Total Dynamics Solutions

AXUG: *Tell me about Total Dynamic Solutions.*

Mike Skillingstad (MS): We're a complete enterprise business management solution. We provide our clients with a pre-packaged Data Mart and help them build out custom business intelligence (BI) tools such as cubes, web reports, and dashboards. We also have a full suite of web-planning products that cover everything from financial and Customer planning to merchandise and store operations planning.

AXUG: *Do you do a significant amount of work in the retail space or do you work with other industries as well?*

MS: Yes, we do a fair amount of work with retailers, but we also work with a wide variety of industries. We have clients in healthcare, consumer packaged goods, and manufacturing – even a large pizza franchise company.

AXUG: *Are your products "on the shelf" or custom built for each client?*

MS: It's a hybrid between the two. We offer a fully developed product that is then configured to fit our clients' specific business needs.

AXUG: *How do you approach BI with your offerings?*

MS: In the book "Good to Great," Jim Collins talks about the "Doom Loop." The Doom Loop is when a business hastily reacts to disappointing results without real understanding. This over-reaction typically leads them to make poor business decisions and change direction too quickly, which causes a loss of momentum that more often than not creates additional disappointing results.

Our goal for BI is to provide proactive information related to what's happening in a User's business to find the root cause of issues rather than stopping at 30,000 feet and hoping to make the right decision. Granular levels of data can create insights that can provide more actionable and concrete information for the C-level executive down to the first level manager. This creates

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much greater visibility across the organization. We want Users to quickly identify opportunities and issues with our graphical tools and reports, then use our planning tools to create accountability and enable better decision-making capabilities.
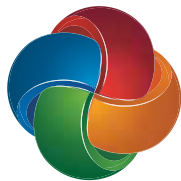
AXUG: *What kinds of things are Users able to do better because of your solution?*

MS: Under the theme of visibility and accountability, one of our healthcare clients has said that our software solutions are revolutionizing their business. They can see things in real-time and know that it's right. In our system, one plus one equals two. It's not 1.9996 or 2.001. They can get at their information faster and more effectively and know and trust that it's right. Secondly, they can push that information down through their entire organization and hold people accountable like they've never done in the past.

Another good example is with sales teams. Salespeople often aren't held accountable for specific numbers and can typically create a number of reasons why something wasn't accomplished. Our tool makes salespeople commit, which is a huge value-add to our clients.

AXUG: *But not necessarily to the sales guy!*

MS: You're right. We're not a "five days and you'll be running dashboards" model. Our process is more involved. Real and lasting change doesn't happen overnight. We need to help people think about their business differently so they can create relevant visibility and accountability through our tools. The good

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salespeople will come back and say the product is great. The ones that aren't good probably needed to go work somewhere else.

AXUG: *What do you have coming up for your clients?*
MS: A fully-hosted extranet version of our software is complete, which allows clients to access our applications online without a large IT staff or IT infrastructure.

We have a large steel manufacturing client that will be using our new hosted system. They're a holding company, own a number of mills, and don't have a data center and IT staff. Our new fully hosted, web-enabled toolset is going to work very well for them.

AXUG: *What do you like most about working with the Microsoft Dynamics AX User community?*

MS: I have been very impressed with the sophistication of the Microsoft Dynamics AX User community. We work with a wide range of ERP platforms, and Microsoft Dynamics AX Users are consistently more organized and more interested in continuing to grow their capabilities and toolsets.

Microsoft Dynamics AX Users know that Microsoft and Microsoft Partners have new tools for them. Other platforms don't have developers that are bringing new tools to the space, so the Users don't look at their systems the way Microsoft Dynamics AX Users do.

We're excited to be in the space, and we appreciate what AXUG does for the Users. We're excited to be a part of the Microsoft Dynamics AX community in general and look forward to continuing the partnership into the future.   *AXUG*