Country: China
Industry: Auto parts manufacturing industry

Customer Profile:
Established in April 2003 and located in Qingdao, Sunsong Technology Inc. is a high-tech company specialized in the research, development, production, sale and service of rubber hoses assembly for automobiles and motorbikes and of air conditioning pipes for automobiles. Sunsong Technology Inc. has registered capital of 2.587 million US dollars, floor area of 51,735 square meters, building area of 32,058 square meters, an asset scale of RMB 110.3869 million Yuan and 333 employees currently.

Project Background:
Auto part, as the foundation for the automobile industry, is a necessary factor supporting sustainable and sound development of the automobile industry. During the Eleventh Five-year Plan period, China’s automobile industry has played a more prominent role as a pillar industry in Chinese national economy and an industrial cluster is gradually forming in the auto parts industry whose comprehensive competitiveness has been strengthened. With the rapid growth of domestic market, the opportunity as well as challenge at present is how to quickly occupy the market while maintaining business profits. Former information system of Qingdao Sunsong faced the following problems:
First, the information system was not able to provide correct material, warehouse and production information. Second, financial affairs and business were independent systems and could not be integrated. Third, the forming system could not adapt to rapid growth of the company for it cost much with poor effect of use.

Solution:
In 2011, Qingdao Sunsong chose to cooperate with Microsoft and implemented Microsoft Dynamics AX system based on all-round evaluation. The evaluation aims to enhance the information system of the company comprehensively and meanwhile to meet its statements and reports requirements for BOM and process information management, sale management, purchase management, warehouse and third party logistics management and inner special management, and to reduce utilization and maintenance costs of ERP system:

BOM and process information management: intensifying the information management on its core technology, in order to sustain its core competitiveness and to provide basic data support for subsequent quotation.
Sale management: effective management and control over consignment operation, which significantly improves work efficiency, and analysis of potential demands for BOM and process information management, sale management, purchase management, warehouse and third party logistics management and inner special management, and to reduce utilization and maintenance costs of ERP system:

Deposit and consignment management: based on lean production of auto parts, effectively solving the problem of orders of large batch size and large number of batches through the method of consignment, and effectively solving the problem of multiple times of small-batch-size goods delivery as required by customers through the method of deposit.
Price management: based on the characteristics of the automobile industry, all purchase and sale activities are conducted based on blanket contract, which covers a whole year, and goods ordering of different customers and different goods ordering.
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Solution:
Through the implementation of Microsoft Dynamics AX system, to improve its inner production management and control, to enhance monitoring of logistics information from external third parties and reach integration of financial affairs and business, to perform comprehensive and systematic management and control over deposit and consignment operations, and to meet special requirements of inner management statements and reports.

Benefits:
- The unreasonable points in former operation flow is reorganized through the implementation of AX system, which makes management and information flow more smooth, timely and efficient.
- The implementation of AX system brings about effective management and control over the operations of material deposit and purchase, reduction of inventory cost, and improvement of capital turnover rate.
- The implementation of AX system makes operation links more intelligent and transparent, realizes normalized accumulation of data, provides management statements and reports required by the management and so provides effective support for making management decisions.

For more information about Dynamics: http://www.microsoft.com/zh-cn/dynamics/erp-ax-overview.aspx
For more information about Wicresoft: http://www.wicresoft.com

of the same customer are managed based on multiple prices. AX system is able to satisfy the requirements of customers’ actual operation flow fully.

Deposit and consignment: deeply support the lean production of auto parts industry, effectively reduce the inventory cost of materials and support the automated clearing by month and supplier through deposit. Increase the customer satisfaction, rapidly capture the market and support the automated clearing by month and customer through consignment.

Process control: strengthen the internal control of production process, reduce the operational risks of the enterprise and achieve the target of making reasonable operating profit while promoting the market. Guarantee the healthy development of the enterprise and fulfill the rapid growth of market share in fast growing market;

Product batch management: through batch management of original materials and products, at aftersales service and quality control, the controlled products can be discovered accurately to track their quality;

Report system: provide the financial layer and management with various analytical reports and reasonable basis for their management decision by carrying out the report system;

Benefits:
Qingdao Sunsong really sees the benefits of Microsoft Dynamics AX system, e.g. solving the problems of accuracy of system data, sharing of internal information and timely access of reports etc. The AX system is not only beneficial to settling the problem of original system and operation flow, information transfer but also to improving the customer satisfaction by using consignment mode. The AX system timely provides the management with various required data and powerful support for enterprise decision. Meanwhile, it also settles the problems of high cost to use and maintenance cost of original system based on the report system of AX to make ERP system play a real and positive role in improving the management, reducing the production cost and increasing the customer satisfaction for enterprise.

Functional benefits of AX system:
1. Planning calculation – the system will automatically generate a proposed production order, purchase order and transfer form through MRP calculation by sales order to improve the accuracy of MRP calculation greatly.
2. Inventory management - provide multidimensional inventory management, which fits into the actual business flow.
3. Deposit and consignment – effectively reduce the inventory cost and improve the customer service quality by supporting the deposit and consignment businesses.
4. Account management – provide the accurate accounts receivable and management on it based on the features of its monthly statement in discrete manufacturing and totally fitting into the industrial flow;
5. Analytical report – provide various analytical reports on inner management to meet the demands of the management on information through integration with SSRS reports of SQL.
6. System integration – effectively integrate all management modules into one to realize the integration of financial affairs and business.