

Case Study

# Clear vision for growth

Re-architecting D365 for a global eyewear retailer for seamless retail operations

## Summary

Sonata partnered with a fastest growing omnichannel eyewear retail chain to modernize their Microsoft Dynamics 365 finance and operations platform. Through comprehensive re-architecture and implementation of a robust managed support model, Sonata transformed a performance-challenged ERP system into a scalable, globally ready platform. The solution addressed critical database performance issues, streamlined 40+ system integrations and established proactive support frameworks, enabling the client to pursue aggressive international expansion while maintaining operational excellence.

## Client Overview

Fastest growing omnichannel eyewear retail chains, known for delivering high-quality, affordable eyewear. The company integrates manufacturing, supply chain and retail operations across both physical and digital channels.

Headquarter <b>Gurugram</b>	Employees <b>10,000+</b>
D365 users <b>300+</b>	Operations across <b>7 legal entities</b>

## Pressure points

Despite having implemented D365 F&O, the client experienced major operational challenges that hindered scalability, performance and service quality across its business.

<b>Performance Issues</b> 15TB database caused batch failures and delays	<b>Integration complexity</b> 40+ external systems led to operational inefficiencies	<b>Poor support</b> Existing vendors lacked timely response during peak loads
<b>Scalability gaps</b> System couldn't support global expansion needs	<b>Reporting limitations</b> Inadequate reports impacted compliance and decisions	<b>ERP support gaps</b> No clear L2/L3/L4 escalation or SLA adherence

## Solution highlights

Sonata delivered a comprehensive two-fold solution: re-architecting the client's D365 environment and providing managed support services to enable global scale and ensure operational stability.

### D365 re-architecture and implementation

- Built a new D365 F&O instance for India operations
- Re-architected 9 key integrations; optimized 35+ others
- Improved performance via optimized database and batch jobs
- Implemented Power BI-based reporting and evaluated Microsoft Fabric for advanced analytics
- Introduced modularized global templates for international rollouts

### Managed support services

- 3-year hybrid support model:
  - Years 1–2: Dedicated support team
  - Year 3: Subscription-based support (120 hours/month)
- Scope of support:
  - Level 2 functional support for D365 finance and supply chain management
  - Level 3 technical support for break-fix issues and system updates
  - Level 4 coordination with Microsoft for product-related escalations
- 9x5 coverage with on-call support for Priority 1 incident

## Technology used

- ▮ D365 F&O, Power Platform: Power BI, Dataverse
- ▮ Microsoft Azure Services: Data Lake, Integration Layer
- ▮ Sonata accelerators: Data migration, code optimization, deployment tools
- ▮ Sonata's Whizible: Incident management tool

## Expected outcomes

Scalable D365 ERP platform enabled for global expansion	Streamlined batch performance and reduced failure rates	Advanced reporting and analytics via Power BI and Microsoft Fabric
Consistent operations through SLA-driven, proactive peak-time support	Faster incident resolution, lowering backlog and increasing stakeholder satisfaction	Future-ready ERP aligned with Microsoft's evergreen upgrade strategy