


HITACHI
Inspire the Next¹

 Microsoft Dynamics

Maxell Case Study

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 Hitachi Solutions



MAXELL REDUCES COSTS BY 40% WITH MICROSOFT DYNAMICS AX

HITACHI MAXELL, LTD. IS A LEADING global manufacturer of information storage media products, including magnetic tapes, optical discs and battery products. The company has over 50 years' experience of producing industry-leading recordable media and energy products for both the consumer and the professional markets.

Since its foundation in 1960, Hitachi Maxell, has built up an international reputation for excellence and reliability, pioneering the power supplies and digital recording for today's mobile and multi-media devices, leading the electronics industry at home and abroad in the fields of storage media and batteries.

Maxell Europe manages the distribution of these products to all European branches and distributors through its head-office in Maidenhead UK and operates an extensive Original Equipment Manufacturing (OEM) facility in Telford providing plastic injection moulding to the automotive industry.

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Martyn Lloyd, Senior Manager Maxell

Information Technology Landscape

Maxell used the same business application from IBS for 10 years. During this time the business had gone through many changes, including the implementation of share services and inter-company trading. Although the application had served the company well, it was felt that the existing solution was not well suited to the new ways of working. Maxell had a choice – either upgrade the existing solution to IBS Enterprise or to replace it altogether.

Known for the quality and reliability of its own products, it was important to Maxell to choose a solution that would meet their changing business requirements, be reliable and would stand the test of time. Following a comprehensive evaluation process, Maxell decided not to upgrade its IBS solution but to implement a widely used ERP system that could be implemented in multiple countries, using native language and multiple currencies.

A cross-functional team evaluated Epicor, SAP and Microsoft Dynamics AX. “We looked in detail at all the products. We felt that SAP was very comprehensive and could do the job but Microsoft Dynamics AX is more flexible and really designed for a company of our size. We felt that SAP was too cumbersome and inflexible.” explains Martyn Lloyd, Senior Manager at Maxell Europe.





BENEFITS:

- Familiar Microsoft interface speeds user adoption
- More flexible and adaptable than some traditional ERP products
- Same data used across the whole business eliminating silos
- Processes can be changed without developing code
- IT maintenance costs reduced by 40%

The decision to choose Microsoft Dynamics AX over SAP was also influenced by Microsoft's roadmap and investment plan for the solution - giving Maxell the comfort that the solution would last them at least another 10 years. The Board also felt that Microsoft Dynamics AX represented better value for money in terms of the richness of functionality for the price. "There was a certain pressure to implement SAP because it is used by other companies within our group. Our investigations showed that Microsoft Dynamics AX would absolutely do the job but at a cost considerably less than SAP" continues Martyn Lloyd.

Rapid Implementation

Once the decision was made to implement Microsoft Dynamics AX, Maxell wanted to roll the new solution out across the different European countries as quickly as possible. To help them achieve this they chose Hitachi Solutions as their implementation partner. "We first approached Hitachi Solutions because they are part of the same group of companies, however it soon became apparent that their consultants have an in depth knowledge of Microsoft Dynamics AX, including the manufacturing module" continued Martyn Lloyd "We were impressed with the speed at which they understood the complexities of our business and the two companies worked well together - to ensure we got the benefits of the new solution quickly."

Italy was chosen as the pilot country followed by Germany, France, Hungary and UK. Microsoft Dynamics AX is now the core business application which is used across the whole business including finance, manufacturing, supply chain, human resources and sales and marketing.

Benefits to the Business

Maxell's users have found Microsoft Dynamics AX intuitive to use because it works in the same way as the other Microsoft products they are familiar with, this has helped when new staff join and with user adoption generally. "I work alongside the manufacturing team and they have found the user interface more flexible and easy to use, we are able to extract work into Microsoft Excel really easily and the users





WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts.

Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

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can interrogate data themselves whereas before they would have asked IT to write a routine or report" says Andy Broad, IT Business Manager at Maxell.

In the manufacturing plant Maxell use the Master Planning module to generate material requirements which is a simple and logical system to set up, the Warehouse Management module is used for stock picking at location / batch level and Maxell have replaced a bespoke material stock transfer system with standard Microsoft Dynamics AX functionality.

Data held in the same database is available to everyone who needs it and is quick to find. The system has proved to be agile as Maxell have been able to make changes to its organisation and processes without developing code. "Everyone is happy with the solution" says Martyn Lloyd "Microsoft Dynamics AX, has proved to be flexible and reliable and has decreased our on-going IT maintenance costs by about 40%."

Hitachi Solutions provides on-going support and expertise through a managed service contract which provides Maxell with the comfort that experts are on hand should they need support.

"We believe we made the right decision to implement Microsoft Dynamics AX rather than SAP. Not only is it more flexible and easier to use – Microsoft are developing new functionality all the time which we can choose to upgrade to in the future" concludes Andy Broad.

MICROSOFT DYNAMICS AX MODULES

- Finance
- Human Resources
- Time and Expense
- Production
- Customer Relationship Management
- Training