

Acora: Case Study - Bravado

Cutting costs while leveraging quality with
Microsoft Dynamics NAV

Bravado: delivering for the biggest names in music



'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. Further, the cost of ownership is considerably less than our previous system.'

Brian Weatherill
Senior VP Operations
Bravado International Group

Bravado International Group is the leading merchandising business for the global music and entertainment industry. They are a full service, branded entertainment company that seamlessly designs, produces and distributes licensed merchandise for the biggest names in music. They oversee a multi-discipline, coherent end-to-end process across the world's largest cities, including Los Angeles, New York, Tokyo, and Berlin.

Business focus

Like any business working to strict targets in the face of shrinking margins, cost reduction and process streamlining were essential reasons to address their business technology. But Bravado's business model was also highly complex. They needed technology to deliver simplicity, control and accurate insight in order to realise significant new value and boost their competitive performance. Yet the business was also contending with many specific factors:

Unique challenges

◆ Demanding customer base

Bravado works with some of the biggest names in the industry who buy into the strength of their reputation. Maintaining a clear competitive advantage was essential to retain these discerning and demanding customers. To do this, they had to exceed their competition in every respect.

◆ Multiple global locations

Bravado had to contend with offices spread across multiple geographies across Europe and the US. The user experience had to be consistent irrespective of the location, and any system changes needed to be implemented quickly across the business.

◆ Specialised requirements

Bravado relied on specialist applications to deliver the core line of business. These applications needed to be protected during any system changes and be able to work seamlessly with new technology.

◆ Simplicity & accessibility

The technology needed to be easy to implement, and clear to use across the multiple locations and varying levels of technical capability.

◆ Strict time limitation

Bravado had only six months to implement a new ERP platform before support for the legacy ERP was withdrawn. There was absolutely no margin for error.

When our customers talk, we listen

Bravado's working environment was complex and needed an exceptional level of understanding. In order to fully grasp the specialised processes, specific pressures, particular demands and quality standards, it was essential to spend a significant amount of time observing and assessing their working environment, not just their existing IT infrastructure.

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The support of Acora 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 of 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

Expert recommendation

With our understanding of the business, it became clear that Bravado needed an ERP platform that would not only streamline processes and reduce costs, but really create new value for their business: enhancing speed, accuracy and business insight. They needed an ERP platform that offered exceptional flexibility and the ability to shape around the individual business needs. The adaptability of Microsoft Dynamics NAV platform made it the best possible choice for the business.

Shaping our services around you

◆ Commitment

With no room for error, a dedicated team was created to manage the scale, complexity and speed of the business-wide implementation.

◆ Expertise

The team spent a full month defining and specifying the precise requirements of the project, and a further two months customising the Microsoft Dynamics NAV platform to ensure that it would merge seamlessly with the specialised business-critical processes.

◆ Careful management

A month was spent gradually migrating the legacy data over to the new platform, and two months of full training were conducted to ensure capability was consistent across their global locations, allowing them to release maximum value from the system irrespective of location.

Focussed on outcomes

The key benefits of the customised NAV platform were quickly felt across the organisation by operations, accountants, managers and executives.

Our services delivered:

- ◆ Streamlined processes
- ◆ Capture of critical real-time data enabling immediate strategic action
- ◆ Enhanced reporting capabilities
- ◆ Seamless integration with existing EDI system
- ◆ New ways to analyse data via key business dimensions
- ◆ New production procedures for enhanced accounting and tracking of goods in production

'NAV is a mid-market solution that has the flexibility to support customised solutions, so the customer gets what they need without investing in the unnecessary extras of higher-end technology.'

Brian Weatherill
Senior VP Operations
Bravado International Group

Further information



E: enquiries@acora.com
T: +44 (0) 1444 232 000

acora.com