



HA-LO handles international issues and project costing

The international locations of promotional products distributor HA-LO have more complicated system needs than their U.S. offices. Multiple currencies, taxes and customs, not to mention language differences, are easily handled by Navision Axapta. With over 300,000 products, 3,500 vendors, and varied sales commission procedures, HA-LO also has critical demands on tracking project costs precisely, which the Navision Axapta Project Series addresses perfectly.

Company Profile

HA-LO is a fast-growing international distributor of promotional products for increasing brand awareness. From clothing items to calculators and pens, HA-LO helps companies create their brand marketing and merchandizing events, both internally to employees and externally to customers. Many items are purchased from suppliers for further packaging by HA-LO (company logos are then imprinted, etc.) and some are produced directly by HA-LO to customer specifications.

HA-LO has expanded very fast in Europe, more than doubling in the past two years with the acquisition of many smaller companies. Currently, they have offices located in Belgium, the United Kingdom, Germany, Italy, France, Norway, Finland and the Netherlands, in addition to two in Canada and the 40 U.S. locations.

Customers like Coca-Cola, car dealerships, and banks have time-sensitive demands for the products to show up as planned for the right events. This

means that HA-LO has to be able to forecast, monitor and track product deliveries and production with strict dates. In addition, the exact cost breakouts by project are important with so many vendors and customers to deal with simultaneously.

Situation

HA-LO initially started looking at new software several years ago to avoid the Year 2000 problems with their old disparate systems in the U.S. The European locations had more complicated needs, including reporting issues like being able to consolidate all monthly accounts from different countries and currencies. The large amount of products and vendors also means they need to be able to process orders in many diverse ways and track exact costs of each order.

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Business Solution

In 1998, HA-LO in the states had evaluated several large systems, but these were big and expensive, requiring too much customization by costly consultants for Europe. In Belgium, they checked out Navision and another Navision product called Navision XAL with which one of their newly acquired Norwegian companies had reported good experience. Through this last investigation, HA-LO learned in mid-1999 about Navision's integrated enterprise solution developed with the newest technology: Navision Axapta. Its easy customization features meant they could adapt the solution to their exact needs – current and future. The Navision Axapta Project Series combined with the basic Financial, Production and Logistics Series gives them the ability to track exact costs and processing of every order. Navision Axapta is also built for their Microsoft NT environment with the MS SQL 7 server.

Benefits

Navision Axapta provides HA-LO with exact cost tracking by purchase order through their 3,500 suppliers, also handling sales commissions with varied types of payments – some on straight commission or bonus, others by percentages - on top of different currency and language needs. They can track product costs, freight and transport, and delivery dates. With many merchandizing events being time-sensitive, it is tantamount that HA-LO can ensure purchase, production and/or assembly, and delivery of their products by determined deadlines.

“Right off the shelf, Navision Axapta offers what we need in order processing and tracking, multi-

currencies and languages. For those things that do need customization in future, Navision Axapta is easy to adapt with its leading-edge technology,” says Alan Baldwin, Chief of European Operations for HA-LO. “We set up a Super User team, too, who are finding it simple to customize screens and reports individually.”

About Navision a/s

Navision a/s is a leading global provider of cost-effective and adaptable integrated business solutions that help companies in their quest to grow. The company has 124,500 customers worldwide, a global network of more than 2,000 partners, and 1,130 employees in 25 countries. The Navision product line consists of Navision Axapta[?], Navision Financials[?]/Navision Attain[?], and Navision XAL[?]. Navision a/s was created through the merger of Navision Software a/s and Damgaard A/S in December 2000. Its shares are listed on the Copenhagen Stock Exchange (CSE: NAVI). The company is headquartered in Vedbaek, Denmark.

You can learn more about Navision a/s on the Internet at www.navision.com.

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