



# Case study

## Pet Supplies Plus simplifies operations and data management with Dynamics 365 and Sunrise

### Rethinking Dynamics architecture for long-term benefits

Pet Supplies Plus (PSP) is the leading pet-specialty and pet-service franchisor in North America, supporting more than 250 owners who operate upwards of 600 stores across 40 states. The company fulfills a wide range of needs for pet owners, from grooming and pharmacy services to curbside pickup of pet supplies. PSP was running its ERP system on Microsoft Dynamics AX 2012 and had one instance hosting the data of hundreds of legally independent franchisor accounts. With high storage costs, inefficient data replication efforts—and support for DAX2012 nearing an end—PSP needed a new Microsoft Dynamics 365 system.

PSP chose Sunrise Technologies to upgrade its systems to Dynamics 365. Sunrise demonstrated past successes with Dynamics 365 and it has received multiple awards from Microsoft specific to the retail industry.

Sunrise determined that by upgrading to Microsoft Dynamics 365 Commerce and Microsoft Dynamics 365 Finance, PSP could redesign the architecture so that it could bucket the more than 300 franchise owner accounts between two separate instances, enabling data sharing and maintenance while still providing franchisors the ability to control their own business operations. It would also provide store owners with record-level security for all the workloads PSP moved to Commerce, which included retail operations (POS), inventory management, purchasing (including accounts payable), e-commerce sales (integrated), and full financials. The new architecture ensured that PSP was implementing a cloud-based system that reduced the company's expenditure on database sizing, application resources, and system customization. For the long-term,



#### About Sunrise

A Microsoft Gold Partner, Sunrise Technologies specializes in digital transformation using ERP, CRM, and business intelligence solutions to enable global unified commerce.

#### Business Applications

Dynamics 365 Commerce  
Dynamics 365 Finance

#### Industries

Consumer Goods, Manufacturing

#### Headquarters

United States

Microsoft partner since  
2003

#### Key customer outcomes

- Consolidated and streamlined franchise owner accounts
- Enabled easier data sharing to improve the franchise owner experience
- Dramatically reduced data storage issues
- Better protected business data with record-level security



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**Devon Fitzgerald**  
Solutions Director, Sunrise Technologies

moving to Dynamics 365 provides PSP with the agility and speed it needs to grow its franchise model—while also eliminating legacy IT costs.

“By nature of the design, which was to give limited and record-level access to franchisees, we drastically reduced the legal entity count with no expectation for it to increase in the future,” said Devon Fitzgerald, Solutions Director at Sunrise Technologies. “We eliminated significant ERP costs and potential costs that PSP would have had to pay. In addition to reducing the implementation effort, PSP will encounter fewer costs as the organization creates more franchises in the future.”

The core phase of the project was completed in 15 months, with back-office operations on Dynamics 365 going live in October 2021 and the POS following five months later. Sunrise is continuing to roll out the system to PSP stores across the country.



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**Devon Fitzgerald**  
**Solutions Director, Sunrise Technologies**

## Creating modern solutions for better business operations

Established in 1994, Sunrise Technologies was founded with the goal of assisting organizations that rely on complex supply chains through their digital transformations—primarily in industries such as apparel, textiles, furniture, consumer goods, retail, distribution, and manufacturing. In its first few years of operation, Sunrise was a solution-agnostic shop until Microsoft acquired Axapta, an ERP solution. It was then that Sunrise leadership recognized the value and opportunity it could bring to customers by becoming an exclusive partner and Dynamics implementor. In step with the Microsoft mission to provide businesses with superior cloud-based business applications, Sunrise developed one of the first Dynamics 365 solutions for AppSource.

The company has evolved with Microsoft over the decades, working closely with Microsoft to guide customers in adopting AX, and is now a full-service implementor of the Dynamics 365 ecosystem for ERP and CRM replacements.

“Sunrise has received significant acknowledgment of our work and implementations with retailers and has been named the retail partner of the year by Microsoft multiple times,” said Fitzgerald. “This is primarily due to our expertise in deploying sophisticated POS, warehouse management system, and omnichannel processes.”

To date, Sunrise has completed over 300 go-lives and helped deploy Dynamics 365 to support over 1,700 physical retail stores. The company points to its list of long-term customers and high loyalty rates as a demonstration of expertise and service quality.

## Leveraging industry experience to expand business and support franchises

Sunrise prides itself on the ability to bring more efficient solutions to technically complicated setups. Pairing its deep retail industry with innovative Microsoft products, Sunrise creates scalable and modern solutions for customers that come with primary and secondary benefits.

“In the case of Pet Supplies Plus, the old solution involved an extremely complex security structure due to the existence of hundreds of legal entities, whereas the new solution uses record-level security. This is one example of how we changed the usage of security to yield benefits elsewhere,” said Fitzgerald. “The real benefit here is that our new solution is performant and scalable. Corporate reporting was greatly improved as there is no longer a need to aggregate hundreds of reports to understand franchise activity.”

Sunrise’s experience in boosting the efficiency and usability of the PSP system in Dynamics 365 adds to the company’s specialty retail knowledge, positioning it to take on more franchise-based businesses that are seeking better options.

“Our flexible solutions include robust omnichannel operations, improved cross-store capabilities, and the introduction of advanced features to yield impressive results for customer operations and growth,” said Fitzgerald. “We can unify commerce to help customers receive a consistent experience across locations. Additionally, there are more features we can build for franchise owners to make their offerings more compelling and seamless, and such features would include franchise owners using Dynamics 365 as their in-house accounting system.”

## Building on 46% growth in revenue with Microsoft innovations and industry expertise

Sunrise’s pioneering mindset has not only helped its customers grow their businesses, but it’s also helped Sunrise itself grow significantly. Since adopting Dynamics 365, the company’s revenue has increased by 46%. Sunrise’s growth continues organically with increased brand recognition and reputation, easing the customer acquisition process. An additional advantage of Sunrise’s specialization is it receives inquiries from customers who are further along in the conversion process, with the majority of leads already interested in a transition to Dynamics 365.

Today, Sunrise continues to bring its customers the latest innovations from Microsoft with an emphasis on moving organizations from legacy on-premises systems to cloud solutions—with the latter offering improved experiences for retail customers, from smart recommendations to cross-device functionality for e-commerce.

“Sunrise has had enormous success in the retail space. We see ourselves as the go-to implementer that can really stretch and push the capabilities of the system,” said Fitzgerald. “With our expertise in Dynamics 365 and the industry, we can give trusted insight into the solutions that really impact retailers such as intelligent order management features, franchise functionality, and POS capabilities.”