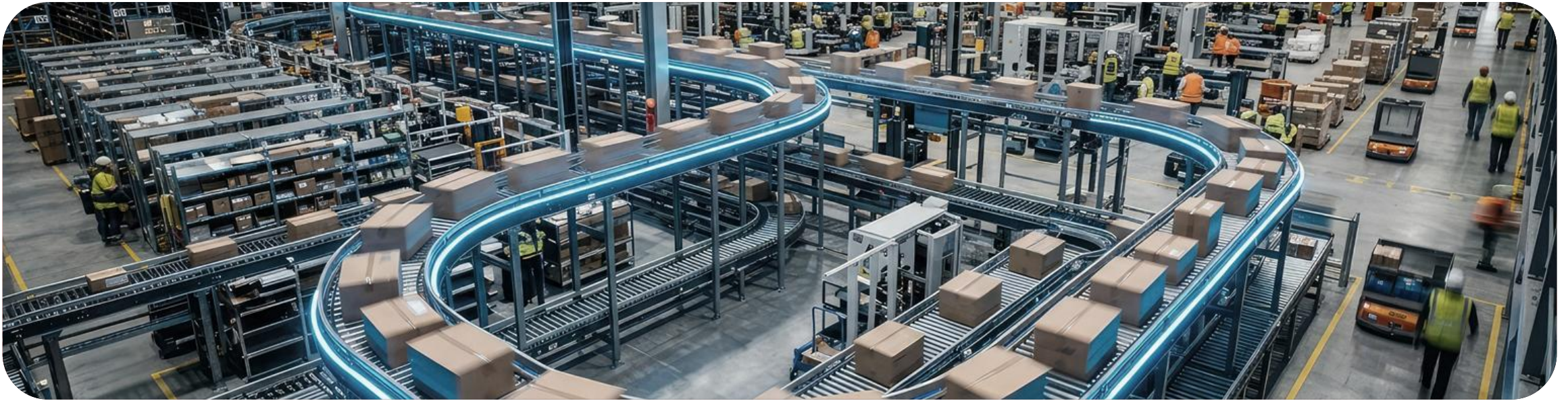


Case Study

Global Packaging Manufacturer Modernizes ERP with Microsoft Dynamics 365 Finance & Supply Chain Management



Customer Overview



Customer

A leading worldwide manufacturer and distributor of transit packaging systems



Industry

Manufacturing



Profile

With over \$2B+ in revenue and more than 6,000 employees across 80+ manufacturing facilities on six continents, the manufacturer optimizes end-of-line packaging operations and protects products in transit.



Services

Dynamics 365 Finance and Supply Chain Management

Business Need

Operating across multiple regions with multiple legal entities and legacy ERP systems, the global packaging manufacturer needed to modernize its ERP landscape to standardize operations, improve visibility, and support future growth.

Since 2017, Synoptek has been the organization's strategic technology partner, supporting Microsoft Dynamics AX 2012 and leading its transition to Microsoft Dynamics 365 Finance & Supply Chain Management (F&SCM).

Key Business Objectives

- Migrate global legal entities from legacy ERP systems to Microsoft Dynamics 365 F&SCM.
- Maintain business continuity while supporting the existing Dynamics AX 2012 environment.
- Standardize finance, manufacturing, warehouse, and supply chain processes across regions.
- Improve enterprise-wide reporting, analytics, and operational visibility.
- Accelerate ERP deployments through DevOps and automation.
- Enhance operational efficiency with AI-enabled business processes.



Solution and Approach

As the organization's long-term Microsoft partner, Synoptek led the global ERP modernization program while continuing to support existing operations across Europe and North America. The engagement included Dynamics 365 rollouts, legacy ERP migration, custom development, and post-go-live support.

Enterprise Dynamics 365 Rollouts

- Implemented Dynamics 365 Finance & Supply Chain Management for multiple legal entities
- Configured business processes, legal entities, and system parameters
- Migrated master and transactional data
- Supported user acceptance testing and post-go-live stabilization

Application Development and Automation

- Integrated UPS and DHL shipping processes
- Enhanced Production Floor Execution and Warehouse Management
- Delivered AP, AR, reporting, and document automation enhancements
- Built Power Platform integrations, a customer portal, and a consignment application



Solution and Approach

Data, Reporting and AI Enablement

Synoptek strengthened the ERP environment through improved reporting, structured data migration, modern DevOps practices, and AI-enabled automation.

Reporting and Business Intelligence

- Completed Fit-Gap analysis for 100+ reports
- Supported development of nearly 50 Power BI dashboards
- Converted legacy reporting logic into Dynamics 365 structures

Data Migration and DevOps

- Extracted, cleansed, converted, and validated legacy data
- Managed multiple migration cycles across testing and production
- Established Azure DevOps repositories, pipelines, and release governance

AI-Powered Customer Data Synchronization

- Added Copilot-based address validation to Power Automate workflows
- Automated creation of missing address master data in F&SCM
- Reduced manual effort and improved customer data accuracy
- Accelerated customer onboarding and order processing



Business Benefits

By partnering with Synoptek, the global packaging manufacturer established a modern, scalable ERP foundation to support operational excellence, global growth, and continuous digital innovation.

Successfully modernized the ERP landscape by transitioning multiple international legal entities from legacy ERP platforms to Microsoft Dynamics 365 Finance & Supply Chain Management.

Built a scalable global ERP foundation by standardizing finance, manufacturing, warehouse, and supply chain processes, enabling future expansion and evolving business needs.

Improved operational efficiency through tailored Dynamics 365 enhancements across warehouse, production, shipping, and financial operations.

Accelerated application delivery by implementing Azure DevOps, streamlining deployments, strengthening release governance, and supporting agile development.

Enhanced business intelligence and decision-making with Power BI dashboards, custom SSRS reports, and advanced enterprise reporting capabilities.

Ensured seamless business continuity through accurate migration of master and transactional data while maintaining stable operations across the legacy AX 2012 environment during phased rollouts.

Increased productivity and user adoption by leveraging AI-enabled automation to accelerate customer onboarding and order processing, while providing proactive post-go-live support to minimize disruption.

About Synoptek

Synoptek is the first IT Managed Experience Provider (MxP™), delivering AI-enabled automation, strategic modernization, and experience-led outcomes. Its services span Cloud and Agile Infrastructure, Business Applications and Platform Development, Customer and Employee Experience, and Cybersecurity. With a business-first approach and a global delivery model, Synoptek helps organizations optimize operations, accelerate transformation, and achieve measurable results—guided by a culture rooted in growth, ownership, inclusiveness, and philanthropy.



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