

PRIME  
PARTNER GUIDE

# Manufacturing and Resources Global Outlook 2012-2015

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# From People for People



## AlfaPeople - your Partner for Microsoft Dynamics AX® and Dynamics CRM®

AlfaPeople is one of the largest Microsoft Dynamics Partners in the world. With more than 280 employees in 11 countries, we are focused on delivering standard – yet industry- and customer-specific – integrated business solutions that are supported worldwide. All our solutions are built on Microsoft technology such as Microsoft Dynamics AX, Dynamics CRM and SharePoint. We have a strong track record of successful implementations. Our Projects range from production to distribution and retail.

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AlfaPeople is located in: Denmark, United Kingdom, Germany, Switzerland, Mexico, Costa Rica, Colombia, Chile, Brasil, USA, Guatemala







# Kubo

## Variants manufacturer chooses integrated solution platform for unified business processes

Kubo, a specialist in high-quality products and services in the field of seals, springs and moulded rubber parts, replaced its legacy IT systems with Microsoft Dynamics AX and Dynamics CRM in cooperation with AlfaPeople. As part of its global IT strategy the company has now brought together various systems at different locations on a unified business platform from Microsoft.

Initially, the new system was operated in AlfaPeople's customer cloud, providing the time to design and size a secure infrastructure. Over the course of the project, the servers were migrated on premises. The implementation of the order processing, manufacturing resource planning, production and finance was completed after ten months in time and on budget. Kubo is now extending the scope of the integrated solution that includes document management, customer relationship management, business intelligence, online enterprise product information management and e-commerce.

During the implementation, the business processes were distributed to dedicated process owners allowing Kubo to introduce a new generation of business leaders. The project benefited from the strong commitment of the group management and the business expertise of AlfaPeople. The integrated business model helped the organisation to align responsibilities and duties.

Every record of base data is created only once and item classification with attributes allows for doublet recognition. For example, a new item can only be released to a business unit for production, product catalogue or sales after engineering, marketing, finance and every business unit has contributed accurate settings. The system-controlled workflow helps Kubo increase the quality of data and shorten the time required to introduce new products.

The new solution matches production and procurement to real demand. This helps Kubo reduce inventory and improve coordination

within the supply chain. Manufacturing workers register operations online and material transactions are made by simple barcode scans. The heavy magnetic dashboard was replaced with graphical production scheduling and the software tool allows multiple perspectives at head office and on the shop floor.

Sales agents can now identify opportunities for new service offerings and track leads to sales and sales orders are processed automatically, if technical and commercial validations hold. Integrated product costing feeds into a statistical calculation model, which ensures proposals are calculated automatically and reliably.

"The new system from AlfaPeople gives me insight to our sales data at my fingertips; more easily, more flexibly and at a very good performance," says Urs Müller, sales manager at Kubo.



### Overview

<b>Solution:</b>	Unified business processes
<b>Benefits:</b>	Reduced inventory, improved, more accurate processes, better insight
<b>Technology:</b>	Microsoft Dynamics AX, Dynamics CRM
<b>Partner:</b>	AlfaPeople



## AlfaPeople

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AlfaPeople has a strong track record of successful implementations. Projects range from production to distribution and retail. With Microsoft Dynamics as its core business, it provides all aspects of business IT projects. It includes business consultancy, solution architecture, core development and user training. Being one of the top three global Dynamics CRM partners worldwide, AlfaPeople has 24-hour support

options and consultants speak a variety of languages, although English is the base language.

AlfaPeople has references in several industries in local as well as international companies. Complexity varies from the very complex local needs of a large labour union to international companies with multiple entities. Customers include TTT Moneycorp, Microsoft EMEA, Widex, Rio Tinto Alcan, Norma, Bauer, Medtronic Invatec, Kubo and more.