



## Freemans Selects Maginus to Support Dynamics AX

### Challenge

Freemans Grattan Holdings (FGH), the leading catalogue retailer behind the Freemans, Grattan, Kaleidoscope and Look Again brands, has selected Maginus, as a partner for the on-going support and development of its Microsoft Dynamics AX system.

### Summary

The professional services and support team at Maginus will be providing a strong on-going support structure to the company, to help it maintain and develop its system going forward.

Colin Godward, Project Manager at FGH, said, "We had a stringent selection process in place as we wanted to guarantee that we would select a vendor not only with a strong understanding of Microsoft Dynamics AX and multi channel retail as a whole, but someone who understood our expectations and could work with us to help us achieve our goals. We decided on Maginus because of their professionalism in the area of Microsoft Dynamics AX and proven capabilities in the market." Godward continued, "Maginus has a significant local resource of high caliber staff, an excellent customer support centre, along with comprehensive knowledge of the multi channel market, which provided us with confidence that they could not only hit the ground running but help take us into a new chapter."

FGH required a support structure that would enable it to maximise on the benefits the technology offers. The Sales Director at Maginus, said, "We were selected from a wide pool of Microsoft Dynamics AX experts and winning this contract with such a well established catalogue retailer underpins the strength we have in our support and professional service teams compared with our competitors."

### Quick Facts

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

#### Industry

Fashion and Homeware

#### Customer profile

Multi-channel retailer with an extensive range of products at affordable prices.

#### Maginus solution

Support & Development for Dynamics AX

#### Customer benefits

- Excellent customer support.
- Comprehensive knowledge & advice of the multichannel market.
- Maximise the benefits of Microsoft Dynamics AX.