



Unifying Business Processes and Driving Growth: TGS' Transformational Journey With Dogma Group

TABLE OF CONTENT

COMPANY OVERVIEW	3
ABOUT THE COMPANY	4
PROJECT SUMMARY	5
RISKS AND CHALLENGES	7
APPROACH & SOLUTION	8
RESULTS	11
WHAT OUR CLIENT SAYS	12
ABOUT DOGMA GROUP	13



COMPANY OVERVIEW

Company Name:



Industry:

Traffic signals manufacturing and lease



Country:

The UK



Technologies Included:

Dynamics 365 BC health check and reconfiguration

Field Service Power Apps

eCommerce Website

CRM Integration

ABOUT THE COMPANY

Traffic Group Signals (TGS) is a leading provider of advanced portable and temporary traffic signals in the UK. TGS innovates traffic management solutions and is actively involved in manufacturing and R&D with a high focus on quality, safety, and sustainability.



PROJECT SUMMARY

TGS had two separate sub-companies that manufactured and assembled portable traffic lights at different locations. Although the two companies produced slightly different products, many of the components that went into these products were shared.

This led to quite a bit of intercompany use of components and services, the accounting and stock control processes for which were disparate, as one of the companies used Lakeview and the other used **Sage Line 50**. To unify these processes and streamline its operations, TGS initially partnered with a different service provider to implement Dynamic 365 Business Central. However, later decided to **switch to Dogma Group** given our excellent track record of meeting our client's requirements.

"Once we started the implementation project, we realised that there was a disconnect between the initial partner and us. They were used to working with larger companies, and since we were a smaller business, we did not receive the level of service we required," says David Beck of TGS.



So, as TGS explored new potential partners, it came to learn about Dogma's expertise and trusted transformation services through an associate. After a series of initial meetings with the TGS finance and IT teams and Dogma's experts, TGS felt **Dogma was better suited and experienced to reconfigure its existing Business Central.**

Dogma, thus, initiated the project with a discovery session that explored the specific system requirements and existing business processes. This allowed us to optimise future processes and perform a detailed system health check to reconfigure Business Central accordingly.

Thanks to Dogma's consultancy-led approach, after Business Central reconfiguration, TGS and Dogma identified further need for additional solutions to support field service and e-commerce functions. These additional solutions included **Field Service app** and an **e-commerce website.**

With several technologies implemented, TGS required seamless integrations between these and Dynamics 365 CRM . Dogma's experts handled that part of the project as well and ensured real-time data sharing.

This helped TGS centralise all its business data to create a single source of truth for complete visibility across the processes of its two companies. Additionally, it gained efficiencies in its field service and ecommerce workflows.

The bespoke cloud-based system and seamless integrations also ensured futureproofing for TGS with a solution that offered greater scalability and flexibility.

"Our staff experienced heightened confidence after Dogma's implementation and change management, resulting in higher system adoption and increased productivity," says David.

RISKS AND CHALLENGES



TGS wanted to reconfigure its Business Central, which was partially implemented, to unify its multi-company accounting and stock control processes.



While one of the companies within used Lakeview, the other used Sage Line 50. That meant the business data remained siloed and needed proper quality assessment, filtration, and migration to Business Central.



For users unfamiliar with Business Central, there was a need for training workshops to boost user experience and adoption.



Besides Business Central, TGS also required additional solutions to streamline its field service delivery and drive marketing and sales efforts through an WP ecommerce website. These needed **Dynamics 365 CRM integration**, which, in turn, needed Business Central integration.

APPROACH AND SOLUTION



APPROACH AND SOLUTION

This project kicked-off with **initial discovery sessions** that helped Dogma gain a comprehensive insight into the current processes and future system requirements of TGS. This allowed us to develop a clear vision of new business processes and required Business Central configuration. We then proceeded with system review and health check to recommend best practices.

"We wanted to unify accounting and stock control between the two of our companies," David explains, "while still ensuring independent invoicing and sales."

"Dogma's comprehensive system review further allowed us to realise that we also needed other solutions to drive sales and service delivery," David clarifies, "so, there were two other side projects besides Business Central reconfiguration."

Once the recommendations were agreed on, Dogma's experts reconfigured Business Central, which involves tweaking and fine-tuning system features and settings according to the specific needs of TGS.

After Business Central implementation, our consultancy-led approach discovered the need for additional business solutions to support field service and online sales.

APPROACH AND SOLUTION

One of these side-projects involved building **Field Service mobile app**, which was based on Power App. It aimed to streamline field service delivery while providing real-time visibility into service information like categorisation of services into ad-hoc and scheduled tasks. The second one required development of an e-commerce website based on WP Commerce to boost marketing and sales.

Concurrent to the core project, Dogma's independent project and change management teams ensured timely delivery of products, robust communication plan, and higher user adoption to ensure project success.

At the end of the project, TGS was able to improve its accounting and inventory management, streamline end-to-end business processes and integrate data from its two companies. With the reconfigured Business Central, Power Apps portal, and ecommerce website, TGS was all set to achieve scalability, mobility, and flexibility for its processes—from adding new business entities and more users in the future to enabling real-time data updates—without having to spend more on the system.

"After implementing several technologies, what we required was their integration with Dynamics 365 CRM, which again had to connect with Business Central for seamless, real-time data sharing," says David, "that helped us reduce manual time and errors in data-related tasks."

PROJECT BENEFITS



Improved inventory management with integrated business processes and unified data



Affordable Business Central reconfiguration with flexible licensing, so costs were in check and solution yielded a high ROI



Implementation of Dynamics 365 Field Service and development of Field Engineer App along with their integration with the CRM



Created a 'single source of the truth' to provide actionable insights that would support and guide every level in the group



Connected TGS's people, processes and technology with a single, integrated solution that could be accessed anytime, anywhere



Shared data with easy accessibility meant full visibility into the business operations and more data-driven decision making with less ambiguity

KPIS



90% Efficiency in Stock Management



98% Faster Onboarding for New Businesses



100% User Adoption

WHAT OUR CLIENT SAYS



“We are quite impressed with the outcome of our partnership with Dogma. They have a responsive team and communicate clearly. Dogma did not just walk in and carried on with what we expected of our system. Instead, Dogma’s experts patiently sat down with us, reviewed our pain points, and helped us improve our workflows with a reconfigured Business Central and additional technologies. While we wanted a system that supported our present needs, Dogma ensured that our technology was built for the future as well. And for that reason, we feel more than happy and proud to recommend Dogma to our associates and partners.” –

David Beck
Fractional IT Director





Transformations **with Trust**

We are committed to acting responsibly by integrating sustainability into every step of the business, including clients, partners' solutions, and the entire supply chain.



**Ready to embark on your
digital transformation journey?**



Let's talk

dogmaconsultancy

siriusapp

dynamicai

dogmainternational