



Becker Acroma

Novensys - Microsoft Dynamics NAV, the best partnership for Becker Acroma Balkan Romania SRL

It began as a start-up in 1994, when the Swedes from Becker Acroma KB (part of the AB Wihl. Becker Group) decided that the time had come to enter the Balkans by opening branches in Romania, Bulgaria and Serbia. Nowadays, 14 years after the establishment and after a constant business growth, Becker Acroma Balkan Romania SRL is one of the main players on the niche market of wood finishing systems for the wood industry.

Becker Acroma Balkan Romania SRL can be regarded as a success story bearing a simple „secret“ – the Romanian company set as a main objective for the business development a constant increase in the efficiency of its business processes, right from the start. And this factor aided the company in achieving good performance in the services provided and good interaction with its customers, which shows in the yearly growth in the company's turnover.

The NAV panacea

Keeping this parameter at high values with an increasing number of customers and with the countrywide expansion of the business by opening new branches, made it necessary at the beginning of 2008 to rapidly identify and implement a competitive enterprise resource management system, because the previously used financial and accounting applications didn't cover anymore a growing company's needs. But this process was not easy at all considering the numerous offers (internal, as well as external) currently existing on the Romanian market and the big number of integrators operating on the Enterprise Resource Planning (ERP) solutions market.

When identifying the adequate solution, the company took into consideration external recommendations (from other branches of Becker Acroma KB in the region), as well as an internal analysis of the company's real needs. The result of this analysis showed the need of a scalable and flexible solution that would enable a fast implementation and easy development of specific customizations and adaptations (to comply with business specific requirements as well as with the Romanian legislation), a mature solution with a high degree of stability, which would ensure the support for a durable business growth. The optimal answer to all these requests and many more was Microsoft Dynamics NAV, a leading application on the ERP solutions market, not only in Romania but worldwide (over 60.000 companies in 150 countries are using Microsoft Dynamics NAV).

The good reputation of the Microsoft solution comes not only from covering all the above mentioned requests, but also from the great amount of features that ensure great coverage for many business areas.



NAV provides integrated features for: Financial Management, Supply Chain Management, Customer Relationship Management and E-Business, enabling companies to replace an existing system with a single, fully integrated solution able to connect the whole company to its customers, suppliers and business partners, anytime and anywhere – through internet, allowing for an increase in productivity without creating gaps in daily company operations.

Novensys – the best choice

The second step in the identification process – choosing an adequate implementation partner who would optimally answer to Becker Acroma Balkan Romania SRL requests – wasn't easy either. The local market of Microsoft partners consists of many powerful players, who have in their portfolio numerous implementations at prestigious companies.

In the first phase, the Romanian company picked four implementing companies and carefully analyzed their offers, only to later agree upon Novensys, Certified Gold Partner for Microsoft and No. 1 partner for Microsoft in Romania with the highest sales records of Microsoft Dynamics NAV and Microsoft Dynamics AX in H1 2007 (the Microsoft fiscal year) – a company offering intelligent solutions for business process automation (from hardware systems, consumables and hardware infrastructures to software platforms) and with a broad customer portfolio.

“We chose Novensys first of all because they proved to be the best in customer relationship management. They have the biggest team of consultants in Romania, they have branches in Timisoara and Cluj, they have over 30 implementations at national level, experience and a good reputation for implementations in logistics and sales and an integrated portfolio of solutions for added value in any customer's business. Furthermore, they are the most important Romanian partner for Microsoft in the Dynamics division“, these were the reasons for the decision, summed up by G. Anders Elgeborn, Managing Director at Becker Acroma Balkan Romania SRL.

“We competed with the main players on the market for this project. And the fact that we won proves once again Novensys' position in the last years – the position as main Microsoft partner for ERP solutions in Romania“, pointed out Cezar Golumbeanu, President of the Board, Novensys, regarding the importance of winning this project.

The benefits of the Microsoft solution

The adaptation capabilities to extremely specific business needs of the Microsoft Dynamics NAV solution, as well as experience of the Novensys specialists, were key factors in the success of this project. The solution proved to be a good support tool for business decisions, the high-performance reporting system of Dynamics NAV being of great use to the company management in improving its decision making process, from the speed and information accuracy point of view. The fast access to reports and the high degree of system flexibility, answering immediately to changes in end-user input,

contributes to an efficient control over every aspect of the business, at all levels. By implementing Microsoft Dynamics NAV, Becker Acroma Balkan Romania SRL benefited from the following advantages in the first post-implementation phases:

- aggregated data obtained in real time;
- capabilities of advanced analysis on profit centers;
- close tracing of payment terms;
- superior operations traceability;
- identification of risk factors that can cause blockages;
- superior evidence and control over stocks and orders;
- superior control over the financial situation;
- the possibility to trace profitability at customer level.

The solution therefore answered to essential requests of the customer-company, summed up in visibility growth of the economic and financial situation (with extended reporting capabilities) and in an increase in the efficiency of operations and decisions. "The efficient management of company resources represents a key factor in the success of our customers' businesses. Microsoft Dynamic NAV is an outstanding product for the Romanian market, an efficient tool for the unification and structuring of information with high capabilities of improving the data flow between departments, a solution that covers all business areas through a broad range of modules", explained Cezar Golumbeanu, President of the Board, Novensys.

Fast implementation with immediate effects

The fact that Novensys supports its customers in all phases of the implementation of an information management system, from consultancy to recommending a solution, implementing and maintaining it, was also a major factor in choosing this company as an implementation partner.

The experience of the Novensys specialists, the high degree of competence and the know-how gained in the numerous implementations they carried out in Romania ensured the success of a fast implementation that, for a start, managed to cover all customer requests:

- the integration of the reporting system of the Romanian company with the reporting systems of the other companies of the same group in Europe;
- instant access to financial information and business data, updated in real time and integrated with all data from sales and marketing;
- the development of a complex reporting system on finances and accounting;
- the integration of the financial and accounting system with the management of customer orders and warehouse management systems.

But there's more to it than that – because it is a scalable solution, Dynamics NAV allows for simple later extension both in features and in number of users (who benefit from the advantage of natural integration with other Microsoft infrastructure products and from the user-friendly Microsoft Office interface, ensuring easy operation and a high degree of acceptance). The Microsoft solution has a broad range of modules and



its flexibility enables later modifications and the addition of new functions, even after the implementation has been completed, so the company can benefit from the advantages offered by Microsoft's long term development strategy.