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CRIMSONWING TO IMPLEMENT MICROSOFT DYNAMICS AX FOR MAYPOLE GROUP

Crimsonwing (Malta) Ltd has recently been undertaken to install Microsoft's Dynamics AX financial accounting system at Maypole Group.

Maypole Group manufactures food products, runs convenience food shops, and manages a number of franchise operations under the brand name Maypole. As operations grew over the years, plans were prepared for the implementation of an enterprise resource planning solution that caters for Maypole's diverse business interests.

Crimsonwing is a Microsoft Gold Certified Partner with many years of experience, both locally and internationally, in the implementation and enhancement of the Microsoft Dynamics AX platform, which is widely known to be Microsoft's flagship ERP system. AX has proven to be a success with local customers, such as the Bank of Valletta, for whom the IT specialist has implemented an AX solution previously. Crimsonwing also reaffirm their belief in the product by using it themselves.

In this project, Dynamics AX will replace the accounting system currently in use within Maypole. Furthermore, it needs to be integrated with Retail Pro, a point of sales (POS) system available on the local market from a third party. The installation at Maypole will cover the full trading cycle, including the Sales Ledger, Purchases Ledger, Bank Accounts, General Ledger and VAT. Through the integration with Retail Pro, as soon as the next day, the solution will allow for visibility of all sales and purchases across the various outlets using the POS system.

A second phase with Maypole, to start after the initial implementation, will extend the functionality even further to cover stock, production and a portal enabling store orders to be sent directly to Maypole's head office for fulfilment. This will make Maypole the first organisation in Malta to have the full manufacturing cycle running on AX, which puts them at the forefront of technological business optimization and gives them a major competitive advantage. This clearly signposts the way ahead for the local market and businesses.

There are various reasons why Maypole chose Microsoft Dynamics AX in order to modernize their accounting system and prepare themselves for the future. First of all, AX supports sophisticated inter-company accounts and reports, which are a must for a hierarchical group of companies. Secondly, it permits centralised payments to suppliers and posting of salary costs across all the

companies, all from the holding company. This simplifies processes within the group and enables them to reduce administration overheads. Thirdly, it is Microsoft's flagship product to support the manufacturing industry. This provides a guarantee of support, enhancements and improvements in the future. In fact, Microsoft has recently added an AX vertical specifically designed for food manufacturing to the list of industry solutions available.

Apart from this, there are the advantages of working with Crimsonwing, a company with extensive experience of local requirements. The development team will be able to take advantage of the product's inbuilt flexibility to make all the necessary adjustments through configuration changes. There is no customisation required to meet local market regulations, e.g. applying variable VAT rates and posting of VAT on a cash basis. Crimsonwing will also provide training on the product to key Maypole staff that will be using the solution. This type of service is to be expected from a company, whose customer solutions have won many awards, including Solution Provider of the Year and the National Business Awards.

Stephen Abela, the Crimsonwing Head of Dynamics, commented "Maypole has chosen a product, which will serve them very well as a solid foundation for their future plans and business requirements. AX is very flexible and comes with a guarantee of future support. It is an excellent choice for local companies that have a hierarchical company structure and a growth strategy. At the same time, the licensing model of AX is based on concurrent users, so it has a low entry price similar to other Dynamics products in Microsoft's ERP suite. Customers will achieve a better ROI with AX, as customizations are kept to the minimum, making upgrades less costly. The fact that we will cater for Maypole's local requirements simply through configuration of the product says it all. This product is a great solution, empowering the company for many years to come."

Joseph Muscat, Maypole's Group Finance Officer, stated "the implementation of Microsoft's Dynamics AX will facilitate the integration of key business functions that help in the performance of innovative manufacturing and operational processes. AX caters resourcefully for complex operations of individual entities, and for the network of transactions within the group, giving management visibility across the various businesses, and assistance in the standardisation of processes facilitating the efficient application of resources."

ABOUT CRIMSONWING:

Crimsonwing is an international IT solutions provider developing and implementing leading-edge solutions to help European companies to gain a competitive advantage. Crimsonwing offers flexible, cost-effective and proven industry solutions for ERP, eCommerce and custom development, and is a growing, profitable and publicly listed company, employing 230 people. For more information, please refer to www.crimsonwing.com.

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