

# ANNATA IDMS™

Import and Dealer Management System

## for Microsoft Dynamics™ AX

In 2007, Brimborg wanted to set a new standard for quality and service in their business of importing, distributing, selling and servicing cars, commercial vehicles, construction equipment and power engines. Their strategy: enable staff with the best possible tools to continuously provide customers with superior value. With Annata IDMS, all processes concerning importing, distributing, selling and servicing the equipment are more efficient and updated insight into the business is readily available for all relevant staff both on screen in user forms, analytical tools and in reports. This brings positive results to Brimborg's bottom line and gives the company a true competitive advantage.

### CUSTOMER PROFILE

Brimborg ehf. is Iceland's largest integrated vehicle and equipment distributor, headquartered in Reykjavik. Tracing its roots to 1964 the company has expanded steadily, showing 500% growth since the year 2000. Brimborg operates on both B2C and B2B markets and is the 50th largest company in Iceland. Both as a company and as individuals, Brimborg is very proud of its corporate responsibility where every aspect of the community matters. Operating under a detailed ethics manifesto and the slogan "A safe place to be at" Brimborg aims to be of great benefit to individual customers, families and companies as well as the environment.

### SITUATION

Brimborg had been running their business in an AS-400 based system since 1986 but found it becoming restraining for further growth and the aim to build more flexible organization.

The AS-400 based system was built up as three different systems; one for service workshops; one for part sales and one for vehicles and heavy machinery sales along with the finance module. The company ran three different customer systems, with different discounts and credit limit in each system and sending out two or three statements per customer at month's end.

### SOLUTION

After pre-qualifying both SAP VMS and various Microsoft Dynamics NAV vertical solutions Brimborg became convinced that Annata was the right partner having the best overall solution.

### ANNATA IMPORT AND DEALER MANAGEMENT SYSTEM

The Annata Import and Dealer Management System (IDMS)

is a solution for importers, wholesalers, dealers and service providers in the automotive and equipment industries. It is built as an add-on to Microsoft's Dynamics AX ERP software. It utilizes the standard features of Microsoft Dynamics AX as well as extensive additional features specifically designed to support the automotive downstream business. Annata IDMS is certified for Microsoft Dynamics AX under the "Certified for Microsoft Dynamics" program.

### THE IMPLEMENTATION

Annata IDMS was implemented in all major departments in less than 5 months by a strong Brimborg team, assisted by a group of professionals from Annata. First, the road-map including activities, roles, milestones and timelines was laid out and approved.

One of the keys to success in the Brimborg implementation was the participation of top level management in the project. Key participants were the CEO, CFO, chief service manager, all chief sales managers and quality control- and marketing managers. Brimborg managers fully participated in all steps of the project.

At points of go-live, Brimborg's CEO and five top ranking executives went "down to the floor" and participated fully in the employees work, gaining firsthand experience in all workflows and issues that arose. They were the ones assisting in designing and making decisions on process flows and they were the first to be contacted each time an employee had an issue or a challenge. This has become a great benefit since now managers understand their company much better, need to rely less on external assistance when enhancing or changing their processes.

The implementation was split up to several phases. Once a functionality Gap/Fit list had been made, it was split into three development phases: "Before go-live", "Shortly after go-Live" and "Later". Shortly after the implementation began, a decision was made to split go-lives within the company down to several smaller go-lives, instead of one "Big-Bang".

Only few months after Annata first entered Brimborg all parts of the functionality were in full production. Along with IDMS related matters, financial functions like scanning of vendor invoices and electronic invoice approval, electronic payments to vendors and electronic collection from customers through bank had been implemented. Annata will during the next months continue with





their Role center development for IDMS roles along with OLAP cubes and reports specially designed for the industry. Brimborg will participate in that work and bring in their view of how things should be measured and which KPI's are valuable.

### **BENEFITS**

The following list shows some of the processes where benefits have been realised:

- Supports all areas of the enterprise in single solution
- More major business processes are automated
- More streamlined organization
- Consolidated, real-time data simplifies administration
- Greater visibility into sales and service history for each customer and equipment
- Greater insight into real-time stock-level
- Integration with various external parties like government registration offices and transport companies
- Item master and price catalogue for all brands
- Supersession handling
- Fast and efficient emergency order handling
- Embedded and efficient master planning mechanism

### **EXCELLENT RESULTS**

„Brimborg completely replaced it's AS-400 (iSeries) based systems, running import, distribution, sales and after sales service for 10 different automotive and transport-related brands (Volvo Car, Ford, Citroën, Mazda, Volvo Trucks, Volvo Bus, Volvo Construction Equipment and Volvo Penta as well as Nokian and Pirelli tires), in only 5 months with the help of Annata and Annata IDMS. All our IDMS processes are supported equally or better than in our previous AS-400 based systems. The project was delivered within time and within budget" - Egill Johannsson, CEO, Brimborg Iceland.

From the start, Annata's IDMS solution had a great impact on the organization's daily operations. Jóhannsson: "The speed of service has increased tremendously, as necessary information is only a click away."

### **WHY CHOOSE ANNATA?**

Annata is a group of highly motivated professionals, who through creativity, collaboration and commitment, help customers excel in their business. The group is represented through its affiliated partner; Crossroads Partner Inc. throughout North America and through own offices in United Kingdom, Sweden, Denmark and Iceland. Annata is also represented in most regions of the world through strategic partnerships in Australia, Asia, Africa, Europe and South America.

The IDMS team has many years of experience in the automotive business, both as solution and service providers and also from the inside, as former employees in automotive companies.

### **ABOUT ANNATA IDMS™**

Annata IDMS™ is a vertical ERP software solution for importers, distributors, dealers and service providers of construction equipment and motorised machinery. It supports multiple brand-specific requirements throughout the IDMS supply chain.

Annata IDMS™ is built by experts with deep knowledge of automotive industry specific processes and vast experience in software integration and development.

Annata IDMS™ uses standardised Microsoft Dynamics™ AX features and specifically developed add-ons for your industry needs. The development of the solution follows a best practice methodology which minimises upgrade efforts and version handling.

### **CONTACT US**

Learn more about making Annata your trusted advisor and business management systems partner. Contact us today.

Please find further information on our website; [www.annata.co.uk](http://www.annata.co.uk) or send an E-mail to [info@annata.co.uk](mailto:info@annata.co.uk)

