

## Microsoft® Business Solutions

### Customer Solution Case Study: Early Light Industrial Co., Ltd

#### Overview

Company:

Early Light Industrial Co., Ltd

#### Customer Profile

Early Light Industrial Co. Ltd. is a world-class manufacturer of toys and consumer products. It is also known as one of the most sophisticated OEM and ODM in the world.

#### Software and Services

Microsoft® Business Solutions - Axapta®

Microsoft Windows™ Server 2003

Microsoft SQL Server™ 2000

#### For More Information

For more information about Navision or ACW, please visit the Web site at:

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Early Light Industrial Co. Ltd. is a world-class manufacturer of toys and consumer products. It is also known as one of the most sophisticated OEMs (Original Equipment Manufacturers) and ODMs (Original Design Manufacturers) in the world. Established in 1972, Early Light is headquartered in Hong Kong with its manufacturing facilities situated in Shen Zhen, China. For more than 30 years, we have been producing a wide range of products from basic decorated molded figures to highly precise electronic products.

### Business and Technology Goals

*"We mainly produce high quality toys. The BOM of our products are various, from a very complex combination to a very simple one. ERP system can help to improve the flexibility of production planning by providing materials details in order to calculate required materials quantity".*

**Kelvin Lui, IT Manager, Early Light Industrial Co Ltd.**

### Standardize data format

Previously, different departments use different software to handle their daily work. "When department B collected report from department A, department B had to entry the data again because different departments use different report format".

"With Microsoft Axapta ERP system, all departments use the same platform to process their works. The system links up our 6 factories in ShenZhen which can help to improve the communication among departments, it also help management to do resources planning". Mr. Lui said.

### Flexible resources arrangement

Microsoft Axapta system can monitor the production status of each factory, in case of any increasing or decreasing order volume, the system can rearrange the resources in order to meet the sudden change.

"Axapta can shorten the production planning time in case of increasing order. The system can monitor the production capacity and warehouse inventory. Not only monitoring resources flow, but also having inventory alert function. It will help us to know if any material is running low and the room to increase production capacity of each factory. The system can also calculate how much we will lose in case of decreasing order, so that we can take immediate action to minimize our loss". Mr. Lui added.

On top of existing modules, Early Light will implement CRM module in the near future in order to develop e-commerce business. At the same time, they are planning to implement Human Resources module in the next stage.

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