

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

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.

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.

## 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

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

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

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.

**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