

## Case Study – Normark Canada

Axentia & Microsoft Navision replaces homegrown system to integrate inventories and financials for this fast growing distributor.

Normark Canada is the sole distributor for Rapala and other great fishing brands. With over 6000 products, Normark distributes to over 120 retail customers including the biggest such as Canadian Tire and Walmart.

### THE TRIGGER EVENT

Normark was experiencing considerable growth. With a recent acquisition of a manufacturing concern in China, Normark was quickly expanding the number of SKUs distributed under OEM relationship, leveraging its top moniker, Rapala™. Their existing distribution and financials system was a custom application running on an old technology platform. With over 20 years of patches and fixes, the system was becoming very difficult to support. With a proprietary hardware platform, there was no ability to upgrade storage or memory capacity. Normark was literally deleting old records so it could save new ones.

At no point during a day's process could employees count on inventory records to determine if an order could be fulfilled. Without a true database, much of the records needed to be printed and filed.

### KEY REQUIREMENTS

Of key concern for Normark was a system that could provide accurate access to inventories for pick, pack, and ship processes that are critical to its business. Additionally, with the country's biggest retailers such as Canadian Tire and Walmart as Normark customers, there was an increasing pressure to be ready for EDI standards. Normark also needed to see more "meshing" or integration between the Microsoft Office products with the ERP system selected.

### THE SOLUTIONS EVALUATED

Normark Canada is one of thirty subsidiaries of a publicly held Finnish company. As such, Normark was inclined to select a system that one of its sister companies use for distribution and financials. Normark Canada had two options. The first was JD Edwards, used by its U.S. counterparts. The second option was Navision, used by three other subsidiaries throughout the world.






## AXENTIA & MICROSOFT NAVISION SELECTED

Axentia and Navision was selected over Normark's other option, JD Edwards. With limited IT resources, Normark felt that Navision was a better fit for its organization. With JD Edwards, the feeling was that Normark would have to make a longer term investment in a full-time IT resource. This expense would add to the total cost of ownership for their new ERP solution. With Navision, this would not be required.

## THE IMPLEMENTATION

Normark went live October 2002. While the implementation was on-time and on-budget, Normark did experience some difficulties at the start. In hindsight, Normark would recommend additional time prior to go-live for other customers looking to do the same. This will allow them to get real world problems solved in a controlled environment.

## GOING LIVE

Normark has recognized a number of advantages with the new system. Most obvious is the ability to see inventories in real-time throughout the day. Additionally, the reporting capabilities that Axentia built into Navision make sales analysis much more powerful. Steve Meredith, Normark's Controller also notes a much shorter month end close going from 10-14 days down to three days. Much of this shortened cycle due to electronic transaction processing.



“Of the two options evaluated, JD Edwards and Navision, we felt that Navision was easier to support and implement but would still handle our requirements as our company grew. JD Edwards felt like too much of a system for us to support”.



STEVE MEREDITH  
CONTROLLER

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## FACTS IN BRIEF

### Business Challenge

Homegrown solution was 20 years old and running on proprietary hardware which made it impossible to upgrade. Normark could not rely on inventory counts in the system.

### Products Evaluated

Normark evaluated systems used by sister companies around the world including JD Edwards, and Navision.

### The Decision

Microsoft® Business Solutions Navision® teamed with Axentia's ability to deliver implementations on-time and on-budget.

### Functional Areas

The need to support pick, pack, and ship requirements. Also needed to support technology standards including EDI, necessary to do business with the country's largest retailers including Canadian Tire and Walmart.

### Company Profile

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