



Integrated business solutions

# Dynamics Building Materials

technology   
management



We found the information we needed was available instantly

Biasi

Microsoft Dynamics for the Building Materials industry:

# From specification, manufacture and supply and through to after-sales service

Whether it's supplying to merchants or direct to construction projects, the business of manufacturing and distributing building materials can be complex and challenging.

Far from a single stream of activity, the delivery of construction products often involves the constant demand for multi-tasking for your business, liaising between architects, merchants, specialist show rooms and retailers, consultants, contractors, house-builders or even the end client.

Add in the requirements for Building Information Modelling (BIM), CE Marketing, energy efficiency and sustainability and the challenges go into overdrive.



# In this typically project-driven industry, maximise your organisation's potential to drive growth and profitability



## Meet the demands of influencers and specifiers

- Respond quickly to real-time demands from project influencers and specifiers to stockists and house builders
- Support own-label brands to increase merchant and stockist loyalty
- Manage sales and marketing activity by customer, influencer and stockist
- Provide technical review and specification services and understand the service commitment queue, to ensure SLA's and promises are met



## Support and supply merchants, contractors & house builders

- Support stockist merchandising including demo & display, training, promotions, rebates and project specific pricing
- Monitor the flow of products through your customers enhancing accurate forecasting
- Deliver house builder kits by site and plot



## Deliver consistent and responsive service

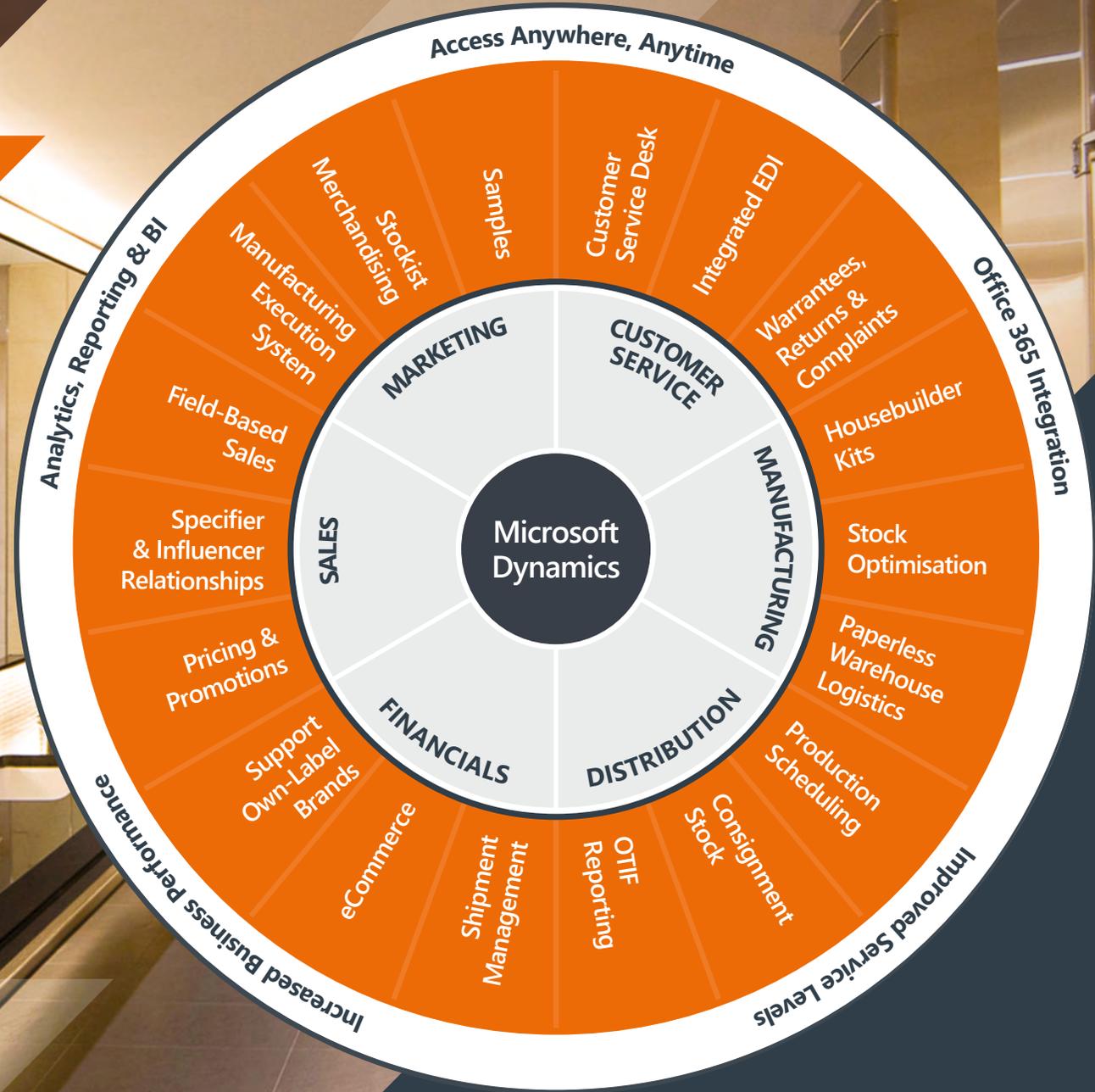
- More accurately predict what is going to sell and be prepared to deliver it
- Support promotional pricing mechanisms
- Make effective decisions by diving deep into market data
- Track and manage merchandising
- Provide a seamless customer helpline and online experience for warranty registration, product issues and stockist enquiries
- Enhance claims, returns and complaint management

Join over **390,000 organisations** and almost **10 million users** across the world using the Microsoft Dynamics solutions every day."



## Streamline operations

- Deliver a single, real-time view of data from multiple departments
- Efficiently support a multi-channel trading model including trade counters, EDI and online
- Reduce the need for internal communication with real time accurate data
- Order fulfilment to, or on behalf of, your retailers for the right products with the correct branding
- Simplify pick, assemble, pack and ship operations & maximise stock availability
- Collaborate more effectively with partners, suppliers and third party logistics



# Improve your business processes, boost insight and fuel growth

Your customers now have more choice than ever over their suppliers, and we know your organisation works hard to provide the best product at the right time and the right price...

But how can you continue to do this effectively when on any given day, your team could be answering a myriad of questions for merchants, contractors, surveyors, architects or even the end user?

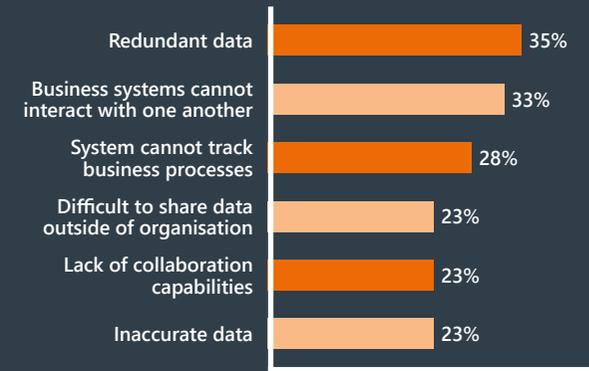
You need visibility; visibility across your entire production and supply chain from start to finish. And whether it is within your Customer Relationship Management (CRM) systems, websites, back office systems, or production and logistics operations – Dynamics Building Materials can handle it all and give you back the power to improve and grow.

Dynamics Building Materials is Technology Management's offering of an industry focused business solution.

We deliver Microsoft Dynamics combined with specific industry functionality to give your business a complete end-to-end solution – and true business clarity.

Our Dynamics Building Materials solution already helps organisations like Alumasc Group Plc, Biasi, Charlton & Jenrick, Click Plastics, Eastbrook, Epwin Group (including Permadoor, Profile 22, Swish Building Products and Quay Plastics), Eterna Lighting, Karndean, The MX Group, Selecta Systems, Wade International and Winlock to name a few. Even house builder Persimmon use Dynamics Building Materials for their own product supply business.

## Challenges stemming from the lack of ERP software



Source: Aberdeen Group, Feb 2017

Dynamics Building Materials gives them the confidence and information to meet their customer and supplier needs quickly and efficiently, to keep tight control on costs, margins and customer service and ultimately help drive fast business decisions from Request for Quotation (RFQ) to product end-of-life.

# Meet demands from merchants, buying groups, contractors and house builders to increase sales performance across all channels

“At least 80% of our proforma customers use our online facility. The buying process online is extremely easy for our customers, they have access to technical information and up-to-date stock information.

Eastbrook Company



**Drive up sales through integrated eCommerce for merchants, contractors & buying groups**

Set up online ordering using existing customer account details, account status, project codes and product details, customer specific pricing, discounts, and promotions straight from Dynamics Building Materials.

Remove the need for re-keying, improve order accuracy, extend trading hours and be seen as more responsive to your customers' demands.



## Drive down the cost of EDI with merchants and buying groups

Take advantage of Technology Management's "EDI as a service" to improve transaction costs and improve order accuracy, all from one help desk.

Our end-to-end solution will receive all your EDI messages from each trading partner, map them and create a sales order, debit note, remittance advice etc. as appropriate. Invoices, purchase orders and credits are automatically created in Microsoft Dynamics and routinely sent to the appropriate customer via the same process.

A completely integrated part of **Dynamics Building Materials**, the EDI solution supports all the major merchants and buying groups including BSS, Grafton Merchandising, Grant and Stone, Huws Gray, Graham Plumbers Merchant, NMBS, PJH Group, Plumbcity, Travis Perkins, Wickes and Wolseley.



## Drive up sales through closer relationships with specifiers and influencers

Manage all your sales, marketing and customer service activity by project – as well as by customer, influencer and stockist – to boost and maintain specifications throughout the design and build process.

Information on all your customers, contacts and projects can be shared across different product teams and geographies – all in one solution.

The solution also enables you to automatically import and filter project intelligence from companies such as ABI and Glenigan (as well as OJEU notifications) and add them all to your own project intelligence. You can also manage multiple quotes for the same project to eliminate double counting in the sales forecast.



## Support own-label brands to increase merchant and stockist loyalty

Support the production of different brands, from budget to premium, from the same location with simple customisation of labelling and despatch by brand and part number to keep your merchants happy and their brands strong.



## Enhance stockist performance with improved visibility of operations

Set up visual merchandising point of sales kits and subsidised demo stock to display in store, and track any rebates against generated sales, and together with any applied store incentives, you will have visibility of stock, losses and sales.

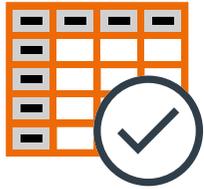
Photo capture capability enables your account managers/merchandisers to record your product displays (as well as those of your competition) and ensure they are correctly set up. Mystery shopper ratings, training, technical qualifications and advertising support can also be tracked so you have complete visibility of all stockist performance.

Effortlessly assign enquires/sales leads/sample request follow-ups to your stockists based on sales volume, location, products/product ranges that are stocked, technical qualifications (e.g. Gas Safe Registration) and merchandising on display.

Use deal registration capabilities to update information on nearest dealers based on products stocked and potentially reward that supply of information with additional sales margin.



# Streamline supply chain processes & efficiency for improved responsiveness



## Plan production based on expected delivery dates

Visual production scheduling in Dynamics Building Materials empowers better understanding of your production schedule, constraints and capacities. This option allows organisations to effectively manage production orders, operations, items, material and capacities so that delivery commitments can drive manufacture and capacity conflicts avoided.

The information visualisation in Dynamics Building Materials allows organisations to easily and quickly adapt to changing client and market demands through flexible processes.



## Maximise stock availability and improve responsiveness in assembly management

For Building Materials companies that assemble-to-order (also known as kitting), who have customised labelling or final configuration, Dynamics Building Materials can help you manage that process, giving maximum availability of stock and allowing you to respond to last minute customer orders.



## Increase warehouse productivity and responsiveness

Automatically drive productivity and optimise warehouse capacity by seamlessly extending your Dynamics Building Materials system with paperless warehousing.

Linking Dynamics Building Materials and handheld mobile devices, we can provide your warehouse and office team with up-to-the-second information on stock availability and location using the latest wireless bar code technology.

Our solution makes booking transactions on to your system (as they happen) easy, quick and accurate. Taking paper out of your processes promotes accountability and accuracy, and what's actually in your warehouse is immediately reflected on the computer screen, handling everything from receipting and directed movements for replenishment to picking and shipping.



## Escape the nightmare of managing consignment stock

The nature of consignment inventory is that “change of ownership” is unrelated to the shipment and receipt process, which forces countless businesses to manage consignment inventory with manual, off-line processes. This is not only time consuming, but it creates endless opportunities for errors. Not monitored closely, you can end up in a situation where reconciling your consignment inventory becomes a nightmare.

With integrated tracking for consignment stock and customer reserved stock, Dynamics Building Materials will give you complete transparency of the products you have in every location. Helping you to effectively manage stock levels in your warehouse, through your merchants and contractors, as well as enabling you to keep a close eye on what’s been sold.



## Optimise loads and routes - and keep your business moving

Never disappoint a merchant or contractor again. With Dynamics Building Materials you can set up an accurate delivery schedules by location and by day of the week.

The system initiates the production of the correct labels at packing and allows tracking of the delivery right through to customer signature. When orders are processed, by simply selecting the delivery method and service required through any order placing method, Dynamics Building Materials will predict the correct delivery date for any items to a specific location.

If you use your own transport, Dynamics Building Materials has interfaces to multiple route optimisation systems allowing automatic planning of the best distribution or can work to a set, pre-defined, route per day method to maximise service and minimise cost.



## Keeping track of deliveries

Once all the required logistic movements (orders, returns and restrictions such as vehicle size and offloading capabilities) are confirmed, the picks for your warehouse are sequenced to enable the vehicles to be loaded in the correct order.

When delivery is underway, drivers’ hand held devices aid progress to be tracked and signatures to be transmitted back instantly.

If you use third party delivery company’s systems, Dynamics Building Materials has a defined interface (so you are not tied to any one company) that’s been proven with the leading delivery companies including Parcelforce, UPS, FedEx, Tuffnells and Yodal.



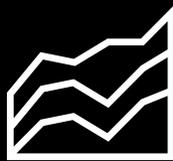
## Track delivery performance into stockist and project

Easily monitor on-time in-full (OTIF) delivery performance by analysing KPIs around requested, promised, actual delivery dates and percentage of completion together with customer, project and/or specific date ranges.



## Keep track of colour batches and specials

Use the inbuilt lot traceability to keep track of specific colour batches or batches made on a specific day that are affected by temperature or moisture. Enable sales and order processing to take orders for one off variations/specials, without relying on Excel spreadsheets, with "Make-to-Order" workflows to validate and sign off the colours and finishes required in seconds.



## Improve demand planning and stock optimisation

Forecasting excellence is inevitably based on the quality of the underlying data.

One-off events such as a major increase in sales or an unusual drop in demand can dramatically change demand forecasting for the worse.

Enhance sales forecasting accuracy by taking account of seasonal fluctuations, promotional activity and other product/location/company specific dimensions, as well as just historical sales. Deliver improved purchasing, stock management and total sales as a result.

*Keep everyone on-side*

# Deliver consistent & responsive service

Streamlining manufacturing and operations is only half of the battle for Building Materials manufacturers.

Dealing with a variety of customer types, registrations to returns, warranties and even product end-of-life procedures can still be an up-hill battle without an integrated system in place.



## Streamline pricing, promotions & rebates

With comprehensive pricing functionality inside Dynamics Building Materials, you can manage price promotions and offers through accurate pricing scales, defined using a multitude of promotional devices; such as by merchant, contractor or project, or by quantity or total order value.

Easily authorise your order processors/sales team to price match with other suppliers or buying groups, set-up project specific pricing and display product pricing, encourage your sales team to try “first purchase” pricing and cumulative discounts for a more informed customer conversation.

Keep track of sales volume based rebates and/or price support by project, site or stockist to remove the need for unexpected payments and its unwanted impact on cashflow.



## Easily manage customer preferences & pricing by area/dimension

Speed up the sales order process by using Dynamics Building Materials to easily manage customer preferences with customer/ship-to-prompts, item prompts and customer/item prompts.

Accurately respond to pricing requests based on length or square footage and then convert to product SKUs for production and/or supply, so your staff no longer need to learn and remember this information.

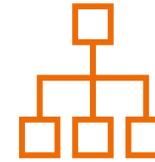


## Enhance claims, returns & complaint management

Log and track stockist, contractor or even end user issues, claims, returns and complaints with standardised processes to ensure timely resolution and happier customers. Track serial and batch numbers to understand warranty commitments and ensure the supply of correct parts/replacement products. Manage the return of items for repair or replacement complete with any charges.

Use tailored workflows to automatically assign customer issues to the right team member - with the relevant knowledge and access to information to deal with that particular customer or issue, quickly.

Analyse and identify reasons for returns, tagging products or suppliers with corrective actions for fast, future issue-resolution.



## Reporting, control & management

Identifying trends and anticipating opportunities is vital for your business forecasting and management. Dynamics Building Materials gives organisations insight through dashboards and deep analytics across finance, sales, production, operations and customer service.

Explore what-if scenarios, and forecast outcomes through interactive charts and visualisations to ensure everyone in your organisation has the information they need, when they need it.

Using the most up-to-date Business Intelligence applications, and refreshed instantly, data can be shared internally and externally, or published to a web-based dashboard so anyone who needs this information – can find it quickly.

# One solution. Complete visibility.



Multiple, disparate applications with increasing data mean reduced productivity, duplication of effort, high error rates and a lack of visibility.

Delivered on-premise or in the cloud, Dynamics Building Materials provides real-time and accurate information throughout your organisation.

Microsoft Dynamics has been seamlessly extended to include Building Materials industry-specific requirements to ensure your business makes the most of its IT investment. Effortlessly track every aspect of your business interactions, from specification to quote, production, delivery and cash.

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