



**Customer:** APL Management JLT  
**Website:** www.aplme.com  
**Customer Size:** 200 employees  
**Location:** UAE  
**Industry:** Manufacturing  
**Solution:** Microsoft Dynamics AX 2012

### Customer Profile

APL Management APL Management is a group of three companies, Aerovista, Noble Design Solutions, APL management. The business of Aerovista is to offer expert wet lease and charter solutions as well as related ancillary services to clients in fast-growing, emerging markets. Noble Design Solutions LLC is a multi-faceted interior design company mainly focusing on interior design, architectural, supply of decorative materials for commercial, private, hotels and high rise projects.

APL management is a consultancy services company that is committed to assisting new and growing businesses, affluent corporate executives and individuals in a way that exactly suits their individual requirements. APL has business operations in UAE, Tanzania and Georgia.



### Business Needs

In troubled times, with the economic downturn and dramatic changes in the global market, APL management has managed to have an efficient, cost-effective operation, including the aviation - leasing of Aircrafts on AMCI (Aircraft, Maintenance, Crew, and Insurance), contracting for stone art works and business support services. APL's business has many operational complexities related to regulatory compliance in aviation, materials management, resource utilization, and business planning.

Their existing software system, a custom built solution called 1C, was not able to manage inventory, sales, purchasing, and invoicing for APL's growing business. Although it was periodically updated, based on technology requirements of the APL group, the company never comprehensively upgraded the system. Whenever business requirements changed, IT staff developed additional customizations, which could take significant time to create, test, and implement. Also it was not able to cater to the needs of the construction and project Departments of NDS and Aerovista. The maintenance of the aircrafts and the crew management was done in excel. Data was not interlinked and there was redundancy of data.

From the beginning, the management of the company realized the need for an enterprise resource planning (ERP) system that would allow it to have visibility of the overall business, including capturing and processing relevant operations and maintenance data, and to have access to quality and timely reports. **Irfan Dhankot, the company's Financial Controller**, found it difficult doing things manually, using spreadsheet software, and dealing with different software for financial reporting, operation management, and project management. Irfan wanted to address the "lack of visibility at all times" and bottlenecks in accessing relevant and timely information. Through an ERP system, Irfan wanted to have better control of inventories and aircrafts and more efficient utilization of resources. He said, "If we are going to spend money, let's acquire the proper tool from the beginning that can grow with us and will not burden us with redundancies and legacy systems."

### Solution

Leaders at APL were aware of Microsoft Dynamics AX through their experience in other companies. Their conversations with Microsoft Gold Certified Partner "CEM Business Solutions" helped them determine that Microsoft Dynamics AX had great potential for meeting the company's needs. There were a number of proposals that Irfan evaluated, some from local developers and others from local offices of global IT companies, including Microsoft partners.

APL eventually went for CEM Business Solutions, an ISO-certified company with offices in seven international locations and that focused primarily on Microsoft Dynamics ERP implementation. Irfan explained, "I found the understanding of our workflow and business processes better with the team of CEM. CEM had a pool of consultants and developers available locally with experience in the Aviation, Projects and construction industry."

As is customary in projects guided by Sure Step methodology, APL and CEM collaborated closely to define project needs and goals and to define project needs and goals and to streamline the deployment process as much as possible.

# Customer Case Study

## APL Management JLT

### Microsoft Dynamics AX 2012



### About CEM Business Solutions

CEM Business Solutions is one of the fastest growing IT companies internationally renowned for its award-winning implementation services in the Microsoft Dynamics domain for the past decade. CEM is a Microsoft Gold Certified Partner and an ISO 9001:2008 certified company with 12 international offices covering 8 countries creating significant and quick ROI for their customers. We are most proud that we have a 98% satisfaction level among customers, which is almost double the industry average. With its deep industry expertise, CEM provides transformational business solutions for your business by unlocking the potential of advanced technology.

### Benefits

#### Integrated Knowledge and Greater Visibility of Overall Business

Microsoft Dynamics AX integrates business processes and workflows, handles and tracks complex inventory transactions, and supports construction and design projects, ideal for APL, Aerovista and NDS's business needs. "The advanced capabilities of Microsoft Dynamics have allowed greater visibility of the overall business and access to integrated knowledge and a single version of the truth," Irfan said.

By replacing the legacy system, APL can take advantage of valuable ERP reports in more business-critical activities and save the expense and effort of maintaining these systems.

The APL management team can take advantage of the Dynamics AX reporting capabilities to set up relevant business metrics and assess business performance in real time. For example, the company no longer needs to wait for batch processing or manual data collection to complete.

By implementing Microsoft Dynamics AX, APL has replaced expert systems, paper-based documentation, and complicated business processes with a unified business management solution that supports all of the company's activities. Improved business processes help the company align more closely with customer needs and run a leaner, more agile operation. All of our business information is now in the form of consistently structured data. This helps us streamline many processes and make huge improvements in the effectiveness of our managers.

For more information about CEM Business Solutions product and services, mail to [info-us@cembs.com](mailto:info-us@cembs.com) or visit the website at [www.cembs.com](http://www.cembs.com).