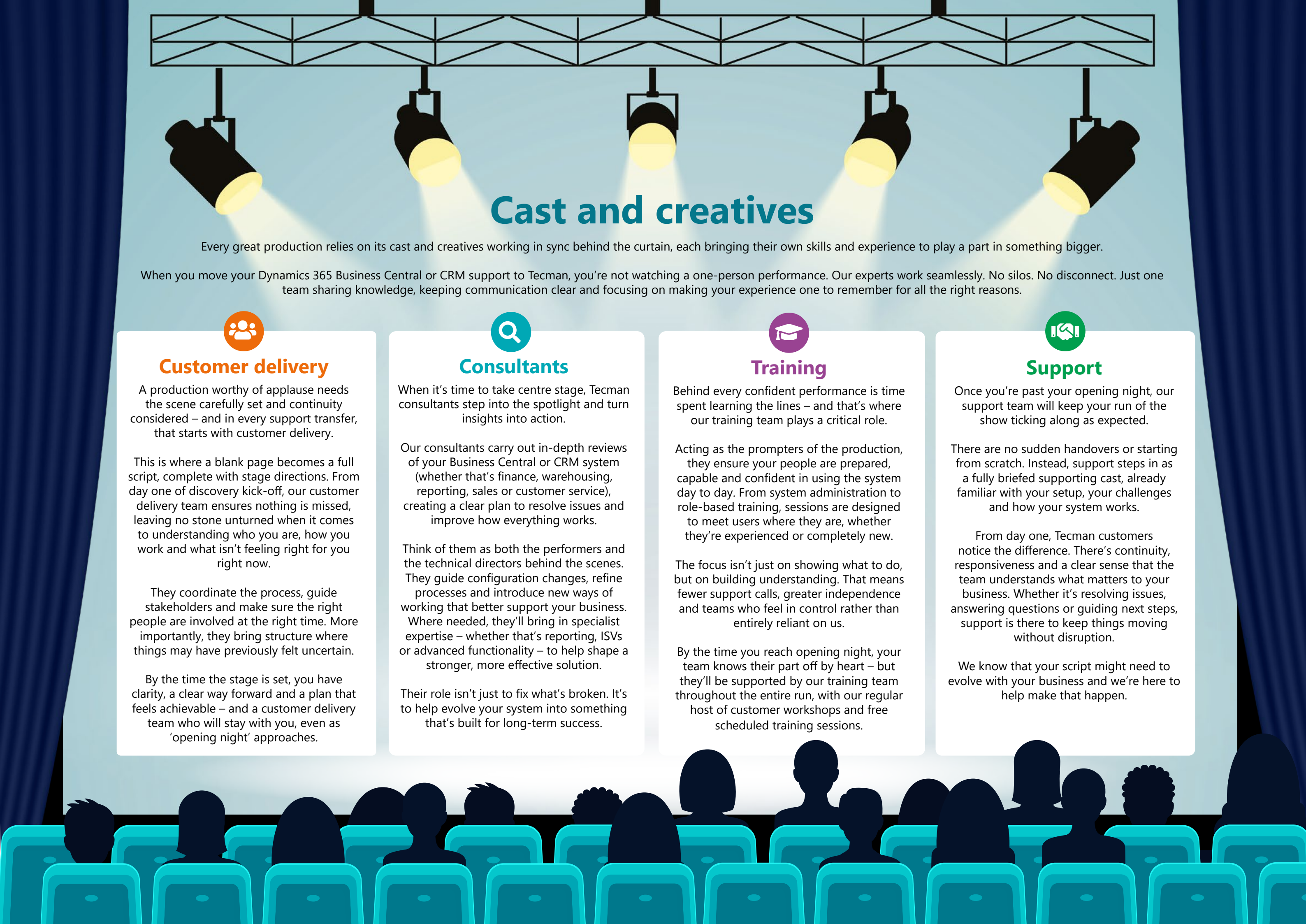
From day one, your support team is fully briefed and ready to help. They understand your system, your setup and your priorities, so nothing gets lost in translation.

You can expect:

- A smooth transition into business-as-usual support
- Access to experienced consultants matched to your needs
- Ongoing guidance to keep things moving forward

And the journey doesn't stop here. We continue to work alongside you, supporting improvements, refining processes and helping you get more value from your system over time, whether that's through free online training, tailored events or our huge bank of handy content.

The goal isn't just a successful opening night – it's a performance that keeps getting better.

The background of the entire page is a stylized illustration of a theater stage. At the top, a metal truss structure holds five spotlights that cast a warm yellow glow onto the stage floor. The stage floor is a light blue color. In the foreground, the silhouettes of an audience are visible, sitting in rows of blue seats. The overall theme is a production or performance, which is used as a metaphor for business support.

Cast and creatives

Every great production relies on its cast and creatives working in sync behind the curtain, each bringing their own skills and experience to play a part in something bigger.

When you move your Dynamics 365 Business Central or CRM support to Tecman, you're not watching a one-person performance. Our experts work seamlessly. No silos. No disconnect. Just one team sharing knowledge, keeping communication clear and focusing on making your experience one to remember for all the right reasons.



Customer delivery

A production worthy of applause needs the scene carefully set and continuity considered – and in every support transfer, that starts with customer delivery.

This is where a blank page becomes a full script, complete with stage directions. From day one of discovery kick-off, our customer delivery team ensures nothing is missed, leaving no stone unturned when it comes to understanding who you are, how you work and what isn't feeling right for you right now.

They coordinate the process, guide stakeholders and make sure the right people are involved at the right time. More importantly, they bring structure where things may have previously felt uncertain.

By the time the stage is set, you have clarity, a clear way forward and a plan that feels achievable – and a customer delivery team who will stay with you, even as 'opening night' approaches.



Consultants

When it's time to take centre stage, Tecman consultants step into the spotlight and turn insights into action.

Our consultants carry out in-depth reviews of your Business Central or CRM system (whether that's finance, warehousing, reporting, sales or customer service), creating a clear plan to resolve issues and improve how everything works.

Think of them as both the performers and the technical directors behind the scenes. They guide configuration changes, refine processes and introduce new ways of working that better support your business. Where needed, they'll bring in specialist expertise – whether that's reporting, ISVs or advanced functionality – to help shape a stronger, more effective solution.

Their role isn't just to fix what's broken. It's to help evolve your system into something that's built for long-term success.



Training

Behind every confident performance is time spent learning the lines – and that's where our training team plays a critical role.

Acting as the prompters of the production, they ensure your people are prepared, capable and confident in using the system day to day. From system administration to role-based training, sessions are designed to meet users where they are, whether they're experienced or completely new.

The focus isn't just on showing what to do, but on building understanding. That means fewer support calls, greater independence and teams who feel in control rather than entirely reliant on us.

By the time you reach opening night, your team knows their part off by heart – but they'll be supported by our training team throughout the entire run, with our regular host of customer workshops and free scheduled training sessions.



Support

Once you're past your opening night, our support team will keep your run of the show ticking along as expected.

There are no sudden handovers or starting from scratch. Instead, support steps in as a fully briefed supporting cast, already familiar with your setup, your challenges and how your system works.

From day one, Tecman customers notice the difference. There's continuity, responsiveness and a clear sense that the team understands what matters to your business. Whether it's resolving issues, answering questions or guiding next steps, support is there to keep things moving without disruption.

We know that your script might need to evolve with your business and we're here to help make that happen.



In conversation with our 'Show Director', Shaun Godber

Behind every seamless support transition, what's really happening behind the scenes? We sat down with Tecman Head of Customer Delivery (aka our 'Show Director'), Shaun Godber – trained in mechanical and manufacturing engineering – to talk about what really goes into a successful support transfer.

Q: How would you describe your behind-the-scenes role at Tecman to someone who only sees what happens 'on stage'?

A: I've completed nearly 100 support transfers into Tecman over the past decade. My role is to keep the wheels turning. I work to understand the customer's situation, make sure the right stakeholders are involved, problem-solve and even empathise with where they are on their journey. Customers often forget where they started and what they set out to achieve. My role is to help bring that back into focus and guide them forward using our expertise in manufacturing and distribution.

Q: When a customer comes to Tecman looking to switch support, what's the first thing you listen for?

A: The key word is listening. Ultimately, it's all about people. Systems matter, but relationships matter more. I'm listening for how stakeholders feel and where relationships have previously broken down. You can't fix everything at once, so the focus is on identifying the biggest opportunities for the customer, the quickest wins and what will move them forward. It's also about understanding their goals and planning for a healthier long-term relationship.

Q: What's the biggest misconception customers have about switching support – and what do you wish they knew from the start?

A: The biggest misconception is that switching support is difficult. In reality, it's quite simple – as long as you follow a proven methodology. We've done this many times, so we know what to look for and can quickly identify and address any red flags, including things like missing source code.

Q: How do you bring clarity and structure to complex customer situations, especially where systems, people and processes all intersect?

A: The key is objectivity. Customers can be emotionally tied to their system or past experiences. Our role is to stay factual, focus on outcomes and strip out bias or personal preference. I think true clarity comes from looking back at what the customer originally wanted to achieve and asking 'why?' when something isn't working.

Q: What's the difference customers typically notice when delivery, support, consultants and developers are working as one team?

A: Ideally, the customer shouldn't notice much at all. Behind the scenes, there's a lot happening – but from the customer's perspective, everything should feel smooth, progress should be steady and issues should be resolved without noise. After a few months, the customer hopefully recognises a 'night and day' difference compared to their previous experience.

Q: What difference does a well-managed onboarding make to customers in the long term?

A: A good onboarding sets a clear roadmap for the customer. It establishes a shared plan, defines ownership and names outcomes and timelines. Training is critical and it's also important that the customers themselves take ownership where needed. True support is a partnership, rather than a one-person show. I'm proud of the time Tecman invests upfront – often unseen by the customer – to set the right foundation for long-term success.



In conversation with our 'Stage Manager', Sharon Sturgess

What does it actually take to guide a customer through a support transition and make them feel confident again along the way? We spent time with Tecman Customer Onboarding Specialist (aka. Our 'Stage Manager'), Sharon Sturgess, to talk about the reality of switching support backstage.

Q: How would you describe your role at Tecman?

A: I manage the process of onboarding customers into our support team. Day to day, I can be reading up on customers from sales handovers, delving into the details gathered in questionnaires, running intro meetings with a customer's key stakeholders and setting expectations around roles, responsibilities and next steps early on. From there, I coordinate the onboarding process – planning activities, booking consultants, writing discovery documents, and keeping everything moving.

Q: Do you find you adapt your approach for each customer?

A: Of course, because it's all about people. I might be speaking to business owners, warehouse managers, highly technical users or people with very little technical knowledge. And honestly, if it gets too technical, I'll have another team member supporting those conversations.

Q: Do face-to-face meetings still play an important part in the journey today?

A: Absolutely, especially during discovery. When it comes to manufacturing and distribution, the details matter. We want to see your operations in action, so we have an accurate understanding of your processes and can recommend a way forward that we're confident will work.

Q: What are your main responsibilities when guiding a customer through onboarding?

A: My responsibility is to ensure a hiccough-

free transition into support, never a 'crash landing'. I give our support team documentation, system insights and a clear understanding of the customer's setup before handover. You never know if you'll get a support call on that very first day, so they need to be prepared. I also make sure our customer engagement managers understand the wider context around each customer's people and priorities, as well as the recommendation roadmap we've built, so they can keep things moving along nicely.

Q: How do you help customers reconnect with their system after a bad experience?

A: It starts with empathy; listening and letting them talk. Customers often need to express frustration before they can move forward and we understand that. We onboard support customers every month, so I'm lucky to be able to assure customers that we've seen it before, and we know how to put it right. Introducing them to people from across the team really helps, too, because we really do have fantastic people, often with real-life experience of manufacturing and distribution.

Q: What's the one promise you're comfortable making to every customer who switches to Tecman?

A: That they'll be well looked after. We've got experienced consultants with industry knowledge and a team that genuinely cares about customer success and building a strategic partnership that lasts. We cast a team for each customer based on their experience with similar challenges, as well, so everything feels like a natural fit.

What else to expect from a Tecman partnership



Dedicated UK support desk

Our helpdesk team are 100% focused on Dynamics 365 Business Central and CRM support, working to resolve any issues you might face quickly and efficiently.



Educational resources for maximum value

We offer a mountain of free education for manufacturers and distributors, including Dynamics 365 Business Central training, workshops, podcasts, AI and Copilot discovery and a whole lot more.



'Clever' apps to address industry challenges

Our sister brand, Clever Dynamics, offers apps that make a big difference to manufacturers and distributors, from warehouse intelligence to landed costs.



Customer-only implementation team

A team solely focused on supporting our existing customers, meaning a quicker turnaround on those time-sensitive change requests and small-scale projects.



Exclusive customer events

Join our experts at our biannual 'Connect Days' (Business Central in autumn and CRM and Power Platform in spring) to discover new features and better ways of working.



What the critics (aka our customers!) say...



Tecman understands that it's not just about bringing in technology – it's about our business, processes, goals and people.



Working with Tecman, you're speaking with people who understand not just the software but understand manufacturing, logistics and international business.



Tecman made the effort to learn what we do and how we do it. They understood what we needed from the very start.



It's been really enlightening that someone's been able to grip the problems we've got, suggest new ideas and ways of taking us forward and give us a plan.



We've worked with Tecman for around 10 years. It gives us everything we want – the right platform with the right skills and the right reporting.

