



## BUSINESS PROFILE

THE MARKET LEADER IN MANUFACTURING, SELLING AND SERVICING RETAIL AND FLEET FUEL DISPENSERS.

## BUSINESS CHALLENGE

- HAVING TO RUN TWO DIFFERENT LEGACY BUSINESS SYSTEMS
- UNABLE TO KEEP UP WITH THE BUSINESS DEMAND
- DIFFICULT TO EXTRACT DATA
- ESCALATING SUPPORT COSTS

## SOLUTION

- MICROSOFT DYNAMICS NAV

## BENEFITS

- VISIBILITY OF COSTS TO A MUCH GREATER DEPTH
- IMPROVED BUSINESS PROCESSES
- REDUCTION IN THE LEVEL OF INVENTORY HELD
- CAPACITY TO MAKE INFORMED DECISIONS
- SIGNIFICANTLY ENHANCED PROFITABILITY

## FUELLING INFORMED DECISION MAKING

### BUSINESS PROFILE

As part of Dresser Inc, Dresser Wayne prides itself on its value added delivery of fuel to the customer. Based in Edinburgh, the UK operation is the market leader in manufacturing, selling and servicing retail and fleet fuel dispensers for supermarkets, oil companies and the independent sector across the UK & Ireland. With technological advances on multiple fronts, Dresser provides a wide range of forecourt equipment, from eco-fuel solutions and regulation-compliant pay-at-the-pump security, to groundbreaking site control systems.

### THE CHALLENGES

Traditionally running two different legacy business systems since 1991, and even with a couple of upgrades to keep up with the business demand, it was apparent in 2007 that Dresser needed a completely new replacement system.

“The legacy system was inflexible, and difficult to extract data from,” says Andy Cullen, Dresser’s European Infrastructure Manager. With no effective integration in place, running two different systems was also proving to be a headache. Cullen goes on to say, “The services part of the business is growing significantly and we couldn’t get any financial data to support it.” Dresser was moving more and more towards a sales and service business, and there was no way they could continue with the systems they had in place. “The functionality was creaking at the seams, and we couldn’t use our systems in the way the business demanded,” continues Cullen.

Dresser needed to modernise, and wanted to benefit from a more cost effective solution. “As well as escalating support costs, we were wasting loads of money on pre-printed stationery. Our contracts were up for renewal, and change was needed,” explains Cullen.

### THE SELECTION

With two current systems in use within the global corporation, Dresser Wayne had to decide whether Oracle or Microsoft Dynamics® NAV was most suitable for their business. Following a detailed costing exercise, they identified Microsoft Dynamics NAV as the preferred solution very early on. Needing to convince the rest of the business, Cullen outlines the key elements for selecting Microsoft Dynamics NAV, “It would cost us less to implement Microsoft Dynamics NAV rather than Oracle, and we felt the product had a superior service capability.” Dresser Wayne was confident the product would do the job, and the project was signed off in early 2008.

*“With reduced working capital and enhanced profitability, it is testament to the project and teams success that we are now rolling out Dynamics NAV across all our European operations.”*

Scott Vance  
Dresser Wayne  
Finance Director



Although Dresser looked at a number of alternative implementation partners, their previous European experience with Tectura supported the selection process. “Tectura gave us a better deal, and just knew what they were doing,” highlights Cullen. “From their presentation to their approach, everything was far more professional.”

Managing expenses was a potential issue for Dresser, and Tectura demonstrated they could work within their expense policy which was a real positive. After meeting the Tectura team, Dresser was confident they were making the right choice. With a recommendation from Cullen and Scott Vance, Dresser Wayne’s Finance Director, a decision was made by the UK management team.

## THE SOLUTION

Cullen took on the role as Dresser’s Project Manager, with the support of five key functional users focused on the project for its duration. Tectura’s Project Manager, with a team of three Consultants developed and produced the project plan with a Go Live of January 2009. This coincided with the end of contract for Dresser’s legacy service system.

“The Tectura Solution Framework was adopted from start to finish, and was fundamentally beneficial to the project,” explains Cullen. “Tectura also used a

SharePoint site for posting all project information and data which was a great advantage, especially for the auditors. The way the project was organised gave us real confidence.”

Dresser uses Microsoft Dynamics NAV across their whole business from finance to project management through to product design, Bills of Materials to Sales orders, quotes and full MRP. The organisation uses the service modules of Microsoft Dynamics NAV to manage all their contracts, and to provide ongoing service call management. All resourcing is scheduled using the integrated system, and when an engineer needs a specific part, it is picked up within MRP and dispatched. “The whole cycle is managed through one system, and the whole business is on one system. It’s fantastic,” says Cullen.

Communication and change management was an essential success factor. Throughout the duration of the project, Tectura publicised the progress and milestones through a very visible poster campaign. When it came to training, Tectura ran the programme on Dresser’s premises. “Their whole knowledge of the system has been second to none. The standard of consultants delivering training has been top class. We couldn’t have done any of this without them,” highlights Cullen.

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Andy Cullen  
Dresser  
European Infrastructure Manager

Tectura has delivered a system for Dresser Wayne to run their entire business. “It is very reassuring to know that they are there all of the time. To have that fall back gives us real comfort,” continues Cullen.

“Tectura provides us with a comprehensive help desk including a web and phone based service.”

## BENEFITS

Unifying the business is the one significant benefit Dresser has achieved. They now have one business system with everyone seeing and retrieving the information they need, and understanding how their actions will affect others.

“Having our finances in one system is a huge advantage,” says Scott Vance, Dresser Wayne’s Finance Director. “We have visibility of our costs to a much greater depth, which now includes the Service side of our organisation.” Dresser can now see what they are doing, where they are doing it and how they can improve their business. “We can view our income statement as a whole, without having to spend time on lengthy spreadsheet consolidations,” continues Vance.

Dresser is also improving their business processes. With the tools in place, they can now document and streamline their organisation in all areas. “We now have more time to focus on running the business,” explains Cullen. “For example,

by utilising the integrated inventory, ERP, and Service modules, we have been able to improve the flow of parts within our business. This has helped us to significantly drive down the level of inventory held, whilst actually allowing us to improve the level of service delivered to our customers. Our working capital has been improved, and the business is a lot slicker and more professional,” says Vance.

The Services division is now seen as a more integral part of the business. “Microsoft Dynamics NAV enables us to see where we are making a profit or a loss on any specific job,” explains Cullen. “We have the visibility to make decisions where we couldn’t before and this has significantly enhanced our profitability.” When Dresser outsources projects, such as underground pipework or tanks on forecourts, they now have the key data on hand to validate the projects profitability.

“With reduced working capital and enhanced profitability, it is testament to the project and team’s success that we are now rolling out Microsoft Dynamics NAV across all our European operations,” says Vance.



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*“This is a significant project for Dresser and Tectura. The successful implementation in the UK has enhanced the reputation of both Tectura and Dynamics NAV and allowed us to rollout the system into so many countries.”*

Andy Cullen  
Dresser  
European Infrastructure Manager

## A PLATFORM FOR MULTI-COUNTRY SUCCESS

Dresser Wayne is working with Tectura UK to project manage their European rollout, using the global core of Microsoft Dynamics NAV for each of their European countries. “This is a significant project for Dresser and Tectura,” explains Cullen. “The successful implementation in the UK has enhanced the reputation of both Tectura and Microsoft Dynamics NAV and allowed us to rollout the system into so many countries.”

The scope of this core solution has also been extended to encompass shared services for Inventory, Customer and Vendor Management. This has been achieved through leveraging Tectura’s off-shore developers along with their local consultants and developers. These consultants from either Tectura’s offices or from Tectura’s Strategic Alliance Partner team, are being used to help deploy locally.

With this rapid implementation platform in place for all countries, Tectura is now working with Dresser Wayne to rollout the latest version of Microsoft Dynamics NAV into Germany, Italy, Poland, Switzerland, Denmark, Hungary, Czech Republic and Slovakia.



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