

# Reggae Chemicals implements Microsoft Dynamics AX 2012

Local cleaning and household materials manufacturer Reggae Chemicals has implemented Microsoft Dynamics AX 2012 to help service a new wave of customers from outside of South Africa. AccTech Systems, a business solutions provider and Microsoft Dynamics ERP Partner of the Year 2013, has implemented the solution.



Reggae Chemicals mainly operated as a cash retail business, but Dynamics AX 2012 allowed it to expand into global markets with "make to order" sales opportunities. Dynamics AX 2012 modules included financials, bank management, procurement, inventory and stores, production and retail.

Microsoft Dynamics AX 2012 addressed all basic processes like stock take and inventory control, and provided Reggae Chemicals with an integrated retail platform. The first phase included the set-up and processing of the general ledger, accounts payables and receivables, inventory, purchasing and production. The set-up of stores followed as a second phase, once Reggae Chemicals had completed its expansion of its warehouse facilities.

## The ability to scale as they grow

Reggae Chemicals operations manager Andrew Harper said that they required a system that would initially provide basic functionality and then have the ability to scale as they grow. "Business expansion, inventory and production, and retail functions were our main drivers. Furthermore, the power of a single system catering for finances, material requirements planning, production processing and advanced point-of-sales controls; without developments or integrations."

AccTech Systems CEO, Tertius Zitzke, said that Microsoft Dynamics AX 2012 is the perfect system for Reggae Chemicals. "It helped the company move away from manual capturing and Excel reporting; it now has full operational reporting rather than just standard financial reports."

Kethan Parbhoo, Dynamics ERP lead for Microsoft's EMEA region added that Microsoft Dynamics AX for Retail helps retailers gain insight into customer behaviour and then use it to optimise the whole chain of operations - from sales to supply and distribution.

"The end-to-end solution uniquely supports point-of-sale, store management, merchandising, and ERP business processes through deep integration out of the box that helps solve the challenge of complexity faced by retailers, such as Reggae

Chemicals."

Reggae Chemicals operations manager Andrew Harper said that central administration and management of all business activities are a huge benefit. "Real-time visibility of sales revenue and improved purchasing and buying behaviour with proper procurement planning and processing is critical to the success of our business.

"More importantly, Dynamics AX 2012 offers improved stock control and reduced wastage due to visibility of stock on hand," Parbhoo concluded.

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