

Successful international roll-out with best of breed solution



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Joacim Broth
ONE CEMBRIT Manager, Cembrit A/S



About the company

Cembrit A/S is a leading distributor and manufacturer of fibre-cement products for the building industry. The company offers a wide range of durable products and solutions for facade, roofing, indoor and build. Cembrit has 5 production sites in Europe, besides appx. 20 sites with ware house and sales companies. The company uses the ERP-system Dynamic AX 2012.

Results

- Cost-effective roll-out across countries
- Easy update across market
- Professional branding via customer documents
- Fast collaboration with Tabellae



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The roll-out in more than 12 countries was succesful because of the Best of Breed output management platform, Lasernet, and an effective roll-out model.

The Dynamics AX project ONE CEMBRIT aims at making the company even stronger, breaking down silos and ensuring that all units help each other, support each other and think in a global way.

Simplicity and customers first

In the roll-out the ERP system is kept as standardized as possible, which means there is only one format out from Dynamics AX.

Joacim Broth is responsible for the processes around the ERP system and the implementation of added systems like Lascript. He explains “Our main focus is customers. We think everything from a ‘customers first’ perspective.

Professional branding

The company's fibre-cement solutions are important design elements which is why the branding of Cembrit is important. “The first thing our customers see after we have made agreements is our order confirmations, packing slips or invoices”, Joacim Broth explains.

One solution fits all markets

“It was crucial that our document handling solution could work for all customers, regarding our branding and how our documents should look like. Lascript is great because we can use it for all markets”, he continues.

Lascript handles the differences

“The countries work very differently. We use Lascript to handle some of the differences in our EDI communication. Now we only have one format out from Dynamic AX. It is much easier when we need to update Dynamix AX with common releases”.

Direct communication with dedicated people

Joacim Broth likes the cooperation with Tabellae very much. “We have a structure where we have a direct communication. It is very fast. It is the same people we talk to every time and that is very important to me. I don't need a lot of people, I only need the people who are dedicated to the task and easy to reach”.

Future-proof

“Lascript is a tool that helps us be very fast and flexible so we are ready for the changes that come in the future”, Joacim Broth concludes.