



**MATECO IS
REALISING SYNERGY
IN BUSINESS
PROCESSES WITH
DYNAMICS 365**

CLIENT CASE | MATECO





MATECO IS REALISING INTERNATIONAL SYNERGY IN BUSINESS PROCESSES WITH MICROSOFT DYNAMICS 365

Digital transformation is on the agenda at mateco, a rental platform for aerial work platforms. But in creating a digital workspace the organisation had to face a major challenge: creating global synergy between different countries, eliminating fragmented business processes and working with a single software solution. mateco brought in the knowledge and expertise of Conclusion MBS to achieve this. Together they put their shoulders to the wheel. The result? Mateco achieved a much higher level of efficiency with the implementation of Microsoft Dynamics 365.

FRAGMENTED BUSINESS PROCESSES IN VARIOUS COUNTRIES

With a rental fleet of more than 30,000 machines in more than 140 locations in Europe, South America and Asia, mateco is a leading provider of aerial work platforms for the rental market. It was important that the digital transformation ensured that mateco continues to develop and achieve profitable growth. A prerequisite for this is synergy in the working method in different countries. However, it was not easy to realise this. For example, business processes were fragmented due to many takeovers and offices in different countries. There was also no standard way of working, and a range of different software solutions was used. The wheel was reinvented every time, and that was something that needed to change.



INTERNATIONAL TRANSFORMATION PROCESS

Internal processes had to be overhauled to make this transformation process possible. The IT system also had to be replaced. A challenging job, due to the need to integrate systems and local data in different countries. To make the project manageable, mateco made a distinction between core processes and context processes. The core processes were addressed first. To kick things off, mateco developed Q.one, an integrated business application architecture for organising primary processes. This includes applications for managing the rental process, a machine information system and a proprietary field service application. Thus, the first steps were taken in the transformation process.



“CONCLUSION MBS HAS BEEN ALONG OUR SIDE FROM THE VERY BEGINNING OF MATECO’S Q.ONE TRANSFORMATION,” SAYS DIDIER DHAENENS, CIO OF MATECO. “THEY COMBINE STRONG TECHNICAL AND FUNCTIONAL SKILLS WITH A PRAGMATIC CAN-DO ATTITUDE. EXACTLY WHAT WE NEED.”



GLOBAL COOPERATION WITH MICROSOFT DYNAMICS 365

Then it was time to look at the context processes, such as finance, trade and back-office service management. Microsoft Dynamics 365 was quickly chosen to shape the digital transformation. Why? It is a proven standard software and cloud solution, and offers mateco the scalability and agility it needs for the transformation. And, more importantly: Microsoft Dynamics integrates easily with the Q.one application architecture. Conclusion MBS implemented the

Microsoft software in a standardised way. Shaping business processes within this standard was the way to realise global synergy. The results of the implementation were soon noticeable. Offices around the world now work together more easily. There is also more insight at group level into what is happening across the board. This means that employees have more time to focus on mateco's core business.



CONFLICTING INTERESTS

The implementation of Microsoft Dynamics did not happen overnight. Each office has its own culture and identity. Employees work with processes and systems which are familiar to them. mateco wanted everything to be in line with one another, but that involved taking account of a lot of different aspects, such as the people involved, but also the applicable laws and regulations in different countries. This required good cooperation between central and local teams. Next to that, a balance had to be struck between the interests of the rollout team, who were involved in the implementation of Microsoft Dynamics, and the interests of the product development team, who were busy expanding the Q.one solution at the same time. Conclusion MBS proved to be the right partner in this difficult

“A LOT CAME OUR WAY IN THIS COMPLEX DIGITAL TRANSFORMATION PROCESS IN SIXTEEN DIFFERENT COUNTRIES”

process. “A lot came our way in this complex digital transformation process in sixteen different countries,” says Didier. “The project leaders of Conclusion MBS gave us excellent support in this. But they also challenged us when that was needed. They managed to find the right balance with this.” With the guidance of Conclusion MBS, effective cooperation between various teams was achieved.

BIG STEPS IN DIGITAL TRANSFORMATION

Mateco did not shy away from the challenge of this transformation process, and the results speak for themselves. Microsoft Dynamics 365 is now being used successfully in all countries, leading to the following improvements:

- ✓ Internationally aligned business processes result in savings of time and money.
- ✓ Significant strides have been made in the field of computerisation. As a result, invoices are no longer entered manually, for example. Employees have more time to work at the process level rather than at the operational level.
- ✓ Mateco is better able to monitor. The cost of ownership of a machine is now more transparent, allowing employees to make better decisions about repairing machines and depreciation.
- ✓ Mateco now has a single spare parts database in different countries. Thanks to the synergy the item status only needs to be updated once instead of separately in each country.



The results of the implementation of Microsoft Dynamics 365 show in multiple areas, and mateco is taking significant steps in the digital transformation.

“Conclusion MBS shows creativity and flexibility in finding the right resources for our project,” says Didier.

**“AND ABOVE ALL
WE APPRECIATE
THEIR NO-NONSENSE
STRAIGHT FORWARD
COMMUNICATION AND
PROFESSIONAL PRIDE TO
DELIVER QUALITY END
RESULTS.”**

MEER INFORMATION

Curious about the possibilities of Dynamics 365 within the Wholesale & Production sector? We are happy to talk.

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