

Case Study

Dynamics 365
Finance and Operations
Unifies Global Operations for
a Consumer Goods Company



Customer Overview



Customer

A global consumer goods company



Profile

The customer offers a full line of outdoor lifestyle products, including lighters, knives, and candles



Industry

Consumer Goods



Services

Dynamics 365 Finance and Operations implementation, support, enhancements, integrations, development, reporting, and environment upgrades

Business Need

The client operates across major markets, including the USA, UK, Germany, France, and China. In EMEA (UK, Germany, and France), region-specific legacy systems created challenges in process unification, master data management, financial consolidation, and reporting.

The client engaged Synoptek to implement Dynamics 365 Finance and Operations to standardize its global solution, make fuller use of ERP functions and Power Platform features, and improve integration with its 3PLs and retail channels.

After a successful go-live in EMEA and several USA business units, the focus shifted to continuous improvement. To support growing business volumes, integrations, and user needs, the client required a support model spanning EMEA and the USA that would:

- Keep critical business processes running smoothly
- Resolve recurring issues efficiently and minimize manual workarounds
- Deliver targeted enhancements, new development, and reliable release management
- Scale the D365 environment as business requirements change



Solution and Approach

Synoptek serves as the client's long-term Dynamics 365 partner, combining initial implementation with ongoing application support, enhancement, and development.

Implementation

Synoptek began with on-site visits to analyze existing business processes, identify legacy system gaps, and resolve immediate support issues. A global requirements assessment led to a standardized global template based on best practices.

Synoptek implemented and customized Dynamics 365 Finance and Operations across:

- Retail channels and order sourcing
- Order fulfillment
- Product, catalog, and pricing management
- Supply chain and logistics
- Master planning and financials

Synoptek also ensured region-specific compliance and trained key users and end users to drive adoption. Core implementation services included solution design and customization, user acceptance testing, data migration, go-live, and hypercare support.



Solution and Approach

Ongoing Managed Services

Rather than treating incidents as isolated tickets, Synoptek uses recurring issues and business feedback to drive continuous system and process optimization. Services include:

- **Application Support:** Day-to-day assistance for finance, supply chain, and order processing workflows
- **Enhancements and Development:** Custom logic and automation to close functional gaps and eliminate manual steps
- **Integration Stability:** Monitoring and refining connected systems, batch processes, and automated data flows
- **Workflow Troubleshooting:** Resolving issues affecting approvals, timesheets, expenses, and transaction statuses
- **Security and Access Management:** Managing user roles and permissions to maintain operational continuity
- **Reporting and Visibility:** Building operational and financial reports that reduce manual data compilation
- **Upgrade Readiness:** Supporting Microsoft quality and version updates through environment checks, testing, and post-upgrade validation



Solution and Approach

Integration Support and New Integrations

Synoptek integrated D365 with third-party logistics and e-commerce platforms so the client could run it as a single global solution. The team supports day-to-day data flow between systems, troubleshoots failed transactions, and maintains integrations including EDI, Shopify, Faire, Brandwise (MarketTime), and Magento. As the business adds or changes processes, Synoptek delivers new and modified integrations.

Regional Coverage

The engagement balances global platform standardization with local requirements:

- EMEA: Ongoing platform support to maintain standardized regional operations
- USA: Targeted support and enhancements based on local business needs
- Cross-Region: Shared issue resolution, upgrade validation, and reusable improvements that benefit multiple business units



Business Benefits

What started as a Dynamics 365 implementation has matured into an ongoing application management and improvement partnership. Synoptek keeps the platform dependable for daily operations while adapting and scaling it to support new business requirements across EMEA and the USA. The core value is continuity: a single partner that understands the client's D365 landscape, manages daily support, and steadily improves the platform over time.

Maximized D365

Utilization: Fuller use of Dynamics 365 Finance and Operations, with more stable day-to-day operations across EMEA and USA businesses

Improved Visibility and Financial Control:

Effective issue tracking, better reporting through Power BI integration, and stronger control over integrations, workflows, batch processes, and user access

Operational

Efficiency: Reduced costs, standardized workflows using Power Automate, and optimized order fulfillment

Continuous

Improvement: Fewer manual workarounds as repeated needs become system enhancements

Faster Support:

Quicker resolution of business-critical incidents from a team that knows the system, integrations, and history

Lower Upgrade Risk:

Structured testing and post-release validation of key business processes

Unified Platform:

A global view across the enterprise on a single platform, with simpler catalog and product pricing management

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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