



Case Study

The Smell of Success

Dynamics AX Support, Development & Digital Transformation for Global Perfume Production



Summary

A global fragrance manufacturer was looking for a strategic partner to address their challenges with AX 2012 stability and performance issues. By establishing a dedicated IT CoE, Sonata delivered robust BAU support, implemented digital solutions, and achieved significant cost savings and performance improvements, positioning the client for future growth.

About the Customer

A world-leading perfume house, headquartered in Northampton, focused on creativity, innovation, and imaginative fragrances. The client has a strong presence in multiple countries. Their manufacturing operations span across the UK, Colombia, Dubai, and Hong Kong.

Pressure Points

Unstable AX 2012 implementation with performance challenges	Low production efficiency
Need for BAU operations management and functionality enhancements	Digital transformation requirements on the Dynamics platform across multiple domains like customer portal, RPA, infrastructure support, and BI

Solutions

Sonata Software is working on this engagement as a global program, running various projects simultaneously to meet the customer's business objectives. These projects include IT COE–BAU, customer portal development, data strategy and dashboards, website redesign, travel & expense module, supplier performance, data capture tool, and technical purchase. The execution model combines onsite local consultants with offshore shared support.

IT CoE setup with a core team for BAU support covering L2, L3, and L4 support of AX 2012	Onsite-offshore model with flexible teams for new projects and digital transformation
SLA adherence with over 95% first-time resolution	Supporting in RPA, IMS, BI, and Kartopia, with a D365 F&O upgrade in progress

Technology Used

- AX 2012
- Dynamics 365 F&O
- RPA
- IMS, BI, and Kartopia

Results

Multi-fold improvement in customer experience and internal user satisfaction	Enhanced performance through optimization efforts	Improved production efficiency
Expanded new business initiatives for CX leading to new revenue streams	Security and compliance assurance	

Sonata became the go-to partner for all IT solutions with a dedicated team of ERP specialists and a proven track record of successful ERP support for complex global implementations across diverse industries.

By the Numbers

20% cost reduction in 1.5 years	Management costs decreased to less than 8% of overall BAU costs	24/7 support model across multiple countries
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