



Overview

Customer: New Island Printing Holdings Ltd.

Customer size: 3,000 employees

Country or Region: Hong Kong SAR, China

Industry: Manufacture

Customer Profile

New Island Printing Holdings Ltd. is one of China and Hong Kong's leading printing, packaging and paper product manufacturers. Headquartered in Hong Kong, New Island Printing has around 3,000 employees, roughly half of whom are based at the production plant in Dongguan, Guangdong province.

Business Situation

One of the company's key requirements is an enterprise resource planning (ERP) system that can maximize efficiency and mitigate the rising labor costs that are a common challenge across the printing industry.

Solution

New Island Printing decided on Microsoft Dynamics® AX as the ERP solution for its Shanghai production center in October 2010, and began roll-out in June 2011. It took about eight months to finish deployment and customization.

Benefits

- Concurrent user licenses save costs
- Easily customized and flexible for further expansion
- User-friendly, familiar interface

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New Island Printing finds greater flexibility and efficiency in Microsoft Dynamics AX

"The deployment process was smooth and fast ... the way Dynamics AX is designed to make customization and development an easier process. The printing industry has a lot of unique requirements in an ERP solution ... Dynamic AX was easy to develop and customize to fulfill our needs."

Bernard Chen
IT Manager, New Island Printing Holdings Ltd

Business Situation

New Island Printing Holdings Ltd. is one of China and Hong Kong's leading printing, packaging and paper product manufacturers. With around 3,000 employees, roughly half of whom are based at the production plant in Dongguan, Guangdong Province, one of the company's key requirements is an enterprise resource planning (ERP) system that can maximize efficiency and mitigate the rising labor costs that are a common challenge across the printing industry. In 2003, the company looked for a suitable ERP solution for its production plant in Dongguan. Unfortunately, the solution that was chosen [running on Oracle technologies] proved to be less cost-effective and less user-friendly than had been hoped. In addition, it lacked the flexibility to adapt to the many specific needs of the printing industry.

"We saw a demonstration of the Microsoft Dynamics platform in 2005," says Bernard Chen, IT Manager at New Island Printing. "But since the project has already been begun to deploy the Oracle solution for the Dongguan factory, at that time we didn't feel we could justify switching from one to the other."

So when New Island Printing wanted an ERP solution for its rapidly expanding facility in Shanghai, they knew they needed to look again at the possibilities offered by Microsoft Dynamics® AX.



For More Information

For more information about Microsoft products and services, call the Microsoft customer hotline at (852) 2388-9600. To access information using the World Wide Web, go to: <http://www.microsoft.com/hk>

For more information about New Island Printing Holdings Ltd., call (852) 2442 8282 or visit the Web site at: <http://www.newisland.com/index.php>

For more information about ACT Solutions Ltd., call (852) 3568 7568 or visit the Web site at: <http://www.act-solutions.com.hk>



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Solution

With the unsatisfactory experience of its previous ERP solution, New Island Printing decided to choose Microsoft Dynamics AX as the ERP solution for its Shanghai production center in October 2010, and began roll-out in June 2011. "It only took about eight months to finish the whole process from customization to deployment," says Chen. "The deployment process was smooth and fast, and around 80 employees have been using Dynamics AX for finance, sales and inventory since then. The deployment went smoothly for a number of reasons. First, the way Dynamics AX is designed makes customization and development an easier process. Second, because of our experience with the Dongguan ERP solution, we knew better what we needed in terms of customization and specifications. And finally, we worked in co-operation with ACT Solutions, whose support and experience were invaluable." ACT Solutions, a Microsoft Partner, used its experience in the printing industry to provide expert advice on tailoring the ERP solution to the user's specific requirements. ACT Solutions also helped New Island Printing save on manpower by sending staff to Shanghai to take care of the deployment and share their Dynamics AX insight, equipping New Island's staff with the expertise to handle future updates and development.

Benefits

Concurrent user licenses save costs; Microsoft's user licensing model offers great savings for enterprise users. "Thanks to Microsoft's concurrent user license, we are saving more than 20% per user on licensing in comparison with our previous ERP system," says Chen. "When you factor in the lower support costs of Dynamics AX, we are seeing a great overall reduction in total cost of ownership."

Easily customized and flexible for further expansion; "The printing industry has a lot of unique requirements for an ERP solution," says Chen. "Dynamic AX was easy to develop and customize to fulfill our needs, and because that customization is a layer of architecture on top of the basic platform, the printing industry module we developed for the Shanghai facility can be reused elsewhere in the future. So there's no need to start from scratch every time."

User-friendly, familiar interface; "The Dynamics AX deployment has proven to be very popular among top-level management for its user-friendliness," says Chen. "Just as it is so easy to get familiar with Microsoft Office, in the same way we have had no problem getting used to Dynamics AX's interface. It also has many helpful features. For example, our

previous ERP solution offered no preview function for reports, so you always had to print out a draft before you could do final formatting. You can imagine how much time and effort is saved from the addition of that feature alone. And the user-friendly interface saves a lot of time on user training."

With Dynamics AX now up and running smoothly at the Shanghai facility, New Island Printing plans to take advantage of the platform's flexibility with further customization and enhancements to the reporting function. "Our next step is to develop the business intelligence technology within our AX deployment, and we'll integrate further by moving the email system to Microsoft Exchange too," says Chen.

Microsoft Dynamics

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 provides your people with the business software tools that work like and with the tools they use every day, such as [Microsoft Office](#). As a Microsoft product, it integrates seamlessly with other technologies deployed by your organization. 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