



# Dynamics bolsters and drives forward greater operational efficiencies

Express Pack Print integrates its accounts and ERP by implementing Microsoft Dynamics NAV. This has resulted in significant improvements in operational efficiency with the introduction of automated processes between different departments. The latter has led to time and cost savings. At the same time, it improves the company's ability to respond quickly and efficiently to unexpected orders.

## Benefits

- Introduction of automated processes
- Improved invoicing efficiencies
- More efficient, inter-departmental collaboration
- Dispatch time reduced significantly
- Improved business responsiveness

## Industry

Manufacturing

## Country

United Arab Emirates

## Customer Size

330 employees

## Number of Users

37 users (22 full access, 15 restricted access)

## Partner

Samadhan

[www.samadhanindia.com](http://www.samadhanindia.com)

## Connect with Express Pack Print

[www.exppack.ae](http://www.exppack.ae)

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Arif Sulaiman, IT Manager, Express Pack Print

Express Pack Print is a corrugated box manufacturer. Founded in 1991 and based in the United Arab Emirates, the company is part of the Express Group of companies. It is one of the leading providers of corrugated packaging in the region. With just over 300 employees, it supplies thousands of tons of boxes in a wide variety of sizes to local and foreign customers every year. It ranks among its country's top, several, multi-national companies; especially in the Food & Beverages sector.

## Slow processes

The company had an accounting system based on Tally software and an aging ERP platform, FoxPro, developed on Visual Basic. The two platforms weren't integrated and this became increasingly unsuitable as the company grew.

The company wanted an integrated ERP platform to reduce manual interventions. Following extensive research into potential IT partners, it chose Samadhan (an India-based integrator) and Microsoft Dynamics NAV.

## Strength of Dynamics

Express Pack Print chose Dynamics NAV over box manufacturing-specific ERP platforms, because of its extensive functionality, strength in enabling ERP and holistic integration. Samadhan then set about customizing some of the Dynamics functionality to meet industry-specific needs.

Arif Sulaiman, IT Manager, Express Pack Print, says, "Dynamics is an extremely flexible platform which made it relatively easy to introduce modifications. Samadhan did a good job in customizing Dynamics and providing us with a bespoke platform that also meets industry standards."

Microsoft Dynamics

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Operations Manager  
Express Pack Print

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### Improved efficiencies

The introduction of Dynamics has provided the company with significant operational gains, as well as cost-cutting benefits, thanks to its end-to-end integration.

The coordination between store and manufacturing is extremely easy, and errors have been significantly reduced.

The company has improved its on-time deliveries. Dispatches are greatly assisted by the ERP, since palletizing, bundling, labeling, etc. are all built into the solution. Collectables are immediately created, since there are no backlogs and the solution is completely integrated.

Arif Sulaiman adds, “Our customer relationships have become stronger, as we are now able to turn around sudden orders for product much faster. Meanwhile our efficiency - from order-taking to manufacturing and invoicing - has improved significantly. This has resulted in cost savings as well. At the same time, we have gained scalability and a clear, future technology path.”

“The top management at Samadhan, as well as their team members, have been extremely supportive and understanding. We are quite happy with their professional approach to the project. This is true for all project stages so far; including the post-implementation support mode we currently are in. We wish to do more with them and with Microsoft Dynamics NAV,” comments Arif Sulaiman.

### Next Steps

- [Connect with Microsoft Dynamics](#)
- [Become a Dynamic Business](#)
- [Learn about partner solutions available in the Microsoft Dynamics Marketplace](#)

For more information about Microsoft Dynamics, go to [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

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