

Case Study

Synoptek Helped a Chemicals Supplier Achieve a 15% Revenue Boost with Business Application Modernization



Customer Overview

Customer

A leading chemicals supplier

Profile

The client delivers specialty cleaning and process solutions for general manufacturing, pulp and paper making, transportation cleaning, and water treatment markets.

Industry

Chemical Manufacturing

Services

Application Modernization and Managed Services

Business Need

The leading specialty chemical manufacturer and supplier with over a century of heritage rapidly expanded its market share through over a dozen acquisitions in under five years, growing from a \$300 million organization to a \$1 billion enterprise. Despite its impressive growth and multiple attempts at digital transformation, its operations were constrained by outdated systems, siloed processes, and limited integration capabilities.

The organization ran its core operations on a heavily customized and unsupported version of Microsoft Dynamics AX 2009, alongside a fragmented landscape of Warehouse Management Systems (WMS). The result? A tangled web of disconnected data, manual reconciliations, and operational inefficiencies that threatened to stall the company's next phase of growth.

The client's inorganic growth strategy brought with it significant operational complexity:

- Over **70% of 11,000+ orders** were placed on hold monthly due to mismatched inventory, disconnected SKUs, and incomplete customer or credit data across systems.
- Multiple WMS platforms—each acquired with new entities—operated in silos, making it challenging to consolidate inventory or standardize logistics processes.
- A dedicated **15-member team** was required to manually reconcile orders and manage holds, adding operational overhead without eliminating root causes.
- The aging AX 2009 platform was increasingly incompatible with modern tools and lacked the flexibility to integrate newly acquired businesses efficiently.

Key Modernization Goals:

1. **Consolidate dozens of WMS systems** to enable real-time inventory visibility and streamline logistics.
2. **Integrate Dynamics 365 Finance** with the legacy AX 2009 environment to modernize procurement, financial operations, and master planning.
3. Replace high manual effort with automation and intelligence for scalable, sustainable growth.

Due to resource constraints, the supplier's internal IT team could not take on this transformation alone. They turned to Synoptek for help in modernizing their business application landscape.

Synoptek's Solution: A Phased Business Applications Modernization Approach

Synoptek designed and delivered a Microsoft-powered solution using Dynamics 365 Finance, Dynamics 365 Supply Chain, Customer Engagement, and the Power Platform, supported by Azure DevOps.

Phase 1: Integration with Legacy and WMS Consolidation

In the first phase, Synoptek focused on laying a robust integration foundation to reduce warehouse complexity and ensure business continuity.

- **Created a live integration bridge** between Dynamics 365 Supply Chain and AX 2009, enabling synchronization without halting ongoing operations.
- **Conducted in-depth assessments** of AX 2009 customizations for sales orders, pricing, and inventory to resolve legacy data issues.
- **Consolidated warehouse operations** under a modern Dynamics 365-based WMS platform, standardizing processes across locations.
- **Automated shipment tracking** using Synoptek's Dynamics Shipping Connector to eliminate data entry errors.
- **Established reusable integration logs** to monitor and validate all migration activity and reduce future change risk.
- **Performed live testing and iterative migrations** to minimize downtime and ensure real-world data resilience.

"We understood early that business users' involvement was critical. We integrated BPLs/SMEs in every stage—from design to UAT—preventing gaps and minimizing costly change requests." — Project Manager, Synoptek.

Phase 2: Full-Scale D365 Finance Implementation

With the integration bridge functioning, Synoptek transitioned to modernizing the core finance and procurement operations:

- **Enabled order entry automation**, including pricing and commission logic.
- **Implemented advanced master planning** to generate demand-driven procurement and reduce delays.
- **Restructured the Chart of Accounts** and introduced new financial dimensions aligned to the client's growing legal entity structure.
- **Designed a monthly automated customer statement dispatch process** using D365 workflows.

- **Activated the Credit and Collection module**, introducing better AR control through credit holds, dunning letters, and account-level credit management.
- **Performed ledger reconciliation** between AX and D365, reducing discrepancies to acceptable limits.
- **Configured multi-entity financial consolidation** across 20+ legal entities, allowing real-time visibility into financial health.
- **Integrated third-party solutions** for AP automation, MRP, tax, pricing, and currency conversion via APIs.
- **Lockbox integration** for automating customer payment posting in D365 F&SCM which reduces 80% of their time.
- **Financial consolidation** of more than 60 legal entities along with foreign currency translation and financial reporting.

Enhancement:

- **Coupa Integration:** Implemented end-to-end Coupa integration with Microsoft Dynamics 365 F&SCM, covering supplier onboarding, procurement automation, invoice processing, and expense management for enhanced procure-to-pay efficiency.
- **Forecast planning with Azure Machine Learning Service:** Process of predicting future demand for the product to estimate revenue stream and drive strategically business operations.
- **Route operation and Resource planning:** Introduce Routing to enhance scheduling, tracking, and resource management.

The Outcome: Business Value Delivered Through Modernization

Synoptek's business applications modernization approach helped the client shift from operational bottlenecks to scalable efficiency and growth enablement:

Quantitative Benefits

- **15% revenue increase** due to faster and more accurate order fulfillment
- **50% reduction in inventory reconciliation time** (from multiple days to 1 day)
- **Quick rollout of warehouse templates**, enabling 50% less downtime for new facilities
- **20% reduction in operational overheads** via financial streamlining
- **25% drop in order errors** due to enhanced credit and sales order workflows

Qualitative Benefits

- Unified operations on a single, modern Microsoft platform
- Real-time data flow across the warehouse and finance operations
- Freed up staff from manual processes to focus on value-added work
- Improved production planning and fulfillment via better forecasting and real-time visibility
- Enhanced customer satisfaction due to timely deliveries and accurate credit handling

What the Client Said



The help and support from Synoptek made the 50 go-live a roaring success. The team's countless hours of hard work in the previous months got us to this point.

– **Director of Planning and Inventory Control**



When DuBois first implemented the AX 2009 solution, the plant had to be shut down for three days. But Synoptek limited downtime for cut-over activities to less than 8 hours, and we could produce and ship batches without interruption.

– **Former CIO**

About Synoptek

Synoptek delivers accelerated business results through advisory-led, transformative full-life-cycle systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.