



Mundus Artis



BUSINESS TECHNOLOGY SOLUTIONS BROCHURE

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ABOUT Us



COMPANY HISTORY

Mundus Artis (Global Technology in Latin) was founded in 2010 by a group of consultants, software engineers, entrepreneurs and successful business executives. Our fundamental inner drive is that organizations can successfully leverage business technologies just like the Silicon Valley start-ups. We strongly believe that a well-designed business management system would greatly benefit any organization and there are narrow paths for organizations to be there. We have figured out the best way to make this happen.

MISSION

Deliver real value of ERP to clients by

Instilling business management standards and showcasing modern business technologies

VISION

A genuinely trusted advisor

Whose business is your business

Whose success is your success

INDUSTRIES WE SERVED

Manufacturing

Distribution

Wholesale

Retail

E-Commerce

Health Care

SOLUTIONS WE PROVIDED

Direct Selling

Vertical Integration

Commodity Pricing

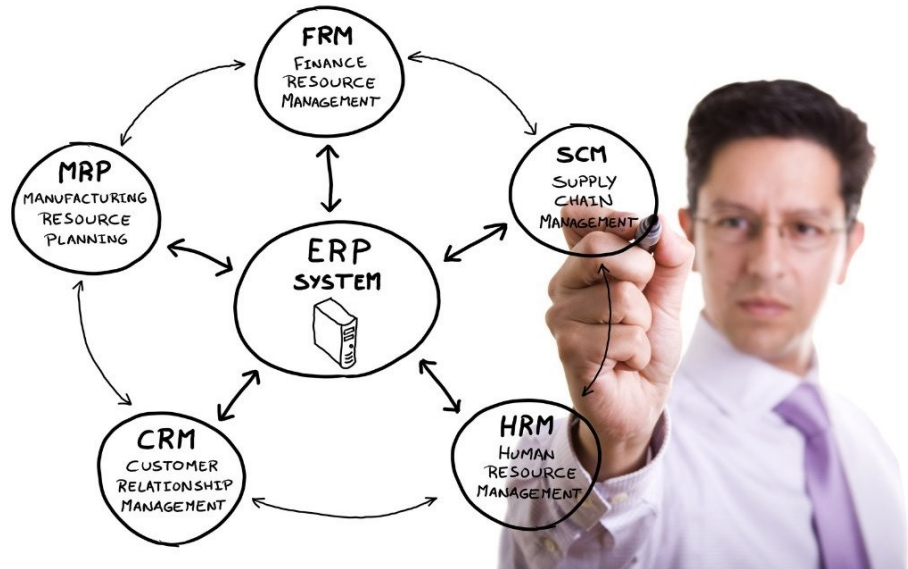
Low Margin Business

International Trade

Retail & E-Commerce

Clinics Affiliation

OUR E5 Model



The EFIVE (E5) model reflects who we are. It's our value model to deliver solutions.



EXPERTISE

Business Management
Vertical Domain Knowledge
Integral Business Context



FOCUS

Microsoft Dynamics AX
Unified Technology Stack
Integrated Business and Technology



INNOVATION

Disruptive Business Processes
New Markets and Solutions
Emerging Models



VALUE

Revenue Enhancement
Efficiency Improvement
Strategic Business Management



EXPERIENCE

Decades of Business Solutions
Broad Industries
Top Notch ERP Platforms

SERVICES We Offer



CUSTOM DEVELOPMENT

Business-Guided Custom
Development

SUPPORT

High Quality Post-Live Application
and Infrastructure Support

We are a boutique business
management and technology
consultancy.

ERP PLATFORM

Benchmarking ERP Solutions
Selection Methodology

SOLUTION VALIDATION

2nd Opinion on Existing Solutions
And Architecture

ERP IMPLEMENTATION

Microsoft Dynamics AX
Scenario and Persona Based Implementation



WHAT WE DO In Our Offerings

ERP PLATFORM SERVICE

OUR PLATFORM SERVICE

Our ERP platform service is based on the notion that Microsoft Dynamics AX can be used as a benchmark system in bridging the Tier 1 and Tier 2 due to its capabilities and the overall cost to implement it for a typical organization. The service we provide is agnostic to a specific ERP system. The approach includes the use of a proper system selection methodology and considers the critical factors that have been discussed here. Specifically, our platform service includes the following components:

- Diagnosis of the Business Needs and ERP Systems
- Benchmark Comparison of Microsoft Dynamics AX with Other Systems
- Application of a Proper System Selection Methodology
- Recommendation of the most fit System and Approach Forward

ERP CHALLENGES

ERP (Enterprise Resource Planning) as business management software allows an organization to use a system of integrated applications to manage the business and automate business functions. ERP software typically consists of multiple enterprise software modules that handle specific facets of a business operation, including supply chain, manufacturing, sales and marketing, financial management etc. Each ERP module is focused on one functional area of business processes. An organization implements specific ERP software modules based on what best meets the specific needs and technical capabilities of the organization.

An organization's functional areas can have a hierarchical structure. Typical ERP modules include accounting modules for financial management, procurement, inventory control, distribution, sales modules for supply chain management, and production control, master planning for manufacturing execution management. More frequently, CRM modules and Business Intelligence are included in an ERP implementation as a single unified package.

Enterprise management software has seen its adoption inertia in the market place due to the fact that the enterprise solution is costly and the organization impact is enormous. ERP field has been slow to change comparing to other technology advances.

EMERGING TRENDS

There are however, some noticeable trends that are shaping up the ERP industry. These trends appear to gravitate to the following four areas:

- Mobile
- Cloud
- Social
- Two-Tier

The anytime anywhere paradigm seems to drive the ERP Mobile trend. Increasingly, executives and employees demand real-time access to corporate information. Businesses are more willing than before to embrace the Mobile ERP for reports and dashboards. As the benefits of going cloud become clear, this trend is gaining momentum. The social ERP trend has yet to prove that it will incur revolutionary shift to the field even though more and more ISVs are including the much hyped capabilities to their ERP suites. The two-tier ERP seems to get more and more acceptance by the market place as it has proven time after time that an all-encompassing ERP system has an extremely high failure rate. One size just does not seem to fit it all. Variation of business practices does warrant occasionally the best breed of solutions.

ERP PLATFORM OPTIONS

ERP software industry can be categorized into 3 different tiers based on the solutions tailored to the needs of the individual organizations.

- Tier 1: Large Enterprise ERP - The big 3: SAP, Oracle and Microsoft
- Tier 2: Mid-Market ERP - Infor, QAD, Lawson, Epicor, Sage and IFS
- Tier 3: Small Business ERP - Exact Globe, Syspro, NetSuite, Visibility, Consona, CDC Software and Activant Solutions

COMMON MISTAKES IN ERP SYSTEM SELECTION

Given the complexity introduced by the above three factors (Complicated Functionality, Confusing Options and Continuously Changing Capability), it's common for an organization to choose a system that is not the best fit for the business and this normally leads to an expensive implementation. Some of the common mistakes include the following:

- Incomplete Requirements
- Reliance on Vendor Demos
- Over-emphasis on System Cost
- Selection Bias
- Failure to Use Objective Professional Services
- Inability to Understand Offering by ERP Vendor

BUSINESS PLATFORM



SECOND OPINION

SPECIALISTS

SOLUTION VALIDATION SERVICE

2ND OPINION ON EXISTING SOLUTION AND ARCHITECTURE

In medical field, a different doctor may come up with a different diagnosis, or offer a different opinion to treatment choices. Factors which may have an effect on a doctor's opinion include technology available to that doctor, school of thought, where they were trained, individual methods of treatment and experience. Proactive decisions can be made with the thoroughly informed information on diagnosis, prognosis and treatment options.

Similarly, in the field of business solutions, getting a second opinion and weighing the options is a very reasonable approach, even though this has been seldom used by the organizations that use solution services. We took the 2nd opinion approach from the medical field and offer the solution validation service for the business management and technology solutions.

RECOMMENDATION OF IMPROVEMENTS

Our approach utilizes the efficient way to assess the strengths and weaknesses of client most important business systems and solutions and focuses on getting the most from client ERP investment. We will work with client to identify simple, targeted improvements that will deliver real benefits to the bottom line. Our service will help client reduce workarounds and non-automated processes, improve collaboration and communication, and increase the actionable knowledge that users have about the ERP systems and solutions. Our solution validation service includes the following detail activities:

- Thorough review of client business scenarios and processes
- Complete analysis of utilization and effectiveness of client's entire business systems and solutions
- Discussion of key business issues and resolutions of system and solution related problems
- Detailed report highlighting strengths, weaknesses and opportunities to improve systems and solutions
- Action plan to achieve client's goals

A SECOND LOOK...
NOTHING OVERLOOKED



ERP IMPLEMENTATION SERVICE

TYPICAL RATIONALES FOR NEW ERP SYSTEM

Different organizations may have different reasons for implementing a new ERP system. The pain points and challenges facing companies can be quite different given companies may be at different maturity stages, have adopted different business technologies, or have different organization structures and business practices. However, there are some common rationales for organizations to embark on a new ERP system. Typical rationales include the following:

- Efficiency:
 - * Instant and automatic accounting
 - * Integrate multiple locations and multiple systems
 - * Streamline operations and reduce costs
 - * Automate processes and optimize productivity
 - * Migrate to cloud and reduce costs
- Standardization: Across people, processes and technologies
- Supportability: Legacy solution that is no longer supported by the vendor
- Scalability: Increase the ability to scale and grow the business
- Business Intelligence:
 - * Combined financial, operational, and strategic insight
 - * Improve data access through analytics and dashboards
 - * Fast response times
 - * Increase interactions across organization
 - * Reduce working capital
- Merger and Acquisition: Receive merger and acquisition activity support
- Supplier Collaboration: Improve collaboration with suppliers
- Compliance:
 - * Financial reporting and auditing
 - * SOX compliance
 - * Quality Assurance initiatives

SCENARIO AND PERSONA BASED IMPLEMENTATION

Our ERP implementation service provides delivery to success. The E5 model and the Scenario and Persona based implementation methodology enable organizations to realize fast benefits and incur low total cost of ownership. Rather than focus strictly on the functional or technical aspects of an implementation, our broad industry experience and in-depth domain expertise allow closer client interaction and more effective implementation than hiring consultants off the street.

We serve as our clients' single point of accountability for an ERP implementation by focusing on the following activities:

- Strategic goals and objectives and rationales of ERP implementation
- Core business processes and key personas
- Conference Room Pilot traversing project phases (CRP1, CRP2, CRP3)
- Microsoft Sure Step Methodology activities and deliverables

We stick to our clients' core scenarios as the key value-adds and will not overwhelm client personnel with prolific requests and reviews of intermediate deliverables. Our approach is simple and SMART (Specific, Measurable, Agreed Upon, Realistic, Time-Based).





CUSTOM DEVELOPMENT SERVICE

SUPPORT SERVICE

OUR PHILOSOPHY OF CUSTOM DEVELOPMENT

Our philosophy on custom development is Don't do it unless there is no alternative. Many organizations have taken a prevailing notion with the wrong perspective that Microsoft Dynamics AX is designed for customization. It's probably true that the AX architecture allows ISV's to create add-ons and extensions at great flexibility. However, to the benefits of the organizations that implement the ERP product as their business management system, less customization would provide long term benefits.

With that in considerations, there are still situations where we all have to write custom code. We do offer the custom development service with a unique approach. Our approach is Business-Guided Custom Development. Business drives the development. Scenarios determine the specifications. This approach is in alignment with our Scenario and Persona Based Methodology. Our methodology not only applies to the implementation; it also applies to the customization. Scenario clarity drives requirement clarity, which generates clear and accurate specification. This is such a critical factor for custom development that it determines the work scope, the cost and the overall success.

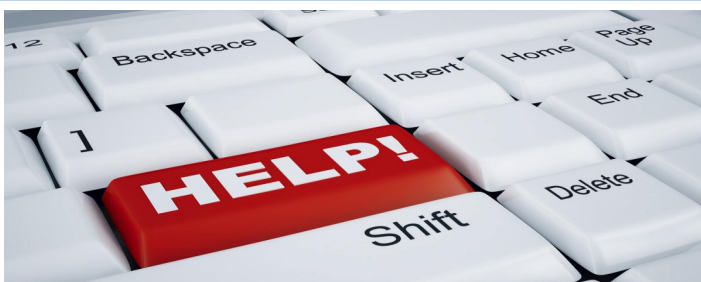
FOCUSED AREAS OF CUSTOMIZATION

Our custom development service covers the development of the following areas:

- Forms (X++ Forms, Web Forms)
- Reports (SSRS Reports, VS Reports)
- Role Centers and Work Spaces
- Cubes
- SQL Scripts
- SSIS Packages
- Data Migrations
- Data Cutovers
- Integration (AIF, Web Services)

We offer Business Solution support to our clients and any organization at large through our E5 model. Client issues directly go to our domain experts instead of going to help desk. We strong believe that our domain experts are at the best position to accurately prioritize, scope and resolve the business issues at the timeliest fashion. Our reverse-tier-structure model enables our clients to resolve their issues in the most cost-efficient way.

We stand behind all our solutions provided to our clients, with a high-quality support model. This model guarantees that client issues would not bounce around. Customer Satisfaction is the key to our support service as well as to our end-to-end service delivery.



OUR APPROACH


Based on our E5 business model, we have created a proprietary ERP implementation methodology specifically for Microsoft Dynamics AX implementation. The methodology uses a unique approach in integrating Microsoft Sure Step methodology with Scenario Based Engineering process. Business Scenarios are persona specific. Our methodology tackles the As-Is and To-Be processes at the specific persona level. Client's core business processes and key personas are traversed end-to-end throughout the entire project through Conference Room Pilot (CRP1, CRP2, and CRP3). The same set of scenario-based Test Scripts will be created, refined, and finalized during the different phases of the AX implementation project. The following table of deliverables illustrates our proprietary methodology.

OUR Methodology

Proprietary Scenario and Persona Based Methodology

OUR ACTIVITIES AND DELIVERABLES

Diagnostic	Analysis	Design	Development	Deployment	Operation
Fit-Gap Worksheet	FRDs	FDDs – Fit FDDs – Gap	TDDs – Gap	Fixes	Fixes
Solution Blueprint	As Is Processes To-Be Processes	SDD Configuration	Solution Prototype Demo	Go-Live Checklist	Project review doc
Proof of Concept	Reverse demos Demos	Data Migration Design	Data Migration Dev	Cutover plan	
Scenario Based POC CRP	CRP1	CRP2	CRP3	UAT	
Scoping Assessment	Prioritized gaps Recommended 3 rd party solutions	Finalize 3 rd party solutions	Training	Training	Support
Requirements and Process Review	Workshops Training strategy and plan	Testing scripts	UAT test scripts	OPS guide	
Business case identification and problem definition	Workshops Training strategy and plan	Testing scripts	UAT test scripts	OPS guide	



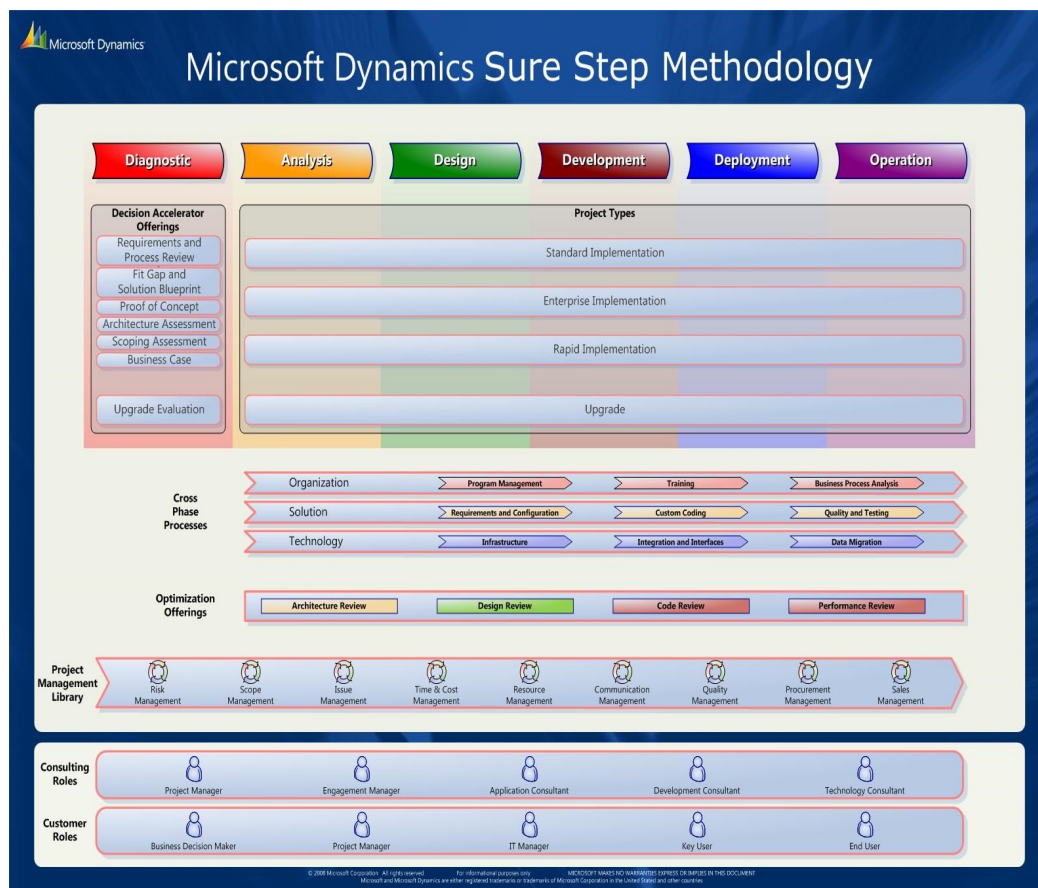
**E5 Model
Scenario
Base
Sure Step**

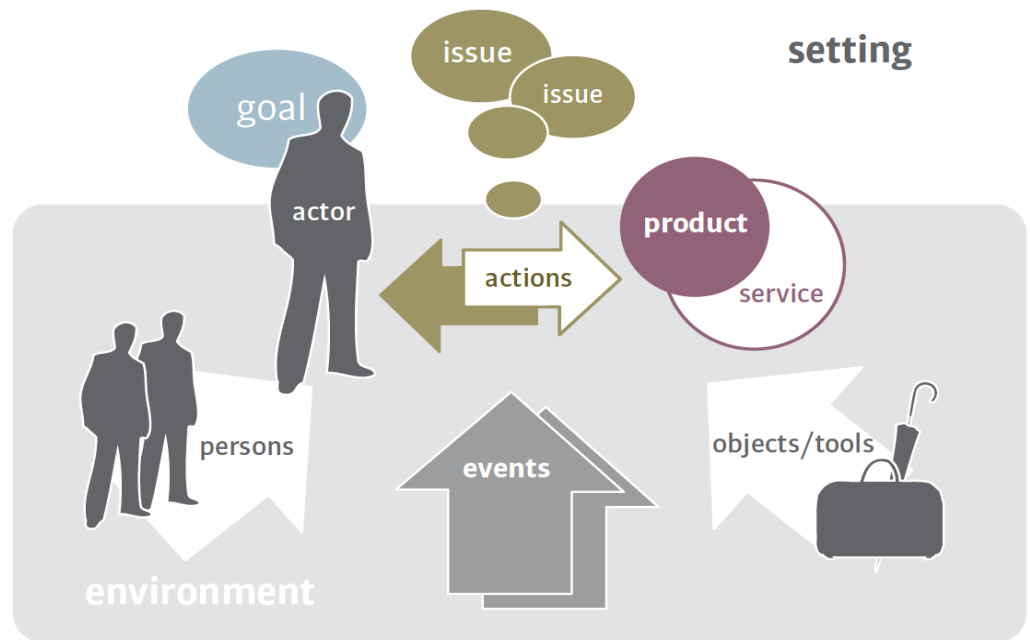


OVERVIEW OF MICROSOFT SURE STEP METHODOLOGY

WEAKNESS OF MICROSOFT SURE STEP METHODOLOGY

Microsoft Sure Step Methodology provides a good framework of basic steps in delivering Microsoft Dynamics implementation projects. Even though it was initially created primarily as a sales process, it has evolved into an implementation methodology offering many components to select to execute Dynamics projects at any moment in time. The methodology does not provide comprehensive tool sets like ITIL, Prince 2, SSADM. The best approach would be to pick and choose Sure Step tools and combine with others. This would require extraordinary skill sets and experience in knowing what to choose, when to apply and how to use.





SCENARIO BASED APPROACH

The scenario based approach leverages the Scenario-Based Engineering Process (SEP), which focuses on the users throughout the entire systems engineering process. It applies to all the software, hardware, and human components carrying out tasks. SEP can be characterized as being user-centered, architecture-based, iterative, and prototype-focused. The approach provides a systematic transition from the current real world to an envisioned autonomous or semiautonomous world.

Our Scenario and Persona Based Methodology adopts the scenario based approach and integrates it with the Microsoft Sure Step Methodology, resulting in our proprietary methodology with the following characteristics:

- SEP System Design Approach
- User-Centric System Method
- Focusing on Domain-Specific Scenarios
- Mapping Requirements to Available Components
- Proven Success in Manufacturing Domain

TOOLS AND TEMPLATES

Our Scenario and Persona Based Methodology comes with a set of tools and templates. These detail tools accelerate the implementation process with efficiency, accuracy, and project success. Examples include:

- Functional hierarchy map
- Generic sub process list
- Sub process flow charts
- Sub process test scripts



BENEFITS OF SCENARIO BASED APPROACH

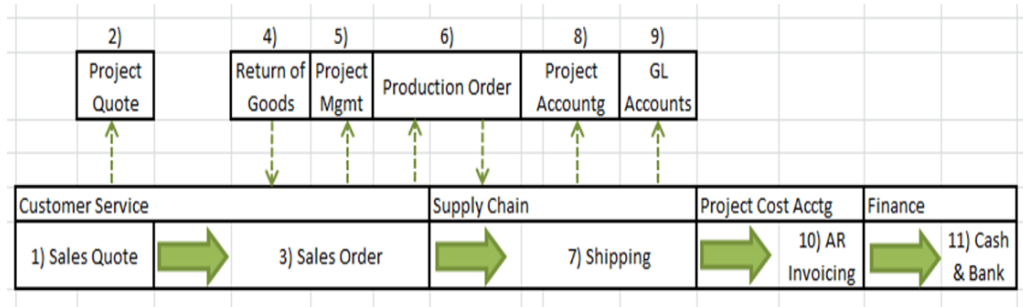
BENEFITS



The scenario based approach has been proven through our projects to give the following advantages:

- Allows client to consider the business context and its goals as a key determining factor governing the constraints under which ERP system is to be implemented
- Provides the possibility to:
 - * Determine whether the business goals are being supported correctly
 - * Identify which areas need more investment
 - * Verify how tasks performed by users support business needs
 - * Design solutions that fit users' needs and goals with the specifics of:
 - ⇒ Drawing out detailed requirements otherwise missed by high level process mapping or requirement workshops
 - ⇒ Forming a basis of Process Test Scenarios in the Development/Testing Phase
 - ⇒ Assisting in painting the picture of the to-be processes
 - ⇒ Visualizing to help client structure business processes and understand AX functionality
 - ⇒ Facilitating consultant/client workshop and interview process
 - ⇒ Identifying what out-of-box AX functionality is relevant to the client
 - ⇒ Identifying important gaps for a specific client
- Creates unambiguous documentation and communication among the various teams
- Gives client the ability to link business context with the user interfaces and system models
- Enables to find errors easily and apply best practices



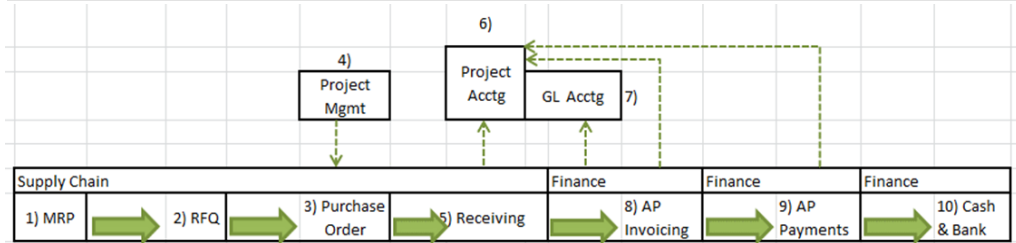


SCENARIO 1: ORDER TO CASH

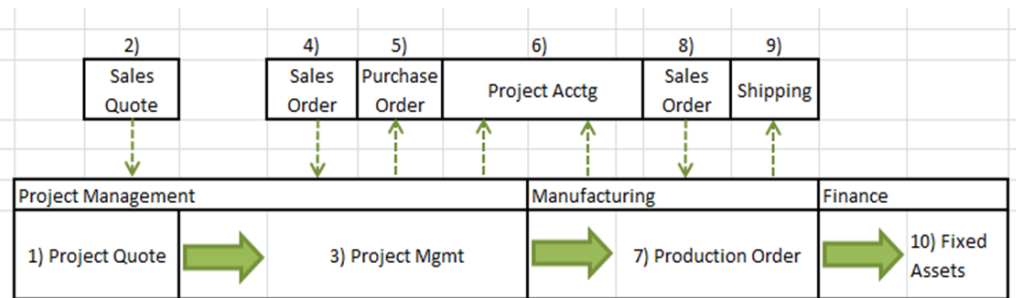
The scenario based approach is very powerful for complex system design, which is most likely the situation for an ERP implementation project. It is especially suitable for the following scenarios:

- Customer has complex business processes
- Large organization with multiple interdepartmental requirements and cross over functionality
- Process requires significant approvals or decision points
- Customer is not clear on their current processes or wants to re-engineer their processes

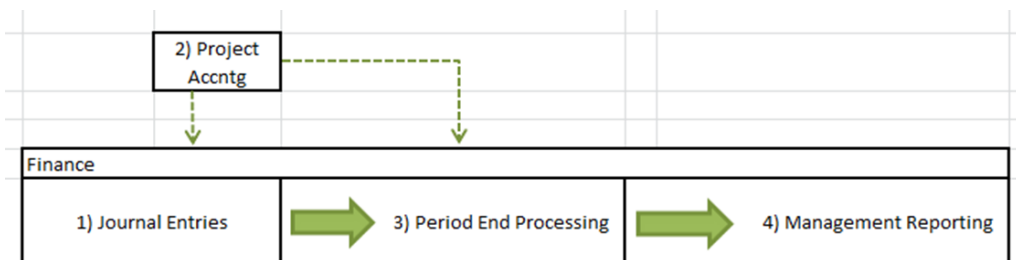
ERP SCENARIO EXAMPLES



SCENARIO 2: PURCHASE TO PAY



SCENARIO 3: DESIGN TO BUILD



SCENARIO 4: RECORD TO REPORT

SUMMARY

We take pride in our clients and how they have used our solutions to realize their success. Through our ERP success case stories, you will learn more about our clients, the industries they are in, their business issues and how we are able to help them. Our case studies emphasize the CSF's (Critical Success Factors) of our clients' businesses and how our ERP solutions pave the ways to success. The cases presented here genuinely reflect our vision "Your business is our business. Your success is our success".

CASE Studies

American Industries & Businesses and The Critical Success Factors

	Industry	Company	Business Challenge	ERP Solution
1	Manufacturing <ul style="list-style-type: none"> Discrete Commodity 	Computer manufacturing company	Direct Selling	Lean Manufacturing
2	Manufacturing <ul style="list-style-type: none"> Discrete Specialty 	Precision equipment manufacturer	Vertical Integration	Multi-Company Consolidation
3	Manufacturing <ul style="list-style-type: none"> Process Commodity 	Food processing manufacturer	Commodity Pricing	Hybrid Costing Method Standard Cost Actual Cost
4	Distribution <ul style="list-style-type: none"> Low Margin High Volume 	Technology equipment distributor	Low Margin Business	Rebate, Discount, Promotion, and Coupon Management Non-Prepayment Pre-Invoice
5	Wholesale <ul style="list-style-type: none"> Niche Market High Margin International Trade 	International trade company	International Trade	Demand Forecast Supply Forecast Supply Chain Management
6	Retail <ul style="list-style-type: none"> Niche Market Product Support 	Niche product retailer	Retail & E-Commerce	Microsoft AX Retail Call Center Management
7	Healthcare Service <ul style="list-style-type: none"> Specialty Clinics Centralized Management 	Healthcare group of affiliated clinics	Clinic Affiliation	Centralized Billing Centralized Payment Centralized Supply Chain



CASE STUDIES



CASE 1: DIRECT SELLING

There are many well-known factors that contribute to the success of this top computer manufacturer. The following list has been mentioned frequently in Business School case studies:

- Direct-to-customer model
- Eliminate the middleman
- Better quality at lower price
- Offer configurable systems
- Develop thorough understanding of customer expectations
- Unique products & brands for vast market worldwide
- Economies of scale
- Cutting edge technologies and R & D capabilities

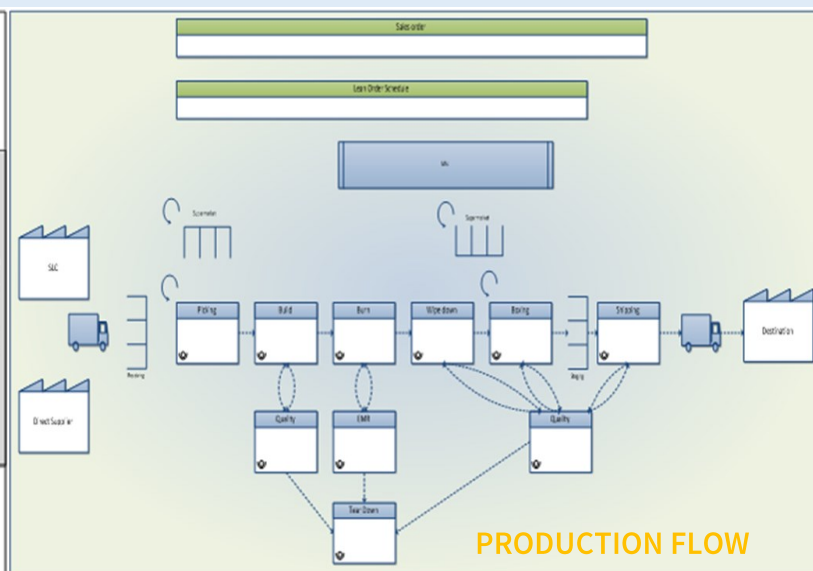
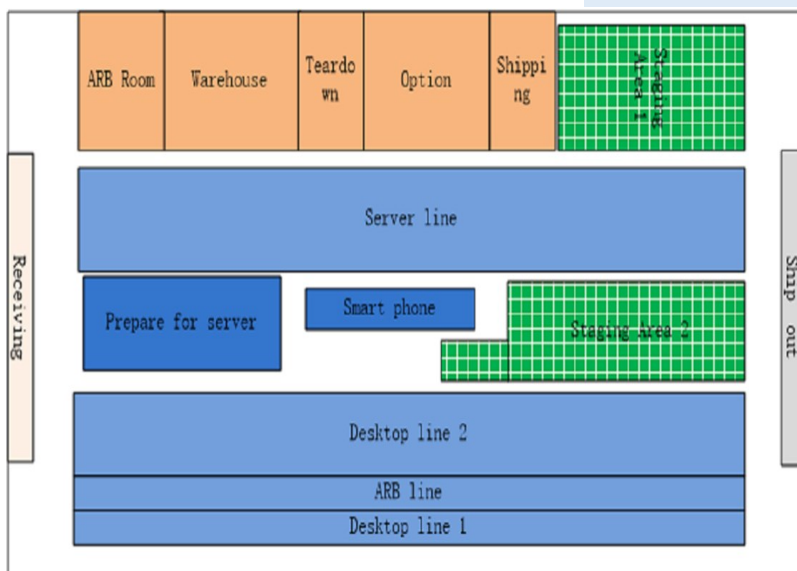
CRITICAL SUCCESS FACTOR

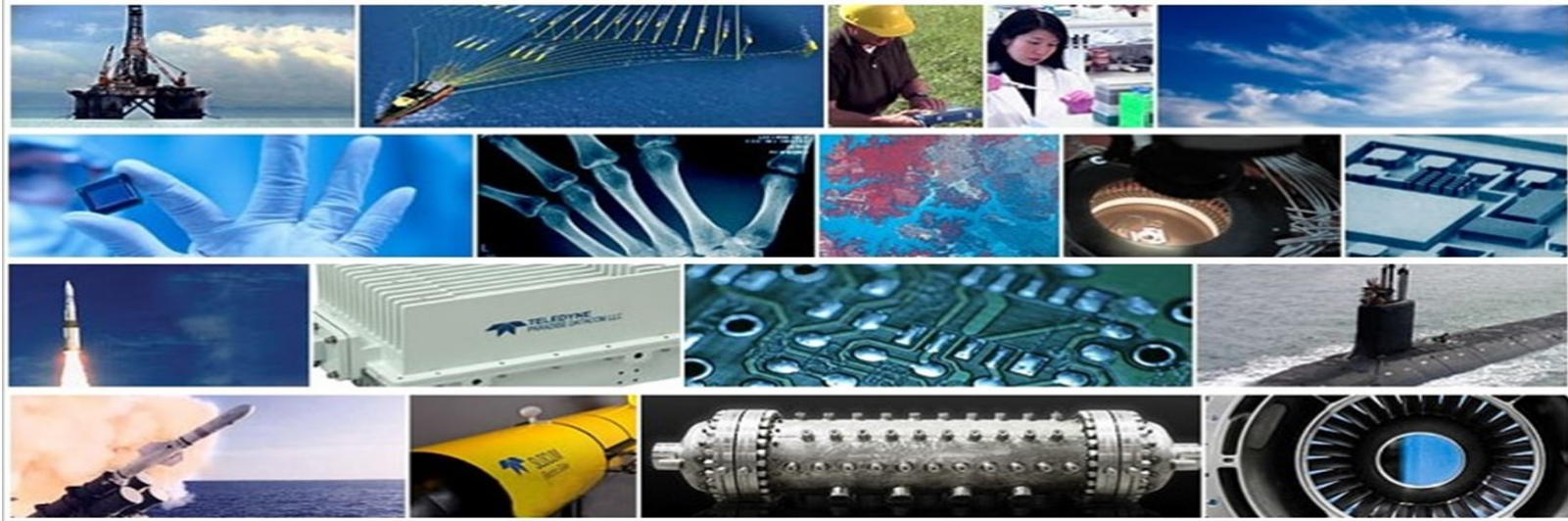
There is however one CSF (Critical Success Factor) that says it all - They figured it out before anyone else that the company could offer customers better quality at a lower price by eliminating the middle man and selling to the end user directly. The key words here are quality and price. They use one-piece flow to guarantee the quality. They keep suppliers' components in their affiliates and use Kanban to consume them only when there are customer orders. Custom configured orders directly go to the shop floor. The mechanism behind the CSF is the lean management practice and ERP implementation of Lean Manufacturing.

Their assembly lines are not that different any other discrete manufactures. The key is those control points on the assembly line flow.

Microsoft Dynamics AX Lean Manufacturing makes this happen and contributes directly to the CSF.

ASSEMBLY LINES





CASE 2: VERTICAL INTEGRATION

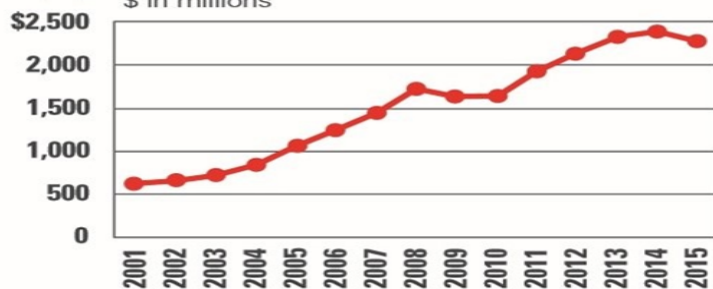
This California based public company focuses on advanced enabling technologies targeting the vertical markets of instrumentation, digital imaging, aerospace and defense electronics, and engineered systems. Annual revenue is around \$2.5B with the market capitalization of \$3.6B. Revenue, earnings, and margin have been growing steadily over the years.

CRITICAL SUCCESS FACTOR

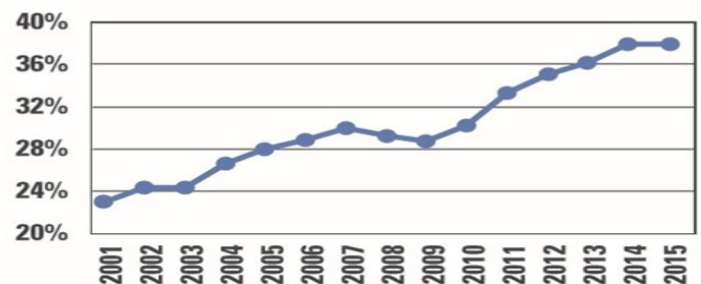
The company's four segments have total of 52 child companies. Each child company has its unique vertical technology and product focus. As a result of the collections of small and medium companies with the vertical technologies and products, the company has a portfolio of technologies and products that target at the stable markets and hold the steady market share. The CSF for the company is exactly the collections of SM companies with the right sets of technologies and products.

Microsoft Dynamics AX ERP Package has been used to manage these individual companies. The consolidation company functionality enables the company to manage the different hierarchical organization structures that the company desires to have.

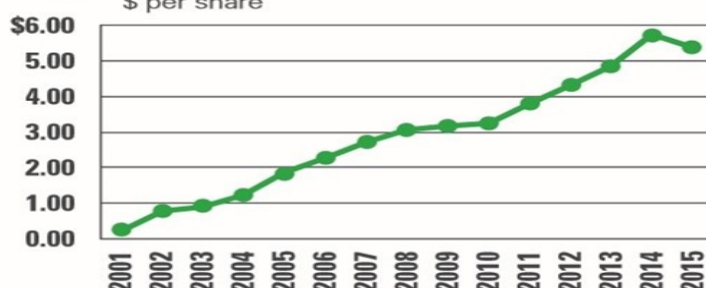
Sales from Continuing Operations
\$ in millions



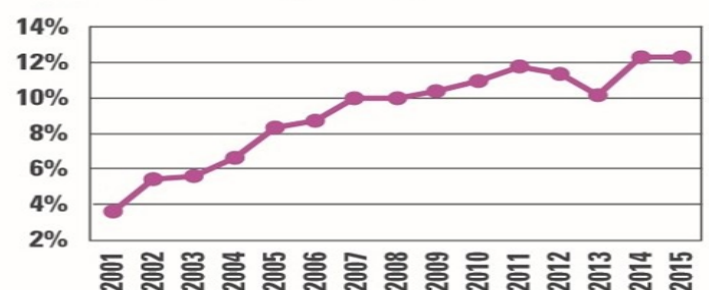
Gross Margin



GAAP Earnings per Share
\$ per share



Operating Margin





PASSION • INNOVATION • EXPERIENCE • SOLUTIONS

CASE 3: COMMODITY PRICING

This is a privately held Chicago food company with a 97-year history. Annual revenue is around \$1B with worldwide locations in US, Canada, Mexico, Brazil, Colombia, Costa Rica, Belgium, UK, Spain, China, Thailand, Japan and India. This company wants to ensure their customers get the best products and ingredients no matter where they are or when they need it. The solution is a system automation of instant end-to-end integration and scalability and quick employee ramp-up. The benefits are immediate:

- Direct data from shop floor tablet
- Manual and paper processes eliminated
- Instant BI

CRITICAL SUCCESS FACTOR

Besides the immediate benefits, Microsoft Dynamics AX directly contributes to the company's success through its CSF - The capability of accurately and timely tracking commodity market price fluctuations and constantly reviewing the purchase prices of the raw materials.

This was made possible by Microsoft Dynamics AX through the use of a flexible daily/weekly/monthly weighted average BI solution capable of capturing the fluctuating real costs and still allowing the industry practice of using the standard cost method.

With Microsoft Dynamics AX ERP solutions, has implemented a streamlined, end-to-end, "instant data" system which is allowing them to expand global sustainability initiatives while meeting the needs of their growing customer base faster than ever.

"Inefficiencies in our systems were stopping us from doing what we wanted to do. The search was on. We needed a flexible, long-term solution that resolved the problems created by legacy systems, and introduced a foundation of advanced Business Intelligence."

Senior VP Global Supply Chain & IT





This private distribution company based in PA sells IT hardware & Solutions and electronics to resellers and retailers, with annual revenue of \$3B and a margin as low as 3%. It has got 5 distribution centers in North America: Mid-Atlantic, West Coast, Mid-West, South and Ontario, Canada. The company has extraordinary cross-channel expertise and exceptional service and support.

CRITICAL SUCCESS FACTOR

The company's major vendor partners include the industry's big names:

Microsoft	Cisco	HP
Lenovo	Intel	Samsung
Sony	Toshiba	Dell

The CSF however lies in the company's capability to sustain the profit margin consistently through the use of the purchasing power via rebates, discounts, promotions, and coupons.

The company tried and failed an Oracle implementation of \$20MM. Microsoft Dynamics AX is then implemented later to provide the unique capabilities to track and manage the vendor benefit programs such as rebates, discounts, promotions, and coupons.

CASE 4: LOW MARGIN BUSINESS

Cross-Channel Expertise

- VARs
- Solution Providers
- System Integrators/System Builders
- Ed/Gov Resellers
- Independent Computer Resellers
- Small to National Computer Retailers
- College Bookstores/Campus Resellers
- Consumer Electronic Retailers
- eTailers
- Consumer Electronics Dealers
- Home Installers
- Video Gaming Dealers
- Rent-to-Own Dealers/Stores
- Premium Incentive Resellers

Exceptional Service & Support



This is a privately held Canadian company that specializes in the design, import and wholesale distribution of high quality woodworking and metalworking machinery and related accessories. The company has distribution centers located in Montreal, Quebec and Murfreesboro, Tennessee. The company's brand products are made by its overseas manufacturing partners in Asia. The company sells its products to its end customers including industry users, education organizations and hobby enthusiasts primarily through the big retailers such as Rona, Sears, Home Depot and Canadian Tire. The company enjoys a healthy margin from its niche product offerings.

CHALLENGES

The company encounters some typical problems with an international trade company:

- Insufficient inventory causing delayed sales delivery impacting customer satisfaction and revenue
- Prolonged procurement lead time and lack of visibility on in-transit inventory resulting inaccurate supply forecast
- Inventory management lacking the capabilities of exporting and importing processes
- Demand forecast fully manual and disconnected from the operations and master planning
- Product quality feedback tracking is manual and not methodical resulting in long product design correction cycle and ultimately impacting supply chain

CASE 5: INTERNATIONAL TRADE

SOLUTIONS OF MICROSOFT DYNAMICS AX

- Over stock results in cost increase. Insufficient inventory impacts customer satisfaction and revenue. Microsoft AX provides the ATP capability to effectively control delivery time. The company leveraged the functionality to successfully manage the optimal inventory.
- The inaccuracy comes from the uncertainty of the purchase order and the in-transit inventory. Microsoft AX virtual warehouse concept provides the right capability to solve the problem.
- The export/import process needs to identify if the in-transit inventory could be used to fulfill customer orders. Microsoft Quarantine Management capability meets the requirement of this business process.
- Demand forecast and master planning modules enable automatically generated purchase orders based on the right level of inventory in warehouse, in transit or in quarantine. The productivity of SCM has been improved tremendously through the use of Microsoft Dynamics AX.

CRITICAL SUCCESS FACTOR

The company offers niche products and enjoys a stable and healthy profit margin for its international trade business. The CSF for the company however lies in its key customers of the major retailers, specifically Rona, Sears, Home Depot and Canadian Tire. Microsoft Dynamics AX customer hierarchy functionality fits perfectly to the need of this critical customer relationship management. The EDI integration with these major customers further enhances the relationships and increases its success.



This Chicago-based retail and e-commerce company specializes in niche optics related products - riflescope, night vision gear, telescope, binocular, eyeglass, etc. The targeted customers include hunters, outdoor activity enthusiasts, and general consumers. With annual revenue around \$300MM, the company has about 300 employees.

Like typical startup companies, the retail e-commerce company experienced growth pain and mistakes in managing the growth. It started with its own warehouse facilities. As the business grew, its facilities no longer provided the scalability so the company went with the option of outsourcing to a 3PL. The 3PL experienced financial challenges and started failing. The problem is that the retail e-commerce had completely outsourced its logistics to the 3PL by the time of the 3PL failure. With no other options, the retail e-commerce acquired the 3PL as its subsidiary. It then lost money 3 years in a row.

The retail e-commerce company survives the financial crisis. The CSF is its niche products backed by a team of product gurus. These product gurus play critical roles in sustaining the company's business:

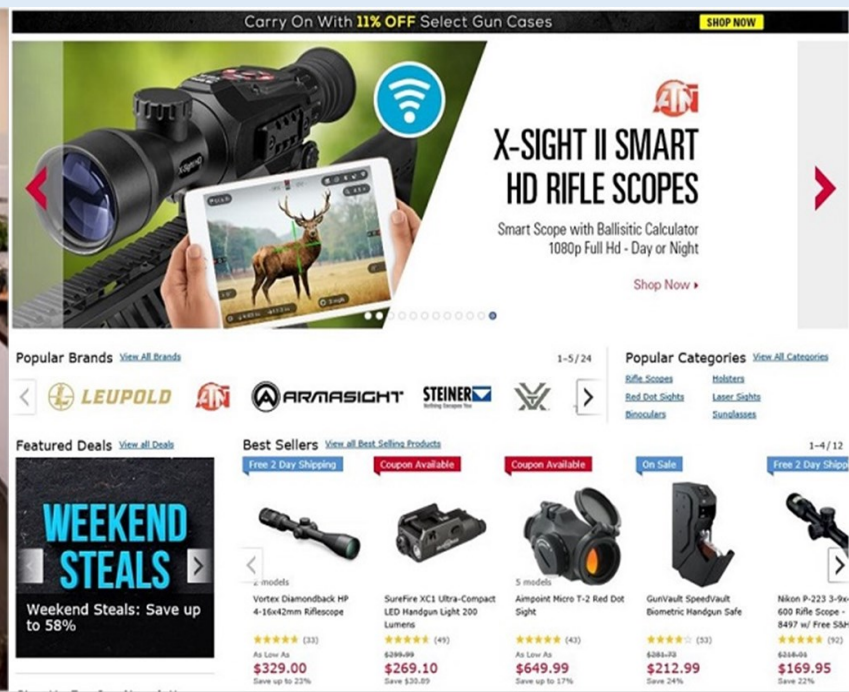
- Provide vast technical knowledge
- Write blogs
- Post advice on forums
- Participate in new vendor and product selection
- Help manage product information on website
- Train other teams
- Engage in everything else
- Love what they do

CASE 6: RETAIL AND E-COMMERCE

CRITICAL SUCCESS FACTOR

The product gurus consist of retired police officers, passionate rangers, military veterans and die hard hobby enthusiasts.

Microsoft Dynamics AX 2013 R3 provides the Call Center module that fits perfectly with the company's unique situation. Along with the Inventory Management, Warehouse and Transportation Management, Demand Forecasting and of course the Accounting package, Microsoft Solution stack provides a holistic and integrated one package for the company's needs.





This healthcare group consists of 30 individual clinics run by partner physicians and is growing. The group creates a model of partnership between physicians and the company which allows physicians to practice medicine independently while relieves physicians of all the non-medical distractions of running a private practice.

CASE 7: HEALTHCARE AFFILIATION

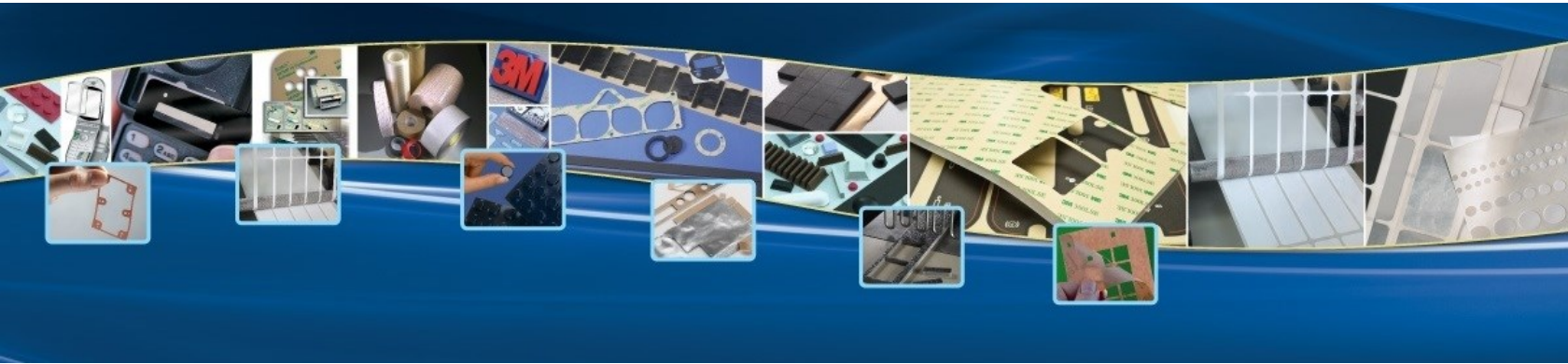
CRITICAL SUCCESS FACTOR

There are four primary forces that are driving the success of this model:

- Eliminating individual physician practice challenges
 - * Insurance Challenges - The complexity of insurance puts a huge hurdle on individual practices
 - * Financial Problems - The potential cash flow and financial reserve challenge individual physicians
 - * Federal Mandates - Complex federal requirements, government mandates distract medicine practices
- Providing freedom for physicians to practice medicine
- Relieving administration of running a private practice
- Sharing resources and profit

The healthcare group implements Microsoft Dynamics AX 2012 R3 CU10 by creating separate companies for its 30 affiliates and allowing further growing of the group with future mergers and acquisitions. Centralized billing, centralized payment and centralized supply chain management are designed for the ERP system to manage the entire group of companies efficiently.





INDUSTRIES

We Served



MANUFACTURING

Discrete
Process
Lean



DISTRIBUTION

Hub and Spoke Distribution Network
International Trade



WHOLESALE

Cross Channels



RETAIL AND E-COMMERCE

Omni Channels
B2B
B2C



HEALTH CARE

Clinics Affiliation

RETAIL AND E-COMMERCE

Call center and integration for a niche product retailer



LOW MARGIN BUSINESS

Terms, rebates, discounts, promotions, coupons to maintain optimal SCM for a technology distributor



VERTICAL INTEGRATION

Multi-company for a public equipment company with vertical niches



DIRECT SELLING

Lean Manufacturing for a top computer company



BUSINESS SOLUTIONS

We Provided



COMMODITY PRICING

Actual and Standard hybrid costing for a food processor



INTERNATIONAL TRADE

Efficient distribution hub structure and logistics for an international trade company



HEALTHCARE AFFILIATION

Multi-org with centralized SCM and centralized billing & payment for a health group of affiliated clinics



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