



“AutoFORM Gives us a Document Quality that Matches our Image as World Class Designers.”

Overview

■ Challenge

To to ensure that account statements, order confirmation forms, delivery notes, invoices and so on are just as attractive as Rosendahl's products and other marketing materials

■ IT Applications

Microsoft Business Solution
Concorde XAL, converting to MBS
AXAPTA

■ Solution

AutoFORM design software
AutoFORM GUI data mapping
interface
AutoFORM email distribution

■ Why AutoFORM ?

"Enable a swift transfer of templates and data mapping configurations from Concorde to Axapta"

■ Is it For You?

AutoFORM is suitable for all companies using ERP and other IT solutions, where you are need to improve document appearance. Added benefits are the ability to distribute documents by email and web-enabled online document archiving and viewing facilities.

AutoFORM is compatible with all IT platforms and IT applications.



Rosendahl A/S is a successful, fast-growing and export-oriented Danish company and is one of the worlds most respected, dynamic and influential producers of high quality 'applied art' glassware and other items for the home.

The products are created by some of Denmark's finest designers and are sold through department stores and gift shops throughout the world, with the motto, *We wouldn't sell something that we don't like ourselves.*

For this reason Rosendahl sets extremely high requirements not only on the form, function and quality of its products, but also on its marketing. This includes the business documents it sends to its customers, says Rosendahl's ERP Manager Christian S. Poulsen:

Most Standard ERP Documents are Poor Quality

"The standard document quality from most ERP systems is not high enough to enable us to live up to our reputation for designing quality products. And our Concorde XAL system is no exception. That's why for many years we've used AutoFORM LaserNet to ensure that our account statements, order confirmation forms, delivery notes, invoices and so on are just as attractive as our products, marketing material and packaging. All the company's outgoing documents must be a pleasure to look at. They must signify quality like all our other products. And thanks to AutoFORM we've achieved this."

Output & Document Management

Documents Also Sent by Email

All outgoing business documents are formatted in the AutoFORM system. The documents exist in five languages – English, Danish, Swedish, Norwegian and German – and most of them are still printed out on paper and sent by post. However, an increasing number are being converted into a PDF format in AutoFORM and then sent to the customers by email, says Christian S. Poulsen:

“We have used AutoFORM’s email function since it came out, and our customers are very happy with it. But our own sellers are also pleased with it, because it enables them to add a quick comment before they forward it by email to their customer.”

Easy to Learn

Christian S. Poulsen is Rosendahl’s ERP Manager and as such is responsible for the operation of the company’s Concorde XAL ERP system. But he is also responsible for the AutoFORM solution, and he quickly learned how to adapt AutoFORM when one of the existing electronic documents needs to be changed, or when new forms have to be designed. And AutoFORM is very easy to use, he remembers:

“AutoFORM has many functions both for formatting and distribution, but despite this I learned how to use it quite quickly just by reading the manual and without having to take a course.”

Quick and Genuinely Competent Support

Rosendahl has therefore not had much need for support from its AutoFORM supplier. But on the rare occasions when it has needed help, the company has received it right away:

“When we call our AutoFORM supplier we always get quick and genuinely competent service. They are very capable and service-minded. When we’ve had to update the system they’ve not only sent a CD but also actively helped us with it. If there are problems, they get solved. We’ve never felt left in the lurch.”

Rosendahl’s IT department is currently considering changing to the latest version: AutoFORM 6 because it has a wide range of new functions and is even easier to maintain than the version the company is using now. At the same time the department is considering replacing the old Concorde XAL with the latest version of Microsoft Business Solutions, Axapta.

Invaluable Aid to our Axapta Upgrade

These kinds of conversions can present major challenges even for the best-manned IT department. But one area where Christian S. Poulsen does not expect any problems is in the integration between AutoFORM and the ERP system:

“AutoFORM is compatible with all IT platforms and at the same time is completely independent of the ERP system. So if we replace our ERP platform, AutoFORM can continue to operate as it does now, totally unaffected by the platform substitution. And if we convert to the new version of AutoFORM we can keep using all our current documents regardless of whether or not we replace our ERP system. So I’m not at all worried about that aspect of the conversion.”

When asked whether he would recommend AutoFORM to other companies switching to Axapta he replied:

"It is well documented that when companies switch ERP'S one of the main causes of cost over-runs & delays is the need to reprogramme the output. It can take months. With AutoFORM we can simply transfer all our existing templates and data mapping conditions over to Axapta which will take about a day, including testing time. Any system that can save you this amount of time, cost and hassle has to be worth considering on that basis alone!"

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