

## Maginus Delivers Major ERP Project for DC Thomson, Built on Microsoft Dynamics AX

### Challenge

Various companies from across the DC Thomson Group were using disparate finance systems. The challenge was to move them onto a single unified and centrally managed financial, procurement and project management solution and create one Group finance function.

### Summary

DC Thomson finance teams were recently amalgamated to introduce one finance team servicing the Group. Those teams were still using multiple different accounting and financial management platforms. Microsoft Dynamics AX, a highly customisable and adaptable enterprise resource planning (ERP) platform, was the popular choice for several of the teams. However, so many variable configurations and iterations were in place that even these operated like separate solutions.

### Company Profile

DC Thomson is a private company and one of the leading publishing houses in the UK. The company's headquarters is in Dundee, Scotland, with a London base in Fleet Street. DC Thomson publishes newspapers, magazines, comics and books and also has interests in radio, printing, retailing and online services.

### Quick Facts

[www.dcthomson.co.uk](http://www.dcthomson.co.uk)

#### Industry

Publishing

#### Customer profile

DC Thomson are a leading publisher of titles including Beano, Scottish Wedding Directory and The Evening Telegraph.

#### Maginus solution

Microsoft Dynamics AX

#### Customer benefits

- A single core, consolidated solution.
- A flexible and adaptable approach.
- Improved efficiency, accuracy and cost savings.

## A Single Solution Across the Group

As a result disparities existed in how finance processes and functions were handled. For instance, when a purchase order or invoice arrived in the finance department, different team members processed it in different ways. There was no single standardised process and no unified visibility into the entire company's finances. To run an effective group finance function, DC Thomson required a single, consolidated solution.

The company chose to integrate finance and procurement processes onto the latest, core iteration of Microsoft Dynamics AX. Maginus was brought in to carry out the implementation.

Microsoft Dynamics AX is now the single purchase ordering and core financial platform for the DC Thomson Group. All financial processes are managed via this single software package.

## An Agile Approach

The approach to project management displayed by Maginus, alongside a competitive price, made it DC Thomson's partner of choice.

"We felt comfortable working alongside Maginus as they were open and honest while offering a very personal approach," commented Gillian Troup, Group Financial Controller at DC Thomson. "With an implementation of this scale, people make the difference between success and failure. Maginus integrated themselves into the DC Thomson team. Their tenacity and commitment were instrumental to our eventual success."

Due to DC Thomson's multiple departments and range of financial processes that needed to be reconciled, an agile methodology was adopted. DC Thomson needed a partner with experience in this methodology along with the flexibility and nimbleness to meet all stakeholders' critical requirements while also identifying essential compromises.

"We knew we were never going to get all stakeholders in the same room to agree exactly the same process maps for the deployment," explained Gillian. "Instead, we needed a flexible and adaptable approach to project management, and a business that would work with us in strong partnership."

## Minimum Developments was a Key Target

DC Thomson wanted a largely standard Microsoft Dynamics AX deployment in the first instance, without complex and costly customisations. Instead, tailored adjustments would be agreed on a case-by-case basis, in the second phase of the deployment.

This meant that certain teams had to work without the bespoke shortcuts they had used on their previous disparate platforms for an initial period. While this caused some minor short-term slowdowns, it also allowed DC Thomson to make clear-sighted, long-term and strategic decisions about how to customise Microsoft Dynamics AX across the entire finance department.

After this period on standard Microsoft Dynamics AX, resource was allocated to evolve the platform from its core basics where essential requirements had been identified – and determine where it was more cost-effective not to implement customisations.

## Go Live on Time and on Budget

DC Thomson set a go-live window of November 2015. If this date were delayed, then the busy Christmas period followed by a raft of important company dates would significantly compromise and slow down the project. However, with significant joint effort the new deployment was delivered precisely on time.

"We went live exactly when we planned to, which is highly unusual for a project like this," said Gillian. "Maginus worked shoulder to shoulder with DC Thomson to deliver that success."

James Timmis, Consultant at Maginus, added: "This was an extremely fast moving project, and success would not have been possible without DC Thomson's cooperation and continued support. From the very beginning, DC Thomson's employees were fully engaged, keen to add value and willing to make process and cultural changes. This undoubtedly contributed to a successful and on time delivery."

## Commonality and Cost Savings

DC Thomson now runs a centralised, unified finance department for its Group functions. From the Dundee head office, every member of the team, both within the finance department and across the wider businesses, can handle procurement, cashflow and reconciliation with the same standardised tools. Ensuring a standard approach across the Group will deliver cost savings, improve efficiency and ensure group accounts can be produced much quicker and more accurately.

"The project to move to Microsoft Dynamics AX and the centralisation of all financial and procurement processes has not been without some challenges, but has been a great success," said Gillian. "Maginus has been a strong partner to us and have played a key part in the success of the project, critical in ensuring that it was not only delivered on time but also in ensuring that all our key goals and objectives were met. The role Maginus has played in delivering a single, consolidated finance function, fit for purpose both now and for the future, simply cannot be understated."

## **ABOUT US**

Founded in 1972, Maginus has built a solid reputation as a trusted partner for leading wholesale and distribution, ecommerce and multichannel retail businesses. We have a solid track record of delivering innovative technology solutions and customer service.

## **WHY MAGINUS?**

We believe that Maginus is the only UK organisation able to deliver Enterprise-Level Multichannel Solutions from a single team of people.

Built up over 40 years, our skills and capabilities stretch from eCommerce, Order Management, Back Office, Call Centre, POS, Hosting to Digital Marketing Services.

Each and every Maginus colleague is actively encouraged to promote our company values in all their interactions with our customers, partners and with each other.

These include: Innovation, Integrity and Long Term Thinking.

## **WE DELIVER THREE CORE SOLUTIONS:**

Maginus OMS (Order Management Software) for organisations in Wholesale and Distribution or those dependant upon Direct Commerce techniques (Call Centre, Catalogue, Email and Online).

EPiServer Ecommerce for online mid-market enterprises seeking a solution for Content Led Commerce or as an integrated component to a Maginus OMS or a Microsoft Dynamics AX implementation.

Microsoft Dynamics AX is our solution for Premium Brand Retailers with multiple sales channels and logistic operations.

## **WE COMPLEMENT OUR CORE SOLUTIONS WITH:**

Digital Marketing Expertise and Creative Services from Maginus Digital.

Maginus Managed Services to provide business continuity for all our implementations including hosted, SaaS and on-premise models.