



*“A clear overview and detailed information at the same time”*



### Crafted to perfection

**Founded by Hein Michaelis in Rotterdam in 1934 as the “Nederlandse Dassenfabriek” Micro has developed into a respectable, international fashion company in the field of men’s accessories. Micro Tie is known for its beautiful, stylish collections of ties. Also perfectly matching shirts, belts, shawls, socks and suspenders are part of the assortment of the popular, own brands Profuomo and Michaelis.**



Profuomo, the luxury, classical brand and Michaelis, the young and business brand, both represent the original products of the company. Nowadays the Micro Tie Group also produces and supplies shirts, T-shirts, belts, cuff-links, shawls, scarves, gloves etc. All products are perfectly matching. Besides the above-mentioned brands, the Micro Tie Group also delivers private label and company ties and special requests.

The head office and central warehouse of the Micro Tie Group are in Capelle aan den IJssel, The Netherlands. The Micro Tie Group is a “sales driven” organization, meeting market requirements and trying to stay ahead of developments. With a lot of flexibility, Micro meets the wishes of the customers. Design, packaging and delivery performance are important. As a result of this, Micro sold over 5 million ties in Europe in 2003. Production is outsourced, mainly in Italy and China. This concerns the weaving of special designs and the production of ties. Besides this, Micro also buys ready made products.

is required. The logistic process has to be transparent for the salesmen in such a way that they can easily find the information needed to serve their customers properly. The variety of the products, the short life cycle and the huge number of orders caused an important part of the problems of that time.

“Our old solution was based on German Cobol software, of which we were the only Dutch user. In order to upgrade to the Delphi Windows version, a complete new implementation was required. Because of the international character of the Micro Tie Group and the ‘Germany only’ distribution strategy of the supplier, we looked for another solution” says Guido Verhagen, IT Manager of the Micro Tie Group. The new solution has to give a clear overview and detailed information at the same time. Except for supporting all company processes, the solution also has to be able to support future growth of the organization.

### Transitions phase

Previous to the decision to buy a new solution, extensive research was done to describe all company processes in detail. Based on this report and the good fit, the decision was made for Pebblestone Fashion®, based on Microsoft Dynamics™ NAV. “The main reasons to choose for Microsoft Dynamics NAV were the open and international character of the solution

### Specific needs

The specific company processes require a good support. For that reason Micro was looking for a solution that covers multiple aspects. The stock position of the many different products has to be shown in a reliable way. Besides that, more insight in how stock positions develop over time



and the assurance for continuity. Because of the change of strategy of the company, in which diversification is playing a bigger part, the choice for Pebblestone has been obvious. Moreover, Micro Tie has the vision to co-operate more in the industry.” “The choice for Pebblestone with its knowledge of fashion has been made easily”, says Guido Verhagen.

### Implementation

During the implementation, the basic processes had to continue. Because of the huge number of transactions it was no option to change to Pebblestone in stages.

After a thorough preparation, Micro Tie went live on April 1st, 2004. Guido Verhagen: “The main improvement has been that sales information only has to be entered once, at the beginning of the process. The rest of the process can almost run automatically.”

A complicated, but successful project with the following main issues: change management; the use of a product configurator, intercompany settlements between 5 foreign subsidiaries, material requirement planning and delivery proposals with picking priorities.

### Ready to grow further

Micro Tie Group is ready to face the future without fear. Because of Pebblestone Fashion, Micro Tie has the possibility to respond dynamically to new developments; for instance the new business models with support of EDI.

In short, Micro Tie Group is ready to grow further.

## FACTS & FIGURES

### Company

Micro Tie Group  
Capelle aan den IJssel, The Netherlands  
www.microtielogroup.com

### Brands

Profuomo, Michaelis

### Industry

Men's accessories

### Activities

Design, production and distribution

### Concurrent Users

77

### Solution

Microsoft Dynamics NAV/Pebblestone Fashion: Bank, Buying Groups, CRM, Financial, Fixed Assets, Intercompany, Inventory, Production, Purchases & Payables, Remote Sales, Sales & Receivables, Supply Planning, Telebanking

### Most significant improvement:

the entry of sales information for once, at the beginning of the process. The rest of the process can almost run automatically

### Implementation Partner

Pebblestone - The Netherlands

*“Now Micro Tie has the possibility to respond dynamically to new developments”*

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