

A Cable and Wire Manufacturer

Transforming Global **Manufacturing Operations** with Dynamics 365 Finance & Operations



About the Company

A global manufacturer of electrical cables, conductors, and power systems, producing LV, MV, and HV cables (up to 400kV), busways, transformers, and industrial wiring devices. With 756 users across 20 legal entities and 30+ product lines, the company operates from Saudi Arabia with a copper capacity of 10,000 MT/month and aluminum capacity of 6,000 MT/year.

Industry

Cable & Wire Manufacturing Workforce

750+

Presence

Middle East, Europe, and Asia

Service



D365 Finance & Operations



Power BI Dashboards



Vendor Evaluation



MES & Advanced WMS Integration



Financial Automation



Hybrid Onsite/Offshore Delivery



Transportation Management



Automated Pricing Engine

Solution

Item & Coil Tracking Logic

Configured drum and coil tracking for precise cable length management and improved order accuracy across production and logistics.

01

Automated Pricing Engine

Integrated LME-based pricing mechanism linked to product type and customer profiles, ensuring dynamic pricing and reduced manual updates.

02

MES & Advanced WMS Integration

Enabled real-time two-way data sync for production reporting, warehouse automation, and material movements with optimized pallet and bin management.

03

Custom Transportation Management

Developed inbound and outbound transport modules with truck tracking, transporter dashboards, automated billing, and invoice submission.

04

Finance & Vendor Automation

Automated advance/retention invoice handling, petty cash management, intercompany cost sync, and vendor performance evaluation at GRN level.

05

Process & Reporting Enhancements

Delivered 30+ ERP customizations including auto batch picking, pallet-based split/merge, one-click AWMS completion, machine status updates, and Power BI dashboards for customer and inventory aging.

06

Results and Outcomes

- 60% improvement in logistics turnaround time.
- 40% reduction in manual workload across warehouse and finance.
- Real-time visibility across production, inventory, and maintenance processes.
- Accurate, automated LME-driven pricing with transparent cost control.
- Enhanced user adoption with simplified, role-based workflows.
- Improved vendor accountability and interdepartmental collaboration.
- Higher customer satisfaction through timely deliveries and consistent pricing.