



WHITE PAPER

Sunrise 365™ for Apparel and Footwear Brands Deploying Microsoft Dynamics 365

How to Maximize the Gains of a Global Systems Deployment and Speed Up Time to Value with Industry Solutions

Kicking off the journey to a brand new ERP system like Microsoft Dynamics 365 should be cause for celebration. The organization stands to experience tremendous gains, along with increases in productivity and adaptability. However, it's important to acknowledge that these gains usually come with a few growing pains while the organization learns about doing things the cloud way.

That's why you need a Microsoft partner that can minimize that pain and help the organization achieve the desired results as quickly and efficiently as possible. It's just like going to the gym and being excited about having a new personal trainer. Could you eventually get the same results on your own? Maybe. You could also seriously injure yourself. But an experienced professional is going to be able to assess your current condition, make insightful recommendations, and, sometimes, push back on how you've 'always done things' so you can realize your vision.

A partner with proven industry solutions is going to keep your project on track. That partner can help make sure costs, customizations, and timelines don't spin out of control by ensuring that best practices, speed, and quality are deeply embedded into every aspect of the solution.

Sunrise has worked extensively with apparel and footwear brands to identify the levers for improving Microsoft Dynamics 365 (formerly known as Microsoft Dynamics AX and CRM) deployment success rates. Built on decades of experience and hundreds of successful deployments, this global systems integrator has built tools that ensure predictable and repeatable implementations every time.

This white paper will dive further into common risks of global systems deployments and explain how **Sunrise 365™** industry solutions for Dynamics 365 Enterprise edition can help improve project success and maximize time to value.

Global System Deployment Challenges & Solutions

With Dynamics 365 and Sunrise, you're not just getting a system off the rack. You're receiving an unrivaled blend of modern cloud technology, proven experience, best practices, industry solutions, and global support that will ensure your investment delivers value for a lifetime.

For apparel and footwear brands interested in deploying or upgrading to Microsoft Dynamics 365, choosing the right partner with ready-to-go industry solutions will be key to minimizing project risks, reducing costs, and speeding up time to value.

CHANGE MANAGEMENT ISSUES:

One of the top failure points for an ERP implementation is poor change management and poor user acceptance of the new system. These projects deeply affect the organization and require people to change their processes and ways of thinking. Often employees resist this change due to loss of control, uncertainty of new ways, or concerns about their own competence — ultimately impacting the project's long-term success. If the users and stakeholders don't fully endorse the change, the organization will never realize the full gains of the new system. Situations like this usually involve poorly trained consultants with little industry experience, poor consulting vendor selection (picking a vendor with little industry experience), and poor end user training (picking a vendor without a rich history of project success).

SOLUTION:

Companies that do a better job of ensuring users are properly trained and comfortable with the system before flipping the switch to go live have higher user adoption rates and experience the benefits of the new system faster. **Quick Start 365™** by Sunrise Technologies contains decades of experience implementing Microsoft ERP technology for apparel and footwear organizations. It includes an agile methodology that lays a roadmap for getting the tools into the hands of users from day one so they have more time to adjust, feel a greater sense of ownership, and manage the change with ease and support.

PROJECT MANAGEMENT ISSUES:

Poor project management can lead to chaos, lengthy timelines, budget overruns, and even systems that never go live. A methodical plan, exceptional communication, project management tools, and strong leadership are required to keep things on track, on budget, and on schedule — not to mention honesty, project team accountability, and strict management of scope creep and over-customization.

SOLUTION:

With built-in project management tools, task management, and dashboards for viewing quantitative progress, **Quick Start 365™** is an invaluable tool for keeping team members accountable. Also, every Sunrise deployment team includes an experienced project manager that is responsible for keeping things honest, managing expectations, and facilitating communication. Plus, project teams can save time and hit the ground running with a content library of best practices, load-and-go data sets, and pre-configurations so the system is ready for solution design on day one.

INDUSTRY SPECIFIC FUNCTIONALITY ISSUES:

Due to the inherent complexity of the apparel and footwear industries, even the global, omni-channel, supply chain, and business intelligence capabilities of Dynamics 365 still need some customization to make it a perfect fit. Microsoft has built a powerful horizontal system and it relies on partners to fill the final industry gaps to improve automation and usability at the industry level.

SOLUTION:

This is where choosing a Microsoft partner that has a proven track record and industry solutions for apparel and footwear becomes imperative to project success. Only **Sunrise 365™** industry extensions improve the automation and usability of Dynamics 365 for apparel and footwear companies. This suite of add-ons extend the core functionality and ultimately save time and costly customizations. And, only Sunrise is an award-winning and well-recognized industry partner crossing Consumer Packaged Goods, Manufacturing, and Retail industries.

CUSTOMIZATIONS AND SCOPE CREEP ISSUES:

During any ERP deployment, including Dynamics 365, gaps may be found between the business processes required in apparel and footwear and the system. An easy fix is to customize the system, but that may not always be the best decision. Sometimes changing the process to fit the system is a better choice, but this also comes with its own costs and change management. Extreme swings in either direction exponentially increase the costs of either change management or long term ownership.

SOLUTION:

It is imperative that companies only customize the system when it provides a competitive advantage. Of course, this doesn't mean dumbing down every process to fit the system – it just means being smart about what you do and don't customize. This is why **Sunrise 365™** includes two valuable components that offer ready-to-go enhancements. First, common apparel and footwear industry customizations for style, omni-channel, and supply chain management are packaged as an out-of-the-box solution called **Supply Chain 365™**. Second, approval and audit procedures are a part of the project management methodology known as **Quick Start 365™** to help control scope creep and unnecessary customizations.

REPORTING ISSUES:

Often, reporting, analytics, and business intelligence visualizations are an afterthought, considered “nice-to-have” rather than an essential aspect of the deployment. It's easy to see why. The majority of the project time and effort is spent just getting the ERP system live and there's little energy to devote to BI considerations. So the decision is made to put off any decision until later. To continue the gym analogy, that's like making a fitness plan but deciding to not invest in a scale. Without access to adequate intelligence, how do you know all your efforts have paid off? Without real-time visualization, employees can't make fast or, more importantly, accurate decisions to do their jobs. Companies also lose out (for months or even years) on leveraging embedded BI as a strategy to speed up the deployment.

SOLUTION:

Sunrise 365™ industry solutions include embedded BI in a number of ways. First, **Quick Start 365™** includes visual insights of project progress and accountability. Team members will have quantifiable measures and visualizations to help show if the project is on plan. Second, **Supply Chain 365™** includes a number of planning dashboards that enable apparel and footwear companies to proactively spot and fix issues before they materialize. Lastly, **Business Intelligence 365™** includes ready-to-use business intelligence content packs that cross every workflow in the business, from order to cash, to warehouse management and more. These industry solutions embed business intelligence into the project at every step of the journey, minimizing costs and time while maximizing impact.

STYLE MANAGEMENT ISSUES:

Product creation and maintenance, and the ability to easily report on product attributes, often require system customizations to meet the unique needs of apparel and footwear companies.

SOLUTION:

Supply Chain 365™ by Sunrise Technologies provides a number of industry capabilities that will speed up implementations of Dynamics 365 and minimize customizations required to improve the management of apparel and footwear product styles.

Product creation and maintenance

Detailed product information such as colors, sizes, styles, and configurations can be automatically copied from base data to significantly reduce the time required to setup a new product. GTIN's such as UPC's can be automatically generated as new SKU's are released, utilizing one or more manufacturer codes that have been purchased. Rollover capabilities ensure a seamless transition from one manufacturer code to the next as they expire, and the ability to reuse GTIN's for SKU's that are no longer offered increases the longevity of existing manufacturer codes. SKU-level transaction control allows for transaction restrictions to be placed at a much more detailed level than those offered in the standard application, providing more flexibility around product offerings and discontinuations.

Improved inquiry and reporting capabilities

The ability to report on product attributes that are specific to apparel and footwear is key to a successful ERP implementation. Apparel and footwear product-specific attributes such as brand, gender, material, and category allow for flexible reporting and inquiry on sales, inventory, procurement, and production transactions.

Industry standard codes

Standard codes provided by the National Retail Federation (NRF) are often used to identify colors and sizes across organizations. Master data for these NRF codes are available in the Sunrise solution, and they can be linked to color and size master records for integration and reporting capabilities. The availability of this data out of the box will help reduce the number of integration tasks incurred during an implementation.

Kitting capabilities

Groups of products offered as kits can be easily maintained through the use of BOM's. For a given kit, multiple color/size combinations for the same product can be quickly entered through the use of the BOM matrix, saving time in the kit creation and maintenance process.

SUPPLY CHAIN MANAGEMENT ISSUES:

In a perfect world, apparel and footwear goods get from point A to point B without a hitch, leading to happy customers and a great bottom line. But it's not a perfect world and an unhealthy supply chain can quickly erode customer loyalty and revenues.

SOLUTION:

Sunrise's **Supply Chain 365™** extension enhances Dynamics 365 with advanced supply chain process and analytics capabilities to help brands gain precise control and improved visibility.

Production tracking and reporting

In the apparel and footwear industry, companies often manage their production processes at the style or style/color level to improve operational efficiencies. For example, different colors or sizes of a given garment may be sewn together to speed the production cycle. While the standard functionality in Dynamics 365 requires production orders to be managed at the product level, the addition of master production orders (MPO's) enables tracking at a higher level. Quick and easy transaction entry, a mass update function, and an MPO status report all help to improve the overall production order processes available in the application.

Improved speed of transaction entry with matrices

Improving the speed at which transactions are keyed reduces unnecessary man-hours that can be used to better the business elsewhere. Because apparel and footwear companies work with finished goods that require color, size, and fit characteristics, transactions of all types typically contain a large number of lines for the same style, but different end SKU's. The transaction matrices for sales, purchase, production, and transfer orders allow for all lines of a given style/fit combination to be quickly keyed using a color/size matrix.

Improved customer service and order taking

Ensuring a positive experience for your customers is key during phone order entry or a customer service call. In these scenarios, customers will often request information regarding the availability of a given SKU. To ensure that the order taker can quickly access this information, inventory availability is displayed directly on the sales order details form for the SKU on a selected sales order line or active matrix cell.

OMNI-CHANNEL MANAGEMENT ISSUES:

Being able to deliver a unified commerce experience across all channels is often a top driver for a new system. Most of the inherent capabilities of Dynamics 365 enable this reality but there are a few industry gaps around season and sales order management that require resolution.

SOLUTION:

Supply Chain 365™ enhances Dynamics 365 with improved omni-channel control and visibility.

Season management

Seasonal performance is one of the most important metrics tracked by apparel and footwear companies. The addition of transaction seasons and season deliveries in the order-to-cash workflow enables detailed sales reporting at the season and season delivery level. Furthermore, direct ledger integration extends the seasonal reporting capabilities to financial reports, improving the capabilities of Management Reporter and providing a comprehensive reporting experience. Beyond reporting, transaction seasons are also important for the timing of customer deliveries. Because different organizations require more or less time to distribute products to their retail locations, the ship-by and cancel-by dates provided by customers tend to vary. To account for such scenarios, default ship-by and cancel-by dates can be set up by customer and season delivery, reducing the risk for error during order entry and helping to ensure that shipments go out during the appropriate delivery window for each customer.

Improved sales order management

Tracking lost sales helps a company locate problems that may exist within its organizational processes, sales and marketing strategies, or product offerings. A detailed cancellation log with a direct link to the original sales transactions enables reporting capabilities that are otherwise unavailable in the standard product. In addition, a configurable list of cancellation reason codes will ensure that your organization is not only gathering information on lost sales, but doing so in a manner that is relevant to your specific business practices.

Enhanced order categorization provides the ability to designate orders into groups like "Pre-season", "Release", and "At-once". This allows for extended reporting and inquiry capabilities in the order-to-cash workflow, while also providing additional information to aid in day-to-day decision making. For example, when inventory runs low, a pre-season order that was placed two to three months ago may be considered a higher priority than an at-once order that was placed just yesterday.

Restricting products from being sold to specific sales channels helps apparel and footwear companies maintain the desired sales price and margin targets across their customer base. Rules can be setup at the product or product group level to restrict sales at the customer or customer group level. Furthermore, the ability to specify exceptions to these rules provides a pain-free solution to manage product availability across all channels.

When dealing with retail organizations as customers, the immediate delivery address for a shipment does not always represent the final destination for the product. Retailers will often initially receive goods in their own distribution centers, only to later push these goods out to its stores through a managed logistics network. As the final delivery information for such scenarios are typically provided when orders are placed, mark-for address information can be stored at the sales order header or sales order line level for use in integrations, customer specific labels, or other needs determined during implementation.

Enhanced customer-facing documents

While every organization has its own flavor of customer facing documents, a common request from apparel and footwear companies is to provide order details in a concise matrix format by color and size. To help speed the process of refining sales order confirmations, packing slips, and invoices during an implementation, the option has been added to display a configurable matrix on each document.

UPGRADE ISSUES:

The importance of picking the right Microsoft Dynamics 365 partner cannot be understated. One of the major problems that many companies overlook is the upgradeability of a partner's solution or customization. Unfortunately, the development standards for partner solutions are not created equally. Some industry extensions are so bloated and complicated, the base solution never goes live. Or, if it does go live, the extension causes severe performance issues that hamper the use of the system. With the introduction of Dynamics 365 and the rapid pace of core updates, there is the added complexity that some partners do not have the development resources to ensure their add-ons can keep up.

SOLUTION:

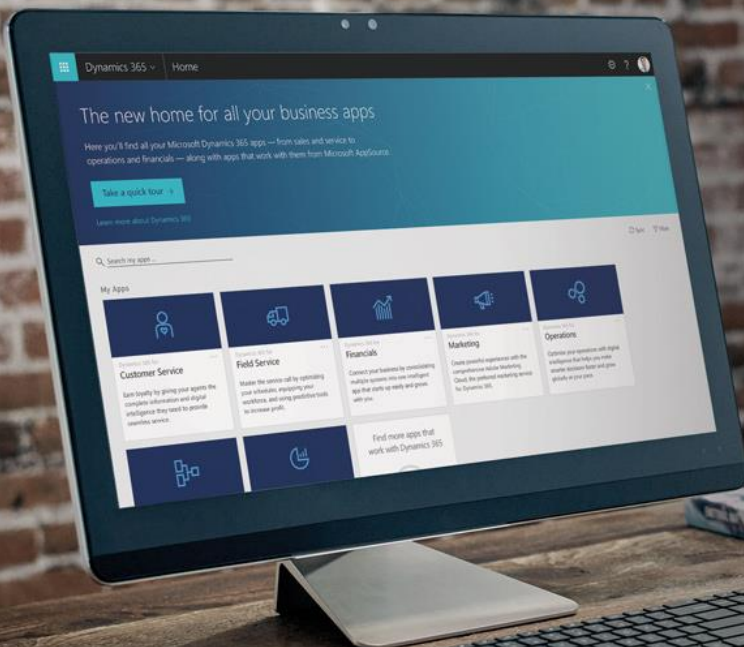
Sunrise 365™ solutions are developed with Microsoft's preferred extension model, rather than the traditional overlay model. This means that within one week or less of a Dynamics 365 update, Sunrise 365 solutions are ready, tested, and guaranteed to work. Sunrise is able to achieve this through an extensive, in-house development team, so customers can be confident that each Sunrise 365 solution meets high standards of quality. Plus, they're pretty darn fast. In fact, in Sunrise's entire history of implementing Dynamics solutions an update has never been missed— how's that for keeping current?

SUPPORT ISSUES:

Long after Dynamics 365 reaches production status, companies often need to make significant investments in human capital to manage the ongoing maintenance and enhancements of the solution. The costs of hiring, onboarding, and retaining this talent is costly and often prevents those resources from working on other strategic initiatives. Also, the more global an organization, the harder it is to support the deployment at all hours across the world.

SOLUTION:

Global Support 365™ by Sunrise Technologies ensures Dynamics 365 will continue to deliver value and a return on investment long after go live. Sunrise service offerings can be tailored to fit each company's specific needs with a pay-as-you-go approach. Companies can free up internal resources to do more and outsource management and maintenance to an in-house, 24x7 support team covering North America, Europe, and Asia.



Microsoft Dynamics 365 + Sunrise 365™ Industry Extensions

On its own, Microsoft Dynamics 365 is a global, omni-channel, Tier 1 supply chain system with built-in intelligence delivered on a unified cloud platform and deep integrations to Office 365. It is nearly a perfect fit for apparel and footwear brands and **Sunrise 365™** industry extensions fill the final industry gaps that Microsoft does not include in the horizontal solution. These solutions include:

SUPPLY CHAIN 365™

Ensure intelligent inventory optimization with advanced forecast netting, sophisticated allocation rules, and actionable insights that allow you to spot supply chain problems well before they materialize. Built on over twenty years of experience, this smart solution enhances usability with matrices on every transaction with added season tracking capabilities and built-in analytics.

BUSINESS INTELLIGENCE 365™

The more you know, the faster you grow and Sunrise provides prebuilt solutions that allow you to harness the power of Dynamics 365. With Power BI, PowerApps, and Cortana Intelligence you can bring apparel and footwear industry KPIs to life with minimal effort. Rather than start from scratch or treat reporting as an afterthought, take Dynamics 365 workspaces to a whole new level from day one.

QUICK START 365™

Get to value faster with preconfigured, industry-specific templates for implementing apparel and footwear best practices in every deployment or upgrade of Dynamics 365. Project teams can hit the ground running, save time and money, as well as ensure they have easy-to-follow documentation for years to come.

GLOBAL SUPPORT 365™

Long after your Dynamics 365 implementation reaches production status, Sunrise will help ensure your investment continues to deliver value for a lifetime. Free up your IT team for other mission critical activities and let us provide a cost-effective, 24x7, support umbrella that crosses North America, Europe, and Asia to give you peace of mind. Naturally, earlier versions of Microsoft Dynamics AX are supported as well.

About Sunrise Technologies

Sunrise Technologies is the premier provider of Microsoft Dynamics 365 for companies that manufacture, source, distribute, and retail apparel and footwear products. As a Microsoft Cloud Solution Provider, Sunrise offers one-stop, end-to-end industry solutions for ERP, CRM, and Business Intelligence. Sunrise has been delivering game-changing, omni-channel, global, Tier 1 supply chain solutions since 1994 and can be your single source for planning, deploying and supporting Microsoft cloud solutions. The roadmap for Microsoft Dynamics 365 is extensive and our industry experts will work with you to implement the capabilities that best fit your needs. As a global systems integrator operating out of North America, Europe, and Asia, we are everywhere you do business.