

# Microsoft Dynamics NAV helps with distribution of advertising magazines and subsequent monitoring of their movement by the help of terminals

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***EastMedia, Ltd. has supplies all business processes with subsequent data analysis and monitoring of distribution of magazines by the help of laser terminals. It helps to make work more efficient while doing all business and distribution operations.***

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## Situation

EastMedia, Ltd. is a middle-sized editorial and distribution company operating in following countries: the Czech Republic, Slovakia, Poland, Hungary and France. It is concerned with editorial and distribution activity of an advertising magazine called Mag Real. The magazine specializes in purchase and sale of real estates.

EastMedia management has decided to change its company solution and to improve its services that it offers to its customers. Another reason is to increase work efficiency while monitoring movement of magazines in particular distribution places. Other requirements of the management are systems unification in terms of whole company and consolidation of its stability that will enable an infinite growth into other countries. Interconnection of laser terminals and new installed company solution was one of the most important requirements. The company had used one old application that was not flexible enough to make some changes and adjustments in it. An external company did accountancy for EastMedia. Main problems appeared during documents creation that had to be created twice. First they were created in the form of Microsoft Excel in EastMedia and subsequently in external accountancy.

## Business aims

New solution had to satisfy these requirements:

- New system installation, monitoring of movements (withdrawals) of particular magazines in distribution places by the help of laser terminals and subsequent interconnection to evaluation tools in Microsoft Dynamics NAV
- Integration of all processes of the company in one solution (finances, purchase, sale, stock, property and management of relations with customers)
- Improvement of services and simplification of communication with customers
- Improvement of business processes and subsequent evaluation tools that are:
  - tables of turnovers of particular numbers of publications
  - tables of turnovers according to particular months
  - tables of turnovers according to sales representatives
  - overviews of movements and times of particular distributors

**Country: Czech Republic**

**Branch: Advertising and distribution of magazines**

**Customer's profile:**

***EastMedia, Ltd. is an editorial and distribution company. Its main scope of employment is sale of advertisements and subsequent distribution of an advertising magazine.***

**Size:**

***15 PC***

**Starting position:**

***The company has decided to change its company solution mainly because of the need of an increase of work efficiency, system consolidation and acquisition of more stable and infinite system in its growth.***

**Solution:**

***EastMedia, Ltd. has set Microsoft Dynamics NAV that supplies all business processes and monitoring of movement of particular magazines by the help of laser terminals. The system helps to make work of all distribution and business operations more efficient.***

**Main contributions of the solution :**

- Growth of work efficiency while entering and analyzing data
- Cohesion of the new IS with laser terminals
- Improvement of quality while providing services to customers
- Making work more efficient while monitoring movement and a closing balance of magazines in particular distribution places
- Company solution enables an infinite growth

- weekly overviews of withdrawals and remainders in particular distribution places
- Improvement of financial aims monitoring and exact overview of company results at any time
- Increase of company turnover on the basis of lowering idle time in company processes

## Solutions

EastMedia has chosen Microsoft Dynamics NAV system for its new company solution. Subsequent steps took place in terms of OnTarget implementation methodology (the methodology used during implementations of Microsoft Dynamics NAV information system). These steps led to the system installation, necessary system adjustments and their testing, users' training and in the final phase to successful data conversion from original system and new system activation.

Phases of the project:

**November 2005** – first phase of the project, that took two weeks, was a detailed analysis of customer's requirements. It developed into a proposal of future architecture and functionality of the solution on the basis of Microsoft Dynamics NAV.

**December 2005** – second phase included the system development and testing. In this phase development of particular customer adjustments, progressive system installation and users' training took place. This phase took three weeks.

**December 2005** – the third phase included preparation of system activation at the customer. Particular modules and customer's requirements were taken over progressively. The final part of this phase included data loading and the project takeover. The system activation took place on the 3<sup>rd</sup> of January 2006.

**January 2006** – In the fourth phase we debugged all used functionalities of the application and finished all user's requirements including a takeover of laser terminals and an application that serves to communication between Microsoft Dynamics NAV and laser terminals.

EastMedia, Ltd. makes use of modules called Finances, Sale and Marketing, Purchase, Stock, Resources and Long-term property. Other additional modules are: Distribution and communication with laser terminals.

The system is used by 5 users nowadays. We plan to incorporate other three companies such as Poland, Slovakia and Hungary in near future. We also plan to increase a number of users to 20. The incorporation of subsidiaries will take place by the help of laser terminals.

The company obtained a company solution that is able to monitor particular magazines in given distribution places in detail. It is also able to monitor dates with times of a dealer's movement in a distribution place. Barcodes and laser terminals were set up in order that it was possible to monitor all stock operations. New company solution is

**Profile of a partner:**  
**AXIOM SW, Ltd.** is interested in implementation of modern company information systems. It specializes in solutions of company IS for companies in areas of leasing, insurance system, wholesale trade, retail trade, production and projects control.

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directly connected to a **distribution module** that was developed in terms of system implementation on the basis of customer's requirements in Microsoft Dynamics NAV.

Distribution module is divided to following integrated parts:

- Special order system that enables to create orders for particular numbers of publications and placement of advertisements in them all year round
- Monitoring of utilization of publications numbers. System enables to place an advertisement according to customers in particular numbers. Possibility of monitoring of vacant place in a magazine is the main advantage of this part
- Terminals - this part enables to monitor movement of particular magazines and dealers by the help of laser terminals. Scanned data are transferred to Microsoft Dynamics NAV system daily. They are subsequently evaluated by management of a company in the system

Distribution module also serves to eliminate dealers' time losses and makes them more transparent while delivering magazines to particular distribution places.

Cooperation between the solution supplier, AXIOM SW, Ltd. and EastMedia, Ltd. is in progress on the level of consultations.

## **Contributions**

Main contributions of the projects are:

- Integration of all operations in one system – interconnection of sale, purchase, supply, distribution and long-term property.
- Extraordinary short time of implementation of new system from the first analysis to the project takeover in only one month and half.
- Cohesion of new company solution with distribution process by the help of laser terminals and application that enables data transmission.
- Making work of all stock and distribution operations more efficient thanks to barcodes and usage of mobile laser terminals implementation.
- Overview of results of a company at any moment by the help of created financial and statistic reports. Immediate control of data is also possible.
- Simple access of a company management to financial results and stock data
- Growth of work efficiency while processing and analyzing financial results and stock data.
- Application that enables infinite growth of a company.

## **Product and technology**

Microsoft Dynamics NAV 4.0

Microsoft Windows XP

Microsoft Windows Server 2003

Microsoft Office 2003

Mobile terminals for work with barcodes (Unitech T630)