

# ERP IN LINE WITH MULTICHANNEL AND E-BUSINESS

Würth Phoenix enabling a successful integration of e-commerce processes



<b>Company:</b>	Modyf France
<b>Industry:</b>	Production of work and protective clothing
<b>Headquarter:</b>	Erstein (France)
<b>Internet:</b>	<a href="http://www.modyf.fr">www.modyf.fr</a>

## THE CHALLENGES

Modyf was founded in 1997 and is a subsidiary company of the Würth Group. Within a short space of time, the business of Modyf established itself as a special shipper of work and protective clothing as well as high-quality outdoor and recreational garments. Modyf is also a good example on how a perfectly suited ERP solution such as Dynamics AX boosts business models heavily relying on e-business activities.

## THE SOLUTION

- › The introduction of the new ERP system resulted in more efficient work processes regarding all business workflows.
- › Handling of invoices, credit notes, quotations and order confirmations is fully automated; they can directly be saved and processed in the system.
- › It enables Modyf with a seamless integration of e-commerce applications into existing data structures and architectures.
- › It assures consistent communication network established with suppliers, customers and partners.
- › Future expansions and changes of the business model can be easily mapped in Microsoft Dynamics AX.



*In order to remain competitive, on-line and mailorder businesses need innovative and powerful ERP systems to optimize business operations. That's what we found in Würth Phoenix and Microsoft Dynamics AX.*  
Jerome Nussbaumer, Managing Director of Modyf France

