

# Accelerating digital traction

Modernizing operations for a smarter, connected retail network

The Modernization Engineering Company

SONATA  
SONATA SOFTWARE

## Summary

A leading Canadian tire and automotive services provider partnered with Sonata Software to modernize its 13-year-old ERP landscape and transform store operations. By replacing its legacy AX 2009 system with Microsoft Dynamics 365, the company established a unified, cloud-based operational platform that strengthened customer experience, empowered store associates, and created a scalable foundation for ongoing innovation and growth.

## Customer overview

The client is a privately held Canadian retailer offering tires and automotive services across the country, supported by a workforce of more than 2,300 employees. Known for its strong regional presence and customer-focused service model, the company sought to overcome the limitations of its aging, fragmented systems to deliver seamless experiences, accelerate innovation, and expand its data-driven capabilities.

## Pressure points

The outdated AX 2009 ERP was expensive to maintain and hindered operational agility

Highly customized legacy modules limited integration, scalability, and modernization

Fragmented operations slowed the company's ability to deliver consistent, omnichannel customer experiences

More than 40 disconnected systems created inefficiencies and siloed data across the organization

Lack of unified business intelligence restricted real-time insights and decision-making

## Solution highlights

Sonata Software partnered with the client to modernize its operational backbone by implementing **Microsoft Dynamics 365** as a cloud-based, scalable ERP foundation.

### Dynamics 365 Finance & Operations deployment

Unified finance, retail, and supply chain processes across all stores

### Automotive module migration

Transitioned complex, industry-specific modules from AX 2009 to the new platform

### Advanced tire D365 store application

Delivered a tailored application built to support retail and automotive workflows

### Systems integration

Connected 40+ business systems to ensure process continuity and centralized data management

### Phased rollout strategy

Ensured a smooth transition with minimal operational disruption and validated performance through pilot store deployments

## Results that speak volumes

### Enhanced customer experience

Strengthened omnichannel engagement and improved service personalization

### Empowered store associates

Provided modern tools and real-time insights for faster, higher-quality service delivery

### Operational optimization

Automated workflows and created end-to-end process integration across stores and departments

### Future-ready platform

Established a scalable, cloud-based foundation to support innovation, analytics, and continuous growth

### Validated rollout

Successful pilot deployments ensure enterprise-wide readiness and adoption confidence

## Business impact

Through its partnership with Sonata Software, the client seamlessly modernized its retail and service operations, evolving into a more connected, data-driven, and customer-centric enterprise. The integrated Dynamics 365 platform now underpins sustainable growth, improved efficiency, and a clear roadmap for ongoing digital innovation—strengthening the company's leadership in Canada's automotive retail landscape.