



## Microsoft Dynamics Customer Solution Case Study



**Customer:** Abra Beta  
**Web Site:** [www.abrabeta.it](http://www.abrabeta.it)  
**Number of Employees:** 80  
**Country or Region:** Italy  
**Industry:** Manufacturing  
**Partner:** Observing

### Customer Profile

Abra Beta produces high-quality abrasives for materials processing. It operates a sales network that exports the company's products all over the world.

### Software and Services

- Microsoft Dynamics
  - Microsoft Dynamics NAV 5.0

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## Manufacturer Improves Production, Customer Service with Business Management Tool

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Luca Baiguini, ICT Manager, Abra Beta

*Abrasives manufacturer Abra Beta needed to replace its UNIX-based production system. A lack of integration led to errors and delivery delays. The company worked with Microsoft® Gold Certified Partner Observing to deploy Microsoft Dynamics™ NAV 5.0 business management software. The solution integrates closely with specialist systems across the business, giving employees a complete view of accurate data and speeding up delivery to customers.*

### Business Needs

Italy-based Abra Beta manufactures high-quality abrasives, such as cutting and grinding discs, for the processing of materials. With customers worldwide and a turnover of around €12 million (U.S.\$19 million), the company is a leader in its sector.

The manufacturer's made-to-order production cycle demands streamlined management to deliver products cost-effectively and on time. Until recently, a UNIX operating system supported the management system that handled these

processes. But, as the company expanded, this system struggled to meet more complex demands. Product labelling, in particular, was error prone. And the solution wasn't flexible enough to manage the variation in labels, which needed to be customised for each client.

Limited integration between business applications, such as analysis solutions and factory-floor systems, restricted effective workflow. Employees had to retrieve information from each system when analysing costs, and resolving errors in data often led to delays in production schedules.



Abra Beta managers wanted a new business management solution that could integrate easily with the company's manufacturing execution system (MES)—which manages production lines and collates data from factory machines. Luca Baiguini, ICT Manager for Abra Beta, says: "Processing and exporting data from the MES was a cumbersome process. But our growing production schedules placed an ever more pressing need for efficient support in planning and control."

In the manufacturing sector, alignment between orders and the use of production facilities is key to a company's profitability and to customer satisfaction. It was vital that the company's technology could integrate with these specialised systems and devices, to help ensure the availability of data across the entire business.

## Solution

A review of the market confirmed that Microsoft Dynamics NAV 5.0, with its enhanced production management and workflow tracking features, best suited the company's needs. "Microsoft Dynamics NAV 5.0 could provide seamless interaction with our existing applications. It also offered the most flexibility for customisation, as well as a fast return on investment," says Baiguini.

Specialised modules in Microsoft Dynamics NAV help businesses implement world-class manufacturing operations. Senior staff at Abra Beta saw that the company could dramatically boost operational efficiency and manage its entire production life cycle—including orders, bills of material, supplies, and scheduling—with a single solution.

Microsoft Gold Certified Partner Observing helped Abra Beta deploy the business management solution. Its powerful deployment tools helped to ensure rapid rollout with little disruption to the business. Using the solution's graphical development environment, developers easily customised Microsoft Dynamics NAV to distinguish

between different product bases and variants. "It automatically manages labelling variations, even when the same products are earmarked for different distributors," says Baiguini.

Microsoft Dynamics NAV integrates seamlessly with the company's MES to form a fully automated workflow process, which closely tracks orders from the moment they are entered into the solution, to delivery to the customer.

Features available in Microsoft Dynamics NAV 5.0 offer the business advanced data sharing across applications. At Abra Beta, this includes integration with specialist machine-mounted devices, commonly used in the manufacturing workplace to capture critical data from the shop floor. The resulting information flow into the company's analysis and planning systems is used by managers to interpret fluctuations in profitability within production cycles.

"The next phase in the project will involve a move from existing, tailored reporting systems, to the use of business intelligence features with Microsoft Dynamics NAV," says Baiguini. "These features will give us a full overview of production costs from across all our systems, replacing static reports with continuous, up-to-date analysis of profits from each product and client."

## Benefits

The implementation of Microsoft Dynamics NAV 5.0 has streamlined production at Abra Beta. Managers can track administrative, commercial, and industrial workflows and view real-time sales data and production progress across each warehouse. The real-time information at employees' fingertips helps them ensure constant availability of critical raw materials without overstocking. Managers can predict demand fluctuations, measure sales patterns, and forecast customer needs, boosting the efficiency of long-term planning.

- The solution helps the business boost customer satisfaction through improved stock availability and fewer production errors. Seamless, automated workflows help ensure customers receive their orders faster.
- More accurate labelling reduces delays and delivery errors.
- Managers can use a full view of information across the business to analyse sales figures and profitability. Real-time overviews of business metrics, transaction details, customer records, and histories, give them the information they need to make better-informed business decisions.
- Enhanced planning tools minimise the need to amend production schedules. Employees can forecast potential issues in the schedule and make more accurate promises to customers. "Today, there are few variations in our schedules because we can properly forecast any issues in advance. This means we can give customers prompt and reliable information on delivery times."
- The system exposes productivity levels within each plant, allowing managers to address problems before they affect schedules.
- Tight integration between Microsoft Dynamics NAV and ancillary tools helps the business to provide clients and business partners with accurate data, such as production status reports.
- The familiar, user-friendly interfaces of Microsoft Dynamics NAV ensured that a brief coaching session was all that was needed to train the 20 key users in administrative and production departments.