

Carpet Art Deco

Case Study

Leading Canadian Carpet Manufacturer
and Distributor improves Business Process
Efficiency with Microsoft Dynamics AX

Thinkmax[®]

About Carpet Art Deco

Headquartered in Montreal, Quebec, Carpet Art Deco is a privately owned area rug manufacturer with roots that go back over a century in the weaving industry. Recognized as a North American design leader for quality decorative mats and rugs, its products can be found at leading retailers throughout the United States and Canada. Carpet Art Deco manages four different warehouses including one in the United States and one major showroom in New-York City. This company employs about 200 employees.

Challenges

Carpet Art Deco was using five different systems, including Sage ACCPAC, Edisoft's EDI, Accellos WMS and Weavelink software, each relying on its own database. As a result, people were wasting a lot of time looking for "a single version of the truth". Not surprisingly, it had become increasingly difficult to manage and maintain all these systems adequately. But more importantly, Carpet Art Deco had reached a point where its systems were limiting its ability to bring the business to the next level. That is when the company began seriously looking for an ERP solution.

After carefully evaluating Tier 1 and, Tier 2 solutions, including SAP All in One, Microsoft Dynamics NAV, TRIFORCE, and Sage 500 ERP to name a few, Carpet Art Deco concluded that Microsoft Dynamics AX stood out on several fronts: broad and rich functionalities at an affordable price, layered architecture for extra flexibility, as well as compliance with Canada- and Quebec- specific requirements. Also, knowing that the Gartner Group had positioned Microsoft Dynamics AX as a leader in its Magic Quadrants gave Carpet Art Deco the reassurance that the solution would be a sound investment in the long run.

Convinced that Microsoft Dynamics AX was the right solution, Carpet Art Deco contacted management consulting firm and Microsoft Dynamics AX award-winning implementation partner Thinkmax to define the business process model that would later serve as the foundation of the Microsoft Dynamics AX implementation and to perform a thorough gap analysis.

The results indicated that Thinkmax would be able to assist and coach Carpet Art Deco through the implementation of Microsoft Dynamics AX, thus respecting their desire to be self-sufficient and stay in control at all times.



Benefits

While it is too early to quantify the benefits of replacing multiple disparate systems with Microsoft Dynamics AX, there is no doubt that the new fully integrated solution will save people time, minimize the risk of errors, and provide better reporting.

Some features, like enterprise portals, will also go a long way in improving relationships with suppliers who will be able to fill out online forms to streamline the ordering process.

In addition, the implementation of BI features will bring C-level executives the business insight they need to make the right decisions, such as ensuring to buy and sell at the right price.

Similarly, implementing the CRM module will help Carpet Art Deco strengthen relationships by keeping track of customers' interactions.

Carpet Art Deco feels confident that with Microsoft Dynamics AX, it has chosen the right ERP to support the evolution of its business, and that by minimizing customizations, it will be able to avoid costly and complex future upgrades.

Looking ahead, the company also extended Microsoft Dynamics AX capabilities by implementing Blue Horseshoe, a warehousing solution specifically designed for Microsoft Dynamics AX and recently acquired by Microsoft.

"We saw Microsoft Dynamics AX as the solution that would take us to the next level, and Thinkmax proved to be a reliable partner, with people that know Microsoft Dynamics AX extremely well."

Rogério Peres
IT Director at Carpet Art Deco

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