



BUSINESS PROFILE

MIZUNO CANADA LTD. IS A WHOLLY OWNED SUBSIDIARY OF MIZUNO CORPORATION IN JAPAN, ONE OF THE LARGEST SPECIALTY SPORTING GOODS MANUFACTURERS IN THE WORLD. MIZUNO DISTRIBUTES BASEBALL, GOLF, SOFTBALL, VOLLEYBALL, RUNNING AND RUGBY EQUIPMENT, APPAREL AND FOOTWEAR IN CANADA.

BUSINESS/IT CHALLENGE

- PREVIOUS MICROSOFT DYNAMICS PARTNER'S CUSTOMIZATIONS WERE UNDERPERFORMING; A NEW PARTNER WAS NEEDED
- UPGRADE FROM MICROSOFT DYNAMICS GP 7 TO 9 FOR IMPROVED FUNCTIONALITY AND STREAMLINED PROCESSING
- ENHANCE AND AUTOMATE ORDER CONFIRMATION PROCESS TO PROVIDE IMMEDIATE AND ACCURATE INFORMATION TO RETAILERS

SOLUTION

- MICROSOFT DYNAMICS GP
- LIAISON MESSENGER EFT

BENEFITS

- A NEW AND SUCCESSFUL BUSINESS PARTNERSHIP WITH TECTURA
- REDUCED FINANCIAL ERRORS THROUGH AN ENHANCED SALES ORDER PROCESS
- STREAMLINED PRODUCT AVAILABILITY PROCESS FOR ENHANCED CUSTOMER SERVICE
- OPTIMIZED RESOURCES AND REDUCED ERRORS WITH AUTOMATED ORDER CONFIRMATION PROCESS

MIZUNO STREAMLINES SALES AND AUTOMATES ORDER PROCESSES WITH PARTNER SWITCH AND A MICROSOFT DYNAMICS GP UPGRADE

INTRODUCTION TO CLIENT

Mizuno Canada Ltd. is a sporting-goods distributor, providing golf, baseball, running, volleyball, and rugby equipment to retailers in Canada. The company, with approximately 25 employees in Ontario, is a subsidiary of the Osaka, Japan-based Mizuno Corporation—one of the largest general sporting-goods companies worldwide—which has been manufacturing and distributing its own brand of products for a variety of sports since 1906.

BUSINESS/IT CHALLENGE(S)

Mizuno had been operating Microsoft Dynamics® GP 7 for several years. The company had relied on a previous partner to implement version 7 and create several customizations for its sales and order processes. Over time, Mizuno realized that the customizations were malfunctioning and underperforming. Mizuno felt it was time to find a new partner who could drive an upgrade to Microsoft Dynamics GP 9 and address the software customization issues.

“We needed a new partner who could upgrade our Microsoft Dynamics GP application, and recommend and implement solutions to replace the customizations,” said Michael Butler, Manager of IT and Purchasing at Mizuno Canada Ltd.

SOLUTION

At the suggestion of its third-party network support vendor—a Tectura client—Mizuno contacted Tectura to begin a dialogue about helping them upgrade from Microsoft Dynamics GP 7 to 9. Butler saw the value of Tectura's global company infrastructure during their first meeting.

“From our initial meeting with Tectura we were reassured by the fact that Tectura had substantial infrastructure and resources around the world. We knew that if we had a problem, somebody in the organization would know how to fix it. Right away we felt at ease based on their depth and experience,” said Butler.

“Tectura is a professional organization, and they’re good at what they do. They’ve got the resources to help us grow our business.”

Michael Butler
Manager of IT and Purchasing
Mizuno Canada Ltd.

The assessment and quotation process proceeded quickly. After an onsite evaluation of Mizuno’s system, Tectura provided a project plan and quote that met Mizuno’s needs. The quote was accurately and thoroughly detailed, so that Butler was able to quickly obtain executive approval and move ahead with the project. Installation began in July 2006, with testing through July and August, and a go-live the first week of September.

In addition to configuring the upgrade, Tectura also provided Mizuno several suggestions. First, a solution to replace the previous inefficient product availability customization. Tectura replaced the customizations with Available to Promise, a standard module available in the Microsoft Dynamics GP 9 solution. Available to Promise simplified processes for Mizuno’s customer service and provides clear, on-demand insight into product availability. Second, to enhance the efficiency of order and shipping confirmations, Tectura suggested that Mizuno install Liaison Messenger EFT.

“We actually finished our Microsoft Dynamics® implementation ahead of schedule,” said Butler. “For go-live we took our system off-line on a Thursday morning and didn’t expect it to be on-line until Monday morning. But by late Friday

afternoon we were already live with licenses for 19 users. It was a fast, efficient process.”

BENEFITS

On Time and Under Budget

“Finishing the Microsoft Dynamics GP upgrade ahead of schedule and under budget was one of the biggest indicators of the quality of relationship the company would have with Tectura,” said Butler. “Not only did we finish the upgrade earlier than expected, but we finished several thousand dollars under budget. I was really happy about being able to go to my manager and say, ‘On time and under budget’.”

Reliability Creates Trust

Knowing that Tectura’s experts are always just a phone call away created a level of confidence that was lacking in Mizuno’s relationship with its previous vendor. “The Tectura help desk is a huge, huge help,” Butler said. “Within a half an hour we can talk to somebody at Tectura about our problem, and most times get it resolved within that half hour. That’s definitely the kind of partnership that we need.”

Tectura Expertise

Working in a smaller organization, Mizuno employees often perform duties outside

“Tectura has been very helpful in making suggestions for software that we can investigate as a way to meet business goals. That commitment to our success underscores how Tectura is becoming a true partner of ours.”

Michael Butler
Manager of IT and Purchasing
Mizuno Canada Ltd.

their normal job scope. During the Microsoft Dynamics upgrade, Butler often needed to step away from project duties to address other urgent company responsibilities, so he relied heavily on his Tectura Project Manager to keep the project on schedule. “Our project manager was a very important part of keeping the whole project on track. Anytime there was a potential for slowdown, or it looked like we may not hit a key target date, she kept the project on task. She continually juggled schedules to keep everything and everyone moving along.”

Mizuno was impressed by the high level of Tectura expertise. During the upgrade, whenever Mizuno expressed a desire to improve certain functionality or enhance usability, Tectura was able to make the necessary adjustments.

“You would think our Tectura consultant wrote Microsoft Dynamics GP, because I don’t know anyone who could know that much about the software,” recalled Butler. “Anything I considered to be somewhat complicated, he was able to explain and implement. He could instantly put in scripts or move column headings around so they were more readable. There were a lot of happy people here when he came into the office and made things easier for them.”

Tectura also ensured that Butler and Mizuno’s customer service, accounting, and purchasing managers were successfully trained as super users on the upgraded software and new modules. The Mizuno super users were in turn easily able to familiarize the rest of the users on the new system.

“The Tectura consultants are the best we have ever dealt with. It’s definitely been a good experience for us,” said Butler.

New Efficiencies Create ROI

Upgrading to Microsoft Dynamics GP v9 immediately eliminated the financial losses stemming from the malfunctioning custom code in the sales order processing module.

In addition, Mizuno achieved unexpected ROI from the two key process issues Tectura helped them address.

The majority of Mizuno’s retailers in Canada keep a limited amount of inventory on hand, preferring the ability to backfill orders immediately rather than maintain large amounts of inventory. Replacing Mizuno’s order availability customization with Microsoft Available to Promise, as suggested by Tectura, gives Mizuno customer service representatives clear and accurate visibility into product availability.

“With Available to Promise, whether it’s a booking order or a repeat order, when a customer calls, we can tell them right then whether we have it, or exactly when it will be available to ship. The process is so much easier and efficient, we’re confident the module paid for itself in the first year.”

By implementing the Liaison Messenger software to automate Mizuno’s order and shipping confirmations, with each order, an email with order details and a confirmation number is automatically sent to the customer. When the product ships, the customer receives another automated email with an estimated delivery date and tracking number.

“We are so pleased Tectura recommended the Liaison Messenger product for us and connected us with Liaison Software Corporation. We’ve cut down significantly on calls to customer service about orders. We’ve also reduced wrong and multiple orders, which of course reduces credits and returns and contributes directly to our bottom line.”

CLOSING

Looking Ahead

With the sales customizations replaced and order processing streamlined, Mizuno is now more proactive with its customer service goals. The more automated their

processes are, the more time they have to focus on serving the customer in a more comprehensive relationship, Butler explained.

“Tectura has been very helpful in suggesting how we can implement additional automation software to help us meet our business goals. That commitment to our success underscores how Tectura is becoming a true partner. They’re a professional organization, and they’re good at what they do. They’ve got the resources to help us grow our business.”

Moving forward, Mizuno anticipates continued benefit from their Microsoft Dynamics GP business solution investment. New product releases will be evaluated and reviewed with Tectura and upgrade plans developed to ensure that they are able to leverage system capabilities to their fullest extent, now and into the future.

ABOUT TECTURA

Tectura is a worldwide provider of business consulting services providing sustainable value through consulting, software and IT implementation. Our clientele include mid-sized companies and larger enterprises throughout the Americas, EMEA, and Asia Pacific. With team members in 20+ countries, Tectura applies its comprehensive industry knowledge and unparalleled experience in collaboration with our clients to deliver business and technology strategies and solutions designed to achieve their business performance goals.

Learn more at www.tectura.com



FOR MORE INFORMATION

info@tectura.com

For local office contact information visit www.tectura.com

© 2009 Tectura Corporation. All rights reserved. Tectura is a registered trademark of Tectura Corporation. All other company, brand, and product names are marks of their respective holders. This case study is for informational purposes only. TECTURA MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

CS_Mizuno_Corp_200909B

TECTURA®