

CASE STUDY

BOA-FRANC Discrete Manufacturing

“Boa Franc has been working with Alithya for over 10 years. In that time, we have been able to improve the utilization of our Dynamics 365 tools at our own pace. With Alithya, we have fast access to Dynamics expertise and are able to deliver to our customers the product they want, when they want it, without ever compromising on quality.”

Ghislain Quirion, IT Director

BOA-FRANC **Boa-Franc** is a well-known, North American hardwood flooring product manufacturer with distributors across the United States. Years of success and reputable products garnered this manufacturer the certification to complete all stages of manufacturing; from selection of raw material to the delivery of finished product.

Mastering the Unpredictability of Manufacturing

Hardwood floor manufacturers face unpredictability of raw materials due to factors such as multiple species of wood, colors and grades of wood, variable quality, supply levels and construction industry and fashion trend changes. Due to the nature of the hardwood business, Boa-Franc's original Microsoft Dynamics partner heavily modified the solution to address these variations during the actual manufacturing process. While the customized version of Microsoft Dynamics AX worked short term, the company soon realized it needed another, more standardized approach to support its business long term.

Rapidly changing business conditions, including a shift in distributors reducing inventories, led to the need of an agile and highly configurable solution versus relying on custom code. Additionally, Boa-Franc faced integration challenges with new acquisitions. It needed sound and thorough business processes to allow for seamless adoption by newly acquired companies. There was also a need to reduce Dynamics AX customizations in favor of new, standard functionality, and to set up a corporate data warehouse with BI Accelerator to eliminate over 100 custom reports.

Key Benefits

- Adapt to changing market needs
- Increase operational efficiency across the company
- Improve competitive advantage
- Extend agile manufacturing and supply chain processes to accommodate market fluctuations
- Promote acquisition growth
- View custom dashboards in real time for visibility into sales, marketing and service process efficiencies
- Allow internal resources to self-implement Dynamics 365 at newly acquired companies
- Track yearly goals
- Cloud infrastructure ensuring security, performance, robustness, and predictable costs
- Report on data from one central system
- Increased efficiency allows for better support for the growing demand of products
- Standardized on business best practices with the use of a robust, flexible and scalable ERP system
- Continuous improvement of processes supported by internal development team and super users
- Increased user mobilization (Dynamics 365 is now browser based)

Alithya Provides Dynamics 365 Upgrade

Boa-Franc selected Alithya as its Microsoft Dynamics partner because of its strong process manufacturing expertise. They also turned to Alithya to upgrade their Dynamics AX environment to Microsoft Dynamics 365, to better manage processes and respond to growing customer demand. "With Alithya, we have strong ties with an integrator who understands our reality, and also adapts to our strategy of evolution," says Ghislain Quirion, IT Director, Boa-Franc.

Extension of Agile Manufacturing

Dynamics 365 helps Boa-Franc extend agile manufacturing to accommodate market fluctuations from the housing market. As a result, the company can now engage in best practices while supporting continued growth.

"Moving to standard AX and upgrading to the latest version allows us to better manage our product mix issues. This improves our supply chain processes while letting us maintain operational efficiency across the company for a significant competitive advantage," says Ghislain Quirion

Self-Implementation of Dynamics 365 at New Companies

The business processes defined within Dynamics 365 allows Boa-Franc's IT and business groups to work closely with newly acquired companies, fostering a smooth transition and adoption of processes. "As a Microsoft product, Dynamics 365 integrates seamlessly with our other Microsoft products, such as SharePoint, Exchange and Office 365," says Quirion. "In fact, the tool is so familiar to our internal resources, they can self-implement Dynamics 365 at newly acquired companies with relative ease."

Cloud Infrastructure Relieves Pain Points

An additional pain point came from working with aging servers, making cloud infrastructure appealing. By migrating to the cloud, Boa-Franc quickly realized ROI and eliminated the need for costly migration projects in favor of continuous upgrades in the cloud.

Microsoft Dynamics 365 Leads to Boa-Franc Awards

Company discipline coupled with Microsoft Dynamics 365 and improved business processes are significant contributors to Boa-Franc winning several prestigious awards, including 26 distinctions in quality manufacturing. Boa-Franc has received 10 Awards of Excellence from Floor Covering News, eight 1st place awards in quality from Floor Focus, five 1st place awards in quality from FCW ReCo, the Grand Prix Award in the Large Manufacturing Company or Subsidiary category at the "Grands Prix Québécois de la qualité" awards, the Gold Trophy Award in Quality (private and public sectors) at the Canada Awards for Excellence, and the Employer of Choice at the AON awards.

Benefits of Multiple Microsoft Products

Boa-Franc also selected Alithya as its CRM partner. The company is currently using Microsoft Dynamics CRM on premise, but will be migrating to Microsoft Dynamics 365 for Customer Engagement in the cloud. Alithya set up the company's yearly goal tracking and reporting, and assisted in creating and updating workflows for sales and service process efficiencies. Alithya also created dashboards for visibility into sales pipelines, employee productivity and marketing activities. Alithya provided CRM training and continues to support the CRM solution for Office 365 and day-to-day issues.

BOA-FRANC FOUND THAT UPGRADES TO DYNAMICS 365 AND THE CLOUD INFRASTRUCTURE PROVIDED EFFICIENCY WITH THE GROWING DEMAND OF THEIR PRODUCTS. THIS LED TO AN INCREASE OF EFFICIENCY AND REDUCED CUSTOMIZATIONS WITH OUT OF THE BOX FUNCTIONALITY.

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