

Prima Power Suzhou Co., Ltd. Great start with Microsoft Dynamics AX

With the introduction of Microsoft Dynamics AX in China, Prima Power is creating the perfect basis for its growth objectives. The new ERP system made a good impression with its flexibility and scalability above all. All administrative and operational requirements of Prima Power's business processes are completely covered by Microsoft Dynamics AX.

With the establishment of a new plant in China (Suzhou City, Jiangsu Province), Prima Power, a leading manufacturer of sheet metal working machines and systems, is expanding its business area. With further production plants in Italy, Finland, and the US, the company supplies machines and systems to the whole world. The distribution and service network is active in more than 70 countries, through either a direct presence or a network of specialty dealers. In order to provide optimal support for the business processes, Prima Power wanted to set up a future-proof ERP system right when the plant was established. Microsoft Dynamics AX was chosen as the new ERP base platform.

Scalable solution, secure partner

Prima Power was convinced by Microsoft Dynamics AX for several reasons. First of all, the solution supports quick and easy order entry. Furthermore, a high degree of coverage of important industry-specific functions such as production, quality management, distribution, and reporting is ensured. Another argument for using Microsoft Dynamics AX was the high level of transparency and flexibility of the system: the system is easy to adapt and extend. Future modifications of the operating processes, for example due to statutory requirements or changing market requirements, can be incorporated straightforwardly. The implementation contract went to the IT service provider Sycor China, which has been active for several years with its own branch in Shanghai.



We give IT a face.



"We selected Sycor as a project partner because it was able to demonstrate the desired professional expertise and corresponding references," says Mr. Claudio Baggiani, General Manager at Prima Power Suzhou. However, not only specialist knowledge was decisive for Prima Power's decision. "Right from the start, Sycor gave us the feeling that they understood us and the company," remarks Baggiani further. The implementation project managed by Sycor was carried out successfully in time and budget. Co-ordination occurred quickly and straightforwardly through a branch directly on site.

Integrated coverage of all corporate processes

The task of the new system was clear: optimal process support for the areas of marketing and sales, inventory, purchasing and supplier management, production, and calculation. Furthermore, the financing area had to comply with the local legally required reports and vouchers. As part of the project, Sycor provided a team consisting of a project manager, a logistics consultant, a production consultant, a financial consultant, and several technical developers. "The challenge of this project was that we had to implement the system without a template. One plant in Europe already uses Microsoft Dynamics AX, but with a different production model and different version of AX. Therefore, we couldn't use the template of its ERP system," says Philip Zhang, General Manager of Sycor China, describing the initial situation. The master data and parts lists come from two plants in Europe, but from two different systems, SAP and Microsoft Dynamics AX 4.0, and in different file formats (CSV and TXT). Furthermore, production at Prima Power is characterized by a complex parts list structure and long product lifecycle. Each order contains about 500 to 800 item lines with a barcode so the entire production process can be traced optimally. Besides the implementation of the Microsoft Dynamics AX solution, Sycor also handles the hosting of the ERP servers and takes care of the daily operation of the servers.

Next steps

"At the moment no external systems are connected to Microsoft Dynamics AX yet, but we are planning the integration of an automated storage system," explains Baggiani. After the system went live, Prima Power extended the system to also cover the requirements of the Beijing economic zone and expand it with the area of spare parts management. "The next step will be to implement the Service module and Project Management and Accounting module of Dynamics AX at Prima Power," says Philip Zhang.

PRIMA INDUSTRIE S.p.A.



Headquarters

Collegno, Italy

Industry

laser and sheet metal machining

Products

laser, punching, cutting, bending, and automation

Size of company

1,579 employees (2014),
sales: about 350 million euro (2014)

Web

www.primapower.com

Project

Implementation of Microsoft Dynamics AX

Benefits

- New, modern ERP solution with long-term viability
- Complete mapping of all business processes
- Cost reduction in the IT organization

Your contact



Philipp Zhang

Managing Director

philip.zhang@sycor.de
+65 6692 9188

SYCOR CHINA
Room 2812
Enterprise Square
No.228 Meiyuan Road
Shanghai 200070, P.R. China
www.sycor.cn