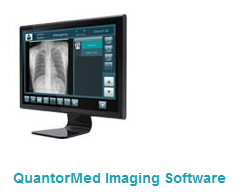
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | |  | |  | |
| Microsoft Dynamics  Customer Solution Case Study | |
|  | |  | |
|  |  | |  | | Dynamics HeaderBuilds and operates  global single instance ERP system | |
|  | |  | |
| Overview  **Country or Region:** Korea  **Industry:** Manufacturing  Customer Profile  3DISC, founded in 2007, is an X-ray imaging solutions provider. Based in Daejeon, Korea, it operates sales office in Denmark and the U.S.  Business Situation  After having completed R&D, 3DISC conducted production-related consulting and decided to build ERP system to open era of mass production.  Solution  It decided to adopt advanced models embedded in Microsoft Dynamics AX by business unit module and implemented the production and order management function first.    Benefits   * Established advanced process * Removed errors caused by manual tasks * Prevented miscommunication in advance * Rapid information sharing from a global dimension |  | |  | | “With the help of our company founder, we consulted with a Denmark Consulting Group specializing in the production management. *They asked for our opinion about implementing ERP solution in the initial stage of production. They determined that it is more effective to adopt Best Practices early on than deploying* a system after the processes have been established internally.”  Ji-in Jung, Vice-President of 3DISC | |
|  | |  | | 3DISC, founded in 2007, is the global company in the Computed Radiography reader field of the X-ray imaging market competing with traditional leaders including Fujifilm, Carestream Health, Agfa, etc. As a start-up, 3DISC had completed R&D and is expected to aggressively begin mass-production and from early to mid 2010, it had to make a significant decision. It had to establish certain levels for sales, manufacturing and quality from the initial point of production to enter the global market. 3DISC decided to adopt ERP system to accept advanced processes and establish its business capability from the start and proceeded with ERP system implementation in the second half of 2010, beginning consulting service from TECTURA Korea. Since 3DISC has been producing a single product and it was not long after it began mass production, it decided to incrementally extend ERP modules and proceeded with implementation in production and order management functions first. As a result, 3DISC used the default function of Microsoft Dynamics AX to achieve its goals of establishing direction for business automation and standardization without PI (Process Innovation) consultation, which is not only c333gostly but time consuming. 3DISC plans to extend ERP system into the finance and accounting in the future. | |
|  |  | |  | |  | |
|  |  | |  | | CEPFiles_logo_MSDynamics | |
|  | |

Situation

3DISC is one of the new-rising companies in the X-ray imaging solutions market. 3DISC, established in October 2007, first revealed its existence in the second half of 2009 when it released its product FireCR at the Radiological Society of North America. At the time, academia placed a high value on 3DISC’s idea because it foretold a technological innovation in the medical Computed Radiography (CR), by printing X-ray imaging not on film but by using a scanner.

3DISC succeeded in manufacturing compact-sized CR scanners at reasonable prices. As a result, it proposed a new possibility of simply developing X-ray imaging without the need for a control room for devices. This possibility was first recognized at the 2009 Radiological Society of North America event. Driving on this momentum, 3DISC introduced FireCR at the 2010 European Congress of Radiology, receiving favorable reviews as in the US.



Likewise, 3DISC staked its hope on an idea that large companies did not conceive and as a result, it effectively launched its brand as a small but highly competitive company challenging traditional leaders including Fujifilm, Carestream Health, and Agfa. In order to promote this opportunity, 3DISC established its second sales office in Denmark, following its U.S. sales office, reinforcing its aggressive presence in the global market. At the same time, 3DISC promoted production innovation unparalleled to large companies from its first year of mass production. 3DISC desired to provide confidence not only for its idea but also for its process innovation capabilities for production, logistics and sales in the CR scanner market.

3DISC, as most startup manufacturing companies do, did not have computerization experience of production or logistics. Therefore, in the early state of mass production, it established business processes and created and managed records by business unit. As a result, it experienced trial and errors including failure to timely-placed orders for raw materials in the early stage of mass production. In order to resolve these challenge, 3DISC decided to deploy ERP system.

Ji-in Jung, Vice-President of 3DISC, said, “With the help of company founder, we consulted with a Denmark Consulting Group specializing in production management. They asked our opinion about implementing ERP solution in the initial stage of production. They determined that it is more effective to adopt Best Practice early on than deploying a system after the processes have been established internally.”

Solution

3DISC actively began reviewing ERP system implementation in August 2010 and it finally selecting software in November of the same year. 3DISC reviewed and compared various ERP solutions for four months.

Jung explained, “While reviewing solutions of many companies, we also look closely at the ERP systems used by which companies. We looked at how companies with similar situation as ours used ERP system, and whether forums and communities in this field were well developed to sufficiently serve as a venue for information exchange.”

He added, “Since we are not 100% convinced about what is suitable for us, we determined that customization-based approach is not feasible. So we decided to first use basic functions of a software and then decide on what we need.”

3DISC finally selected is Microsoft Dynamics AX. In fact, 3DISC’s management had had this solution in mind even before it started its ERP software review. At the time of the consultation, the Denmark consultant recommended Microsoft Dynamics AX as the most appropriate solution together with early deployment of ERP system. In fact, 3DISC also reached the same conclusion after 4 months of reviewing solutions because it found that Microsoft Dynamics AX is most ideal to establish the proven best practices globally rather than customizing.

There is one more significant advantage: multi-language support. 3DISC had its headquarters and production plants in Daejeon yet its sales activities mostly take place overseas. Also, the founder and main decision-maker of the company, Mr. Asbjorn Smitt, lives in Denmark. Thus, though the company did not have a big system, in terms of operation, it had reason for selecting a global single instance ERP system.

After selecting Microsoft Dynamics AX, 3DISC received consultation from TECTURA Korea from December 2010 to February 2011 3DISK could get information from TECTURA Korea which has accumulated thousands of global companies’ project cases And TECTURA proposed the expansion of ERP in stages based on 3DISK’srequests. The conclusion was to draw the big picture of ERP system in stages, rather than at once. First, it decided to first target two areas, manufacturing and order management for implementation. 3DISC decided to first apply ERP system to processes including receipt of product order, production, and delivery.

System deployment proceeded smoothly. TECTURA Korea proceeded the process from analyzing, designing, implementing, to maintaining following Tectura TSF’s project plan and scope. 3DISC was able to satisfy its needs with functions such as, production BOM, production order management, production tracking and reporting, forecast scheduling and master planning. There was of course some customization. In the case of financial management, 3DISC had used software of D company’s software, so, it proceeded with customization in several areas, for example, when printing out bill of materials, it wanted to include comprehensive data about unit costs, and maintain separate management for materials that show different pricing at different times of purchase. In this process. TECTURA Korea’s understanding of Korea market was very helpful. Even for a global company, integration with the local solution was not matter because they‘ve run their business since 2001. TECTURA Korea also contributed to optimize the system environment by updating issue to share with 3 DISK and Managing the claim.

Benefits

**Established the advanced process**

3DISC was able to lay the solid foundation for process innovation through Microsoft Dynamics AX within a reasonable investment cost. From the perspective of small- and mid-sized companies, the biggest obstacle of ERP system implementation is minimizing PI(Process Innovation) related consulting costs while establishing opportunity to proceed by finding and defining the most ideal processes on their own.

Jung said, "We introduced ERP system when we were manufacturing a single product and while our organizational structure was relatively simple so we were able to begin innovating processes without significant costs. We have just begun to understand the best practices embedded in Microsoft Dynamics AX and after a year, we can more accurately determine what we need." He added, "Adopting advanced model is like trying on a suit off-the-rack and then accurately determining our body shape and later fitting adjustments to suit our body shape."

**Removed errors caused by manual tasks**

In the past, 3DISC used information recorded in various books to determine various status and conduct analysis, But now with Microsoft Dynamics AX, it automated the business flow of sales, production to delivery, enabling them to reduce various business errors.

Business in a large company is segmented through several organizations and person-in-charge but in a small-mid-sized company, one person usually covered various tasks due to the limited staff, commonly leading to business mistakes caused by human error. With Microsoft Dynamics AX, 3DISC basically removed these mistakes.

Jung said, "We have had experienced problems regarding timely ordering in the early stage of the production due to the difficulty of demand-supply of materials. Since people managed the books, there have been mistakes." He added, "As manual tasks became automated, we were able to determine early on details that people overlook."

**Prevented the miscommunication in advance**

Since business processes were automated with Microsoft Dynamics AX, all business related information increased in accuracy and transparency. This in turn showed effects of preventing in advance issues that can arose due to miscommunication between the relevant staffs.

Jung said, "There's no need to worry about issues that can arose from miscommunication between relevant staffs, such as the absence of materials when they should exist or delay of product release. For example, if we specify shipping date when entering the order, we can determine materials acquisition and production status to adjust production and inventory planning to enable delivery by the assigned date. As such, since all information were input and output in the system, there is no need for the sales and production staffs to constantly check with each other all the time to get what they want."

**Rapid information sharing from a global dimension**

3DISC operates ERP system under the single instance globally thanks to the multi-lingual support of Microsoft Dynamics AX. Another advantage is that companies with R&D and manufacturing bases in Korea while mostly promoting sales in overseas like 3DISC can use global single instance ERP system with overseas offices.

Jung said, "In the past we used to provide and receive materials or information from overseas sales offices via e-mails. But after opening ERP system, the staff in the overseas sales offices can immediately view the production and release situation about his order." He added, "After establishing ERP system usage in Korea first, we plan to promote training and education for users in our overseas sales offices to enable them to establish sales activities and sales planning using data on ERP system.“

**Microsoft Dynamics AX**

|  |  |
| --- | --- |
|  | |
| Software and Services   * Microsoft Dynamics | * Microsoft Dynamics AX |

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers in the United States and Canada who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to:

[www.microsoft.com](http://www.microsoft.com)

For more information about 3DISC’s products and services, call or visit the website at: www.3-disc.com

**Partner’s information**

TECTURA Korea, which is part of the TECTURA Group has provided Microsoft business solution since 2001.

Tectura is a worldwide provider of business consulting services delivering exceptional service and sustainable value through consulting, software and IT implementation.

Tectura has asset of more than 5,000 global project experiences across 21nations and 1,600 of consulting experts. Tectura provides Microsoft Dynamics® ERP, CRM ,PMS, BI and business solutions to the various industries.

For more information about Tectura’s products and services, call or visit the website at: www.tecturakorea.co.kr

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what’s most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to:

www.microsoft.com/dynamics