

**Sport Dimension Case Study**







## Microsoft Dynamics AX Customer Story

*Southern California watersports company rides the wave to success with Hitachi Solutions and Microsoft Dynamics AX*

### CUSTOMER PROFILE

Sport Dimension designs, develops and distributes products that are suited to many levels of sales and distribution. From mom and pop and specialty pro shops to sporting goods retailers to entertainment and water parks, Sport Dimension can service just about any sector with a variety of water sports products.

The company aims to be at the forefront of the water sports industry by pushing the limits of design and performance while supplying superior customer service.

### INDUSTRY

Retail/Manufacturing

### LOCATION

United States

Sport Dimension is a manufacturer of water sports related products with roots dating back to the early 1970s. The company has worked with and for the pioneers of surfing and scuba diving, gaining a wealth of experience and knowledge in designing and producing innovative, quality products. Sport Dimension designs, develops and distributes products that are suited to many levels of sales and distribution.

### CHALLENGE

Whether mom and pop, specialty pro shops, sporting goods retailers, or entertainment and water parks, Sport Dimension is able to service just about any sector with a variety of water sports products. The company experienced extensive growth since its start in the 1970s and needed an ERP solution capable of scaling with the company's continued growth.

Microsoft Dynamics AX offered powerful customer base and financial reporting processes that Sport Dimension's old system did not. Prior to Microsoft Dynamics AX, Sport Dimension was relying on a decades-old legacy system that couldn't handle the business growth.

"Dynamics AX was a natural choice for us," said Dennis Chan, operations manager at Sport Dimension. "The team was comfortable with the easy-to-use interface that resembled our existing system, but the added functionality and capabilities made it a much more powerful system."

With Dynamics AX, Sport Dimension can take advantage of multi-company functionality and powerful financial reporting processes that allow a means to analyze data at both the office and national corporate level. Prior to Hitachi Solutions and Dynamics AX, Sport Dimension was not able to easily create meaningful reports using a legacy system and was burdened with a number of manual processes.





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Dennis Chan  
Operations Manager  
Sport Dimension

## SOLUTION

Sport Dimension’s main goal was to replace its outdated accounting system with a robust system capable of managing the business’ finances with accuracy and ease. Hitachi Solutions worked with Sport Dimensions to deliver a solution that provides access to accurate, timely information within a streamlined interface.

Microsoft Dynamics AX provides in-depth multi-company and financial reporting processes. This functionality provides Sport Dimension the ability to analyze data at both the office level and national corporate level. This access to up-to-date information is critical for Sports Dimension to manage its transactions with multiple companies, shipping locations, and warehouses globally.

In addition to financial reporting, Sport Dimension uses Microsoft Dynamics AX to control and manage warehouse functions. The simplified item setup for adding new items and SKUs to the system, coupled with an intuitive user interface, offers warehouse workers up to a 50 percent time savings while navigating the system.

The system also offers heightened visibility into tracking inventory that Sport Dimension’s previous ERP system did not. The financial dimensions are simple and straightforward, and integrate with barcode scanners that give warehouse workers an easier method of shipping and receiving products.

The teams at Sport Dimension and Hitachi Solutions worked together to ensure that the solution met Sport Dimension’s needs. Throughout implementation and continuing post-go live, Hitachi Solutions ensured that the team at Sport Dimension was comfortable using the system and learning to use new tools and functionality.

“Hitachi Solutions was different from any other vendor I’ve worked with,” said Chan. “They have a fantastic team that knows the product inside and out, and took the time to learn our company in order to complete the project on time and under budget.”

Sport Dimension is expected to add transportation, sales, and marketing functionality in the near future.





## WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts. Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

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## BENEFITS

### In-Depth Financial Reporting

In-depth reports allow Sport Dimension to view reports cross functionally and extract data for further analysis. The reports are easy to digest, without sacrificing any important information.

### Better Insight into Inventory and Warehouse Processes

Auto-generated shipping documents provide the warehouse personnel better means to pick, pull, and pack orders while maintaining accuracy. Additionally, warehouse locations can be assigned to each item to improve inventory accuracy. Prior to Microsoft Dynamics AX, Sport Dimension relied on manual processes to manage inventory and shipping documents.

### 24-Hour Support Team

Hitachi Solutions provides Sport Dimension with a 24-hour support team available to make updates, provide training on new functionality, and expand the solution into other key business areas. Functional consultants go beyond out-of-the-box delivery systems to provide functionality specific to Sport Dimension to improve business processes.

