



Case Study

Rest Easy with Digital

Transforming Supply Chain and Customer Experience with D365 ERP and Power Platform

Summary

Sonata partnered with a leading manufacturer in the bedding industry, to address challenges in lead management, supply chain visibility, and outdated customer-facing systems. By leveraging Microsoft Dynamics 365 ERP and Power Platform, Sonata built a resilient supply chain and customer service platform. This initiative resulted in increased conversion rates, improved operational efficiency, and minimized supply chain disruptions.

Client Overview

Client is a manufacturer of beds, foundations and bedding accessories.

Headquarter United States	Revenue \$1.8B	Number of Employees 5000+
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Pressure Points

The client faced challenges in lead conversion, warehouse efficiency, system resilience, and supplier analytics, hindering overall business performance.

Lead Management Ineffective lead management processes hinder conversion rates and revenue growth.	Supply Chain Visibility Manual processes in warehouses causing delays and limited visibility into bottlenecks.	System Resiliency Low resiliency of existing systems with vulnerabilities and dependencies.
Supplier Analytics Lack of analytics capabilities for evaluating supplier performance.	Customer Experience Outdated customer-facing solutions with limited features.	

The client sought to achieve higher conversion rates and increase revenue by refining and expanding their lead and opportunity management processes. They aimed to enhance supply chain visibility and improve fulfillment quality. Additionally, they wanted to elevate the customer experience by implementing a modern, feature-rich platform to replace their outdated legacy systems.

Solutions

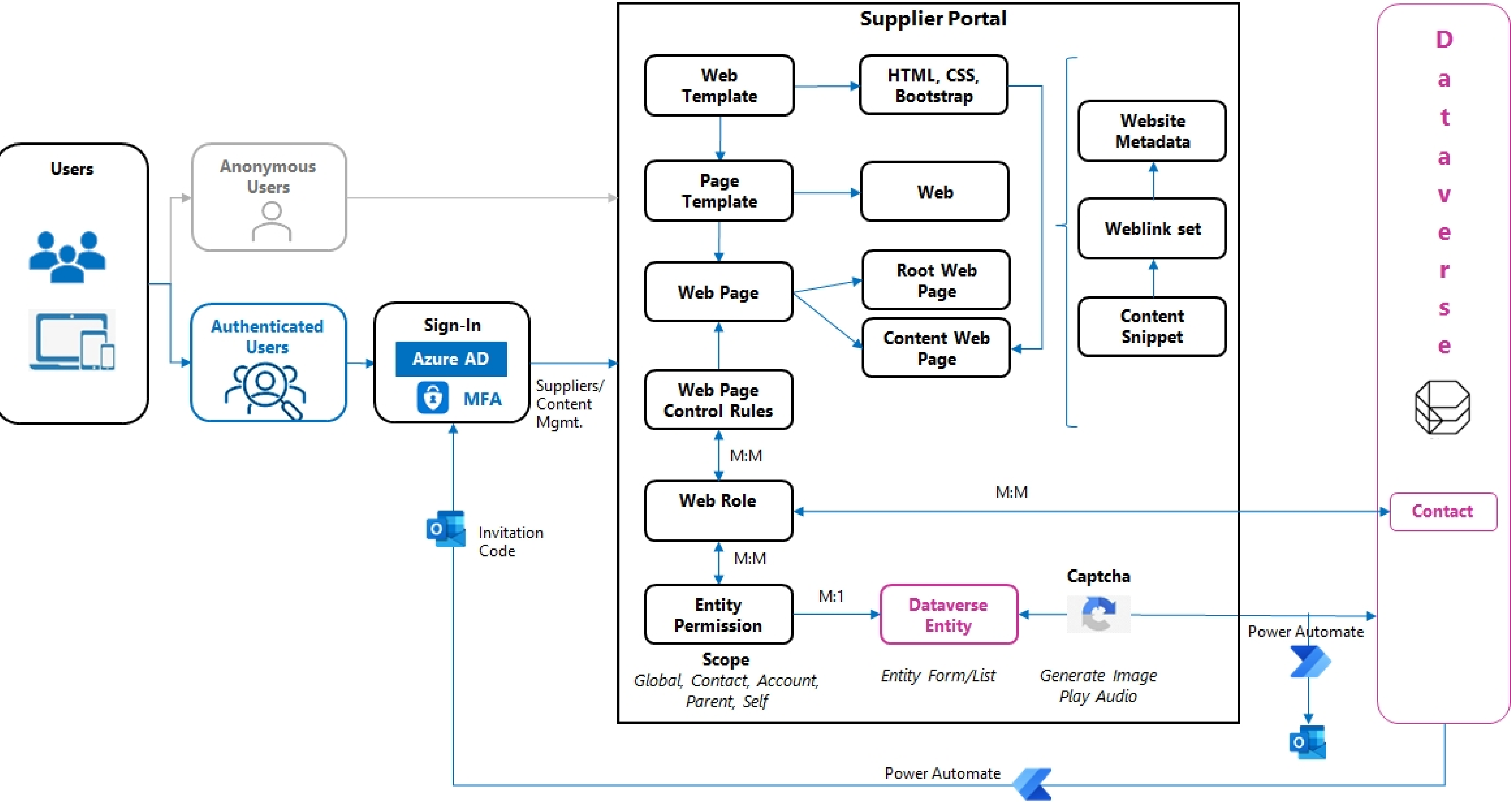
Sonata deployed Dynamics 365 ERP and Power Platform to establish a robust supply chain and revamp the customer service platform, enhancing sales and customer experience. The implementation, from project initiation to go-live, included seamless integration with existing systems, along with tailored customization to meet specific requirements.

Integrated lead management capturing leads from various channels (web, stores, etc.).	Integrations using plug-ins, Power Automate flows, and custom processes.
Supplier portal with content management, performance metrics, and third-party application integrations.	Digitized safety processes and incident management.

Technology Used

- Dynamics 365 ERP
- Power Platform

Supplier Portal Architecture



Results that Speak Volumes

Improved lead conversion through timely notifications to sales teams	Enhanced supplier experience with increased engagement and collaboration
Modernized warehouse systems for improved efficiency and resiliency	Real-time tracking for better operational efficiency

By the Numbers

10-15% increase in conversion rates	60% reduction in supply chain disruption risks	20% reduction in lead times for key suppliers and logistics partners
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