



Case Study: Nubiola

Nubiola Replaces Industry-Specific ERP Application with Microsoft Dynamics AX to Enable a Uniform Global Solution

Tribridge and Nubiola USA establish a collaborative approach to implementation that yields increased customer satisfaction

BUSINESS SITUATION

Nubiola was experiencing a variety of challenges associated with its strong growth. Their current ERP system was not designed to run a global operation and they lacked access to data and reports at the local offices. Additionally, each location was running a different system, which did not allow for real-time information. To enable uniformity across their global business, Nubiola made the decision to implement Microsoft Dynamics AX at its headquarters in Spain and then roll out the solution at each of their locations worldwide. Each local office was responsible for selecting a service firm to convert data from the current system being used and implement, train and provide on-going support for Microsoft Dynamics AX.

SOLUTION

Working with their IT consultant, Nubiola USA's director of finance, Dee Jay Wilson, interviewed three potential consulting firms who would help with the transition from their current industry-specific ERP system. While all three firms had good experience and great references, Tribridge was chosen. "We selected Tribridge based on their past work experience and that they had a lot of local expertise here in Georgia," said Dee Jay. "They also were sensitive to our budget. We had very open, genuine conversations and felt confident that they were the right firm for us to help make this transition."

SOLUTION: Microsoft Dynamics® AX

ABOUT NUBIOLA



For nearly a century, Nubiola has specialized in the production of inorganic pigments. Their products are manufactured in several locations and distributed through 10 offices across the globe. Plastic, paint, cosmetic and ink manufacturers, among others, rely on the high quality, environmentally friendly pigments Nubiola produces to give color to their various products. Originally known for their Ultramarine Blue that was used in laundry detergent, Nubiola is a family-owned business headquartered in Spain. Today, pigments as well as iron oxides and anticorrosive materials are produced. Nubiola USA, the largest global office, operates from an eight-acre site in Georgia and serves hundreds of customers in North America. A strong commitment to the environment, innovative products and customer communication are Nubiola's top priorities.

Tribridge's local team of experts helped improve internal adoption to Microsoft Dynamics AX, which has improved both employee and customer satisfaction.



RESULTS

"Throughout the implementation, Tribridge did a great job of keeping us on time and on budget. There was good communication and they always kept us in the loop," said Dee Jay. One area that Tribridge helped a lot with was bridging the differences between functionality needed for a U.S.-based company and how a European company operates. "We had to think creatively about the solution at times, and Tribridge's application and business expertise definitely was a plus."

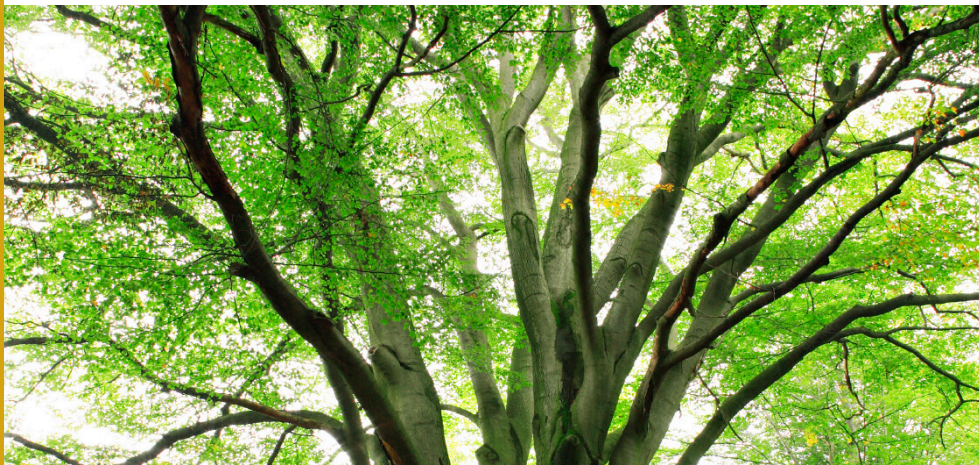
In addition to converting data and implementing Microsoft Dynamics AX, Tribridge provided application training and was on-site during the go-live period to be sure everyone was comfortable with the new system. Nubiola USA uses Microsoft Dynamics AX to manage inventory, distribution, some light assembly and the financial aspects of the company.

With Nubiola USA using Microsoft Dynamics AX, the home office in Spain has access to real-time data and a better opportunity to monitor its worldwide locations. "Spain can access our system and pull the reports they need whenever they want," said Dee Jay. This ability for Spain to self serve also saves time and additional work for Dee Jay and his team. They no longer have to pull the requested reports and send them to Spain, a process that could take up to three days. Having immediate access to reporting data has allowed the home office to make more timely decisions using data that is uniform across its global operation.

"Our sales and customer service team has the ability to check on customer orders and provide proactive communication," said Dee Jay. "The training provided by Tribridge gave these groups greater comfort with Microsoft Dynamics AX and how it can help them provide better service to our customers, which it has." Nubiola USA has a higher user adoption with Microsoft Dynamics AX than they did with their old system.

Nubiola USA also implemented a new reporting tool, Atlas XL, which was recommended by Tribridge. This allows Dee Jay to quickly write sales and inventory reports using the familiar Excel interface and functionality while accessing data housed in Microsoft Dynamics AX. "We also have Tribridge write reports for us using Atlas," said Dee Jay. "They are able to write the reports much quicker with this tool, which saves both time and money." Dee Jay used Atlas to design their monthly financial statements that are sent to Spain.

"We appreciate the relationship we have with Tribridge," said Dee Jay. "We like that their consultants have had experience as CFOs and controllers. They have definitely walked in my shoes. They have a great understanding of how a business needs to operate and the things that are important to us."



SOLUTION: Microsoft Dynamics® AX

THE RESULTS

- Creative approach to incorporating specific business processes
- Real-time access to data, which allows the home office to monitor worldwide locations easily
- Home office can pull reports on an as-needed basis for more timely decisions
- Data is uniform across the global organization
- Proactive customer communication
- Higher user adoption

WHY TRIBRIDGE?

- Proven experience in the manufacturing industry
- Solid reputation with Microsoft
- Collaborative approach
- Fast response time
- Local presence

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