

Case Study



Client: Bravado International Group

Industry: Global merchandising

Partner: Microsoft

“The ability to see live data and accounts has enabled us to take faster and more accurate business decisions, thereby improving our overall agility in the marketplace. Furthermore the cost of ownership is considerably less than our previous system.”

Brian Weatherill,
Senior VP Operations,
Bravado International Group

At a glance

● Challenge

To recommend and deliver a tailor-made ERP solution to streamline business processes and deliver real-time performance data for a global merchandising company.

● Solution

A bespoke Microsoft Dynamics NAV package, tailored to match Bravado International Group's very specific business requirements.

● Results

- The streamlining of processes and provision of critical real-time data
- The implementation of new, improved production procedures
- The improved capture and recording of tour sales data
- The ability to analyse data by key business dimensions such as Property, Channel and Region
- The integration of Microsoft Dynamics NAV with Bravado's EDI system

Business challenge

Bravado International Group develops, markets and distributes licensed merchandise for the global music and entertainment industry. Working with some of the biggest names, Bravado reaches customers via a multi-channel and fast-paced supply chain to international tours, retail outlets and the Internet.

In a specialist market with specific challenges, Bravado needed a technology partner to deliver an ERP solution to streamline processes.

The solution would need to be rolled out across Europe and the US, delivering automation, speed, accuracy and visibility to business-critical

processes anywhere in the world. As well as the normal demands of being scalable and flexible, the objectives were clear. While streamlining processes and delivering cost savings, it had to be user-friendly and quick to implement. And as well as integrating with existing systems, it had to be able to deliver real-time data.



“NAV is a mid-market solution that delivers excellent functionality and automation on just about all ‘normal’ business processes. In addition, it has the flexibility to support customised solutions, so the customer gets what they need without investing in the unnecessary extras of a higher-end technology.”

James Karp,
Sales Manager, ADA

“The support of ADA has been a vital part of the system’s success. We had a tight schedule of just six months to implement NAV across both Europe and the US before support on our legacy ERP system was withdrawn. Consequently, it was important to have a team which could manage the scale, complexity and speed of the integration.”

Brian Weatherill,
Senior VP Operations,
Bravado International Group

ADA solution

With a clear focus on Bravado International Group’s business environment as well as IT infrastructure, ADA carried out detailed research into Bravado and its business-critical processes, developing an in-depth knowledge of exactly what the company needed. ADA soon identified that the flexibility and customisable platform of Microsoft Dynamics NAV meant that a bespoke solution could be created to perfectly match Bravado’s very specific business requirements.

- A dedicated team was created to manage the scale, complexity and speed of the implementation
- A month was spent defining and specifying the precise requirements of the project
- Two months were spent customising the Microsoft Dynamics NAV platform to integrate precisely with Bravado’s current systems and processes
- A month was spent migrating the legacy data over to the new platform
- Two months of training were conducted to enable Bravado to fully use the system on a global basis
- Ongoing support provides Bravado with a complete service ranging from consultancy to system development

Results

The results and benefits of ADA’s NAV solution were quickly realised throughout Bravado International Group by the operations teams, accountants, managers and executives.

- The implementation of a new production procedure to improve the tracking and accounting of goods in production
- The creation of a tailored solution to capture tour sales data more efficiently and the simplification of the back office processing of tour sale accounting
- The integration of Microsoft Dynamics NAV with Bravado’s existing EDI system to upload orders from major customers
- The development of additional routines to upload sales and purchase orders from non-EDI customers and vendors
- The provision of more detailed and multi-dimensional reporting to carry out royalty calculations more quickly
- The capability of month-end reporting schedules to update group reporting systems in a timely manner

The future

Bravado International Group has recently entered into a license agreement with a global brand to develop and distribute merchandise on a grand scale to its dealer channel. ADA is working closely with Brian Weatherill to ensure its scalable NAV solution is ready for

even greater volumes of business. The success of NAV and ADA’s implementation has also grabbed the attention of other companies within the Universal Music Group, which can see the benefits of working with a cost-effective, tailored business process management solution.



Microsoft Dynamics NAV offers small and midsize organisations a powerful yet cost-effective enterprise resource planning (ERP) solution that can be tailored to their own requirements. From financial management to supply chain management, business intelligence to sales and marketing, it simplifies and streamlines highly specialised business processes. It can also be integrated with a wide range of other software products, so that even with existing substantial IT infrastructures, Microsoft Dynamics NAV makes the most of the current IT investment.

ADA is one of the UK’s leading technology services companies with an enviable reputation for technical excellence, reliability and industry-leading standards. We work closely with manufacturers and partners who represent the best in the IT industry to source solutions that offer lasting advantages. Similarly, our consulting and field engineering services are based on an approach that considers your business environment as well as your IT infrastructure, ensuring that your IT delivers real business benefits.