



Booster Shot for an Atlanta based specialty Pharmaceuticals Post Dynamics 365 Migration

About the Company

One of the leading Atlanta based specialty pharmaceutical company which currently markets prescription products for the cardiovascular, neurology, hospital and pediatric markets.

Business Need: A Vitamin Booster

The company has a strong culture of innovation and is always open to embrace new technologies to improve patient outcomes. The client wanted to embark on a full-scale digital transformation to drive clinical and business success.

While its existing AX 2012 was serving the purpose, it was heavily customized and integrated with several third-party applications. With Microsoft's announcement that support for AX 2012 would be phased out, they were looking for a partner who would support their migration to Dynamics 365, and make the migration as painless and seamless as possible, in spite of the various applications.

The company was using the services of a third-party cloud service provider. By migrating to Dynamics 365, the client would save anywhere between \$50K to \$100K per year.

They needed more visibility into operations and supply chain management. However, data extraction and reporting was complex and hindered the management from getting a clear picture into the current operations to plan for the future.



Why Sonata: Strong Core

Microsoft Dynamics 365 would help the pharmaceutical company to manage its end-to-end supply chain from Formula management to Audit and controls including inventory and production management. Its Quality and Compliance would extend standard functionality to cover global quality and compliance requirements. Their existing ERP solution was heavily customized and while the workforce was comfortable with it, The client knew that migration to a user-friendly, seamless platform would position its ERP for growth and potential acquisitions, licensing opportunities and/or other transactions.

The company had invested in several third-party applications integrated to AX 2012. Migrating to Dynamics 365 would need all these applications to be integrated without operational disruption and within the stipulated period. For them, going with any other company would have required longer periods of time, work disruption and added costs. However, **Sonata's Accelerated upgrade with unique migration tools to Microsoft Dynamics would ensure faster time to market, 30-60% cost and effort saving, plus, repeatability with low risk and simplified upgrade.**





Solution: No Negative Side Effects

Sonata's team conducted a comprehensive analysis with the team from the Pharmaceutical company for its existing processes, the customizations and architecture of its platform and understand the scope of its Finance module and production environment.

Following the analysis, the implementation work of existing modules and customized layers was initiated.

Details of the modules, integrations and customized layers are

- **Modules**

- General Ledger
- Accounts Receivable
- Accounts Payable
- Cash and Bank
- Fixed Assets
- Product Information Management
- Inventory Management
- Organization Administration
- System Administration

- **Integrations**

- Inbound Feeds(SPS)
- Cash App
- Chargebacks
- Inventory Adjustment
- Purchase Orders
- Return Orders
- Sales Orders
- Outbound Feeds (RfXcel)
- RfXcel Master
- RfXcel transactions
- Summary Trial Balance

- **Customized layers: USR**

- Customization in USR layers
- Objects that cannot be converted or deprecated
 - References DLLs
 - Forms with Windows and ActiveX controls

Benefits:

Miracle Cure for Operational Stability and Longevity

- The new Dynamics 365 solution was met with apprehension by users. Sonata's key differentiator was the time and effort invested in hand-holding users onto the new system till they reached a level of complete comfort.
- The new solution hosted on the cloud would immediately bring about a 50% decrease in costs which they were incurring by using the services of a private cloud service provider
- Quality management is reinforced at every stage through sample and batch management tools, accounting and work scheduling.
- Quick Responsiveness empowered the team to incorporate recall response plans and use tracking tools and records to easily identify a product within the supply chain, once its left the production floor all the way through distribution.
- Automation and tracking was simplified and made it effortlessly easy to track individual products across the entire supply chain. This gave users a lot more time to focus on other innovative activities.
- AI & Reporting –The process of extracting and presenting data could be achieved through simple drag-and-drop functionality, making it easy for the management to get a clear view of existing business to plan future business strategies.





WHY SONATA?

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. Sonata READY: End-to-end, industry-specific digital business platforms
2. Sonata ACCELERATE: Deploy popular horizontal platforms adding required functionality
3. Sonata CUSTOM: Engineer custom platforms that deliver unique digital capability and scalability

Crafting a personalized experience has been a significant differentiator for retailers. We understand that the core principles of retail and the emerging trends of digital transformation in the Retail. With the track record of delivering futuristic solutions, we help retailers to redefine the boundaries of engagement with customers across their journey, from home to store to social-media

Our Dynamics value prop:

- Sonata is an expert in Microsoft technologies including Dynamics 365, Azure, Power BI and other stacks.
- We leverage our 360-degree relationship with Microsoft in the execution of our projects
- Sonata has products that enable digital and Omni commerce solutions in Retail and Distribution Industry. BRICK and CLICK is an integrated Digital Retailing Solution with B2C, B2B, Mobility, MPOS, and Retail Analytics - A complete Package built on Dynamics 365.
- Track record in rolling retail implementations - To name a few
 - One of the leading women's fashion active wear brand with 300+POS Machines across 200+ Stores.
 - American tyre manufacturing giant, \$15B manufacturer & retailer, a mobile first distribution solution to improve sales effectiveness and efficiencies.

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long-term value to customers. A trusted partner of world leaders in the Retail, Manufacturing & Distribution, Travel and Software industries.

Sonata's solution portfolio includes its own digital platform such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, RAPID DevOps Platform®, Kartopia E-commerce Platform®, Halosys Mobility Platform®, and Commodity CTRM Platform®, best-in-class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services, as well as new digital applications like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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