



## Microsoft Dynamics Customer Solution Case Study



### Overview

**Country:** Hungary

**Industry:** Wholesale

#### Customer Profile

Masterplast Group International ZRt. was established 1997. The major activity of the company is building-material wholesale, the efficiency of which is ensured by long-term contracts with producers and brand representatives. Masterplast has subsidiaries in several East-European countries.

#### Solution

Masterplast enlisted XAPT Hungary Kft. to help customize and deploy a solution based on Microsoft Dynamics AX and Microsoft Dynamics™ AX Mobile Sales.

#### Benefits

- Leverage the power of Windows Mobile-based devices and help mobile users to become more effective and efficient in their daily tasks.
- Reduce time spent on manual and paper-based processes.
- Provide onsite product pricing, fulfillment, and delivery information.
- Enable sales representatives to look up customer and product information virtually anywhere and transmit sales information back to head quarters in real time.
- Get information on customers and promotions before sales calls to profit from up-sell and cross-sell opportunities.
- Leverage existing investments in enterprise systems.
- Easily modify the application to meet the needs of different roles and to add company specific functionality and processes.

## Masterplast are boosting Salesreps' efficiency with 20% using Microsoft Dynamics™ AX Mobile Sales

### Situation

Masterplast Group International ZRt. was established 1997. The major activity of the company is building-material wholesale, the efficiency of which is ensured by long-term contracts with producers and brand representatives. Masterplast has subsidiaries in several East-European countries. Masterplast wanted to implement a mobile sales solution to provide onsite product pricing, fulfillment, and delivery information to their sales reps and to reduce time spent on manual and paper-based processes. To accomplish this Masterplast enlisted XAPT Hungary Kft. to help customize and deploy a solution based on Microsoft Dynamics AX and Microsoft Dynamics™ AX Mobile Sales.

### Solution

Microsoft Dynamics™ AX Mobile Sales enables remote order taking and activity planning. Mobile Sales is RoleTailored and task-oriented and an ideal solution for field sales representatives and other mobile employees who need to work in remote locations. The field sales representatives can plan visits, review relevant sales information, and create orders. Mobile employees can use the calendar and task functionality of Microsoft Pocket Outlook® directly from the application to get a full view of their daily activities.. Masterplast sales representatives can enter and modify real-time important customer, sales and inventory data: open sales line, on-hand inventory data, delayed payments, available credit limit, and access Masterplast's special loyalty system.

### Benefits

Almost immediately following deployment, Microsoft Dynamics™ AX Mobile Sales provided Masterplast with the opportunity to transform the way they conduct business. Mobile Sales helps open new business opportunities, drive increased productivity, and helps reduce costs.

- Time spent on manual and paper-based processes has been reduced and nonproductive downtime between sales visits has been eliminated. For Masterplast the result was 30% reduction of redundant administrative staff
- Product pricing, fulfillment, and delivery information is provided to customers while with them. For Masterplast the result was 60% reduction in time used for customer and inventory queries.
- Representatives are enabled to retrieve customer and product information wherever they are and immediately transmit sales information back to the head office. For Masterplast the result was 20% more time spent on customer service per sales representative/week and shortening the order2cash cycle 3-5 days.
- Before the sales visit, information is obtained on the customer and promotions being offered to take advantage of up-sell and cross-sell opportunities.
- Mobile technology is used to plan the most efficient route for sales visits; easily make adjustments when there are schedule changes.



## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States. Outside the United States, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about XAPT Hungary Kft. visit the Web site at: [www.xapt.com](http://www.xapt.com)

For more information about Masterplast products and services, visit the Web site at: [www.masterplastgroup.com](http://www.masterplastgroup.com)

## Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to:  
[www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

## Mobile solutions from Microsoft Dynamics

The need for mobile solutions will evolve with your needs, which makes it necessary for you to have adaptable IT investments that are cost-effective with your current and future line-of-business applications and processes. Microsoft technology helps address these concerns by providing a platform and solutions that are scalable, extensible, and make use of existing infrastructure.

The Microsoft Dynamics™ Mobile Development Tools enable Microsoft partners to develop and customize mobile applications for Microsoft Dynamics AX solutions. The Mobile Development Tools make it easy to integrate with Microsoft Dynamics AX and extend the existing functionality to benefit users with a need to work in mobile environments.

Microsoft Dynamics™ AX Mobile Sales is the first mobile application from Microsoft Dynamics AX and is developed with the Mobile Development Tools.

### Software & Services

- Microsoft Dynamics AX
- Microsoft Dynamics™ AX Mobile Sales
- Microsoft Dynamics™ Mobile Development Tools
- Windows Mobile®

### Partners

- XAPT Hungary Kft.

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