



Microsoft Dynamics Customer Solution Case Study



Customer: Sims Group
Web Site: www.sims-group.com
Country or Region: Europe
Industry: Manufacturing
Partners: tegos, Cedilla

Customer Profile

Australian recycling company Sims Group specialises in metal and electronics waste recycling. The group has an annual turnover of AU\$5.5 billion (U.S.\$5.1 billion).

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics NAV

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Industry-Specific Solution Unifies Recycling Group's International Infrastructure

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Peter Barclay, Group Information Communications Technology Director, Sims Group U.K.

Global recycling company Sims Group has increased its presence in Europe in recent years. With expansion largely due to company takeovers, the IT infrastructure consisted of many disparate technologies. This made group consolidation difficult and entailed high administrative expenditure. Sims Group decided to introduce international group software to benefit from professional industry-specific functions, transparent accounting, and easier group consolidation. It chose enwis), a software solution based on Microsoft Dynamics® NAV.

Business Needs

Global recycling company Sims Group recycles metal and electronics waste for its customers—from big businesses to local communities—throughout the world. Metal recycling represents the greater proportion of the group's activity, but today's consumers recycle more and more electronic goods.

For the 2007 financial year, European

businesses generated around a fifth of the company's worldwide turnover of AU\$5.5 billion (U.S.\$5.1 billion). The European market is one of the most important regions for Sims Group, with offices currently in the United Kingdom (U.K.), the Netherlands, Belgium, Sweden, and Germany.

In Europe, the group grew largely through takeovers, which brought with them a highly diverse IT infrastructure. This was also due



to the fact that industry-specific solutions fit for international use in the field of waste disposal and recycling are still very rare, and some of them are out of date. As a result, Sims Group was forced to operate a variety of local applications to accommodate the needs of its international divisions.

Peter Barclay, Group Information Communications Technology Director for Sims Group U.K., says: "Group consolidation cost us a great deal of time and effort, as different software solutions were used for accounting. Even more problematic was the lack of integration between our companies, making it difficult to achieve a full view of data across the organisation. Now we have an integrated solution for each of our local European companies."

In 2005, Sims Group decided to change its software. The project's main aim was to equip all European offices with standardised group software. "If your prices aren't right, you'll put off potential customers. The service has to be right too, and has to adhere to European environmental standards," says Barclay.

Solution

The European division of Sims Group was keen to deploy an integrated solution based on Microsoft Dynamics NAV. It rolled out enwis), developed by Microsoft® Gold Certified Partner tegos specifically for the waste and recycling industry.

Sims Group felt only enwis) offered enough depth of detail in terms of industry-specific functions to provide smooth integration between financial and operational processes. Based on Microsoft Dynamics NAV to facilitate group reporting, enwis) is the world's first industry-specific solution to be recently awarded the "Certified for Microsoft Dynamics" standard. To qualify for certification, Gold Certified Partners need to

present a solution based on the latest release of Microsoft Dynamics NAV and provide 10 references from customers willing to recommend it. The solution is then tested by an independent company on a wide range of criteria, from ease of use to customisation.

Companies with a Certified for Microsoft Dynamics solution gain the right to use the Certified for Microsoft Dynamics logo—which applies to the solution rather than the company, and is therefore transferrable to distributors. Barclay says: "This shows that we made the right decision. The Certified for Microsoft Dynamics logo is a mark of user friendliness and displays a high level of technicality. It also shows that enwis) conforms to Microsoft standards. These are major plus points in terms of long-term investment security."

enwis) offers a software model and structure for Sims Group that allows a more flexible handling of services and materials. Sims Group aims to harmonise the structure of the service and material catalogue across all Sims Group companies during projects.

Sims Group chose to deploy enwis) country by country. It started with the European headquarters in the U.K., and then continued with the Dutch, Belgian, German, and Swedish offices. Sims Group chose Microsoft partner Cedilla—one of 14 international tegos distribution partners—to lead the deployment.

The company decided to carry out the launch at the various local offices in three stages. First, it replaced the existing commercial programmes with Microsoft Dynamics NAV, then rolled out enwis), and finally made adjustments for regional conditions.

Benefits

enwis) is the solution that best matches the needs of Sims Group, with tried and tested benefits as well as customer recommendation. The new solution will give the group a high degree of integration, leading to data transparency. In the future, the group will track the flow of materials even more precisely, and better control its operating processes. "With enwis) and Microsoft Dynamics NAV, we have the opportunity to become a great deal more efficient," says Barclay.

- Sims Group will benefit from a homogenous software solution, unifying key processes across all European offices.
- With the Certified for Microsoft Dynamics NAV standard, the company knows it is using a vertical solution unique on the market.
- Deploying a solution bearing the Certified for Microsoft Dynamics NAV logo brings peace of mind to customers. It provides assurance that existing solution users are satisfied because solutions require 10 customer references to be granted certification.
- Deploying a Certified for Microsoft Dynamics NAV solution also means choosing a committed development partner. Only Gold Certified Partners can apply and—to meet the standard—a solution needs to be based on the latest release of Microsoft Dynamics NAV. It is then independently tested for compatibility and usability.
- The Certified for Microsoft Dynamics NAV logo strengthens the confidence Sims Group has placed in enwis). It stands for proven quality.
- The solution provides strong adaptability possibilities. This means it can be expanded to all of Sims Group offices around the world. Deployment is already planned in the United States.