



Case Study



What matters to UAP is keeping Canada moving

Do what matters

As Canada's leading distributor and merchandiser of automotive parts and accessories for cars and heavy vehicles, UAP needs real-time, relevant data about product inventory and pricing so employees can best serve consumers, mechanics and fleet operators. Its Microsoft Dynamics AX 2012 ERP solution was losing support, and UAP took the opportunity to advance its digital transformation with [Microsoft Dynamics 365](#).

Business situation: Garage-kept classic isn't road-ready

When UAP employees interacted with Dynamics AX 2012, they could empathize with some of their customers. Similar to gearheads who tinkered on collector cars, UAP had built Dynamics AX 2012 to its own specifications and kept it close to home, lingering on some routine maintenance because employees were familiar with the idiosyncrasies introduced through customizations. When Dynamics AX 2012 was losing Microsoft support, UAP needed to upgrade its ERP solution and chose Microsoft Dynamics 365 as its ride to the future.

Employees feared they would not be able to adapt. They were used to the workflows and experience of Dynamics AX 2012 and wanted to maintain the familiar look and experience of Dynamics AX 2012.

Company name: UAP

Country: Canada

Industry: Retail

Company size: ~5,000

Solution: Microsoft Dynamics 365

Solution: Heavy processes made comfortable

We understood we had to equip the high-performance Dynamics 365 with all the comforts UAP employees appreciated in their legacy solution, so we started with an assessment of UAP's business processes, system configurations and data structures in Dynamics AX 2012 using the Avanade Estimator Model tool.

"We looked at all our business processes, looked at all the variables and really verified that we were on the right track with Dynamics 365. Avanade helped us confirm that cloud architecture was viable and wouldn't be a challenge, so that gave us a huge amount of confidence moving forward."

- Raynald Paquin

Senior Director of IT, UAP

Thorough data mapping, standardization and cleansing activities minimized potential disruptions and data inconsistencies. Leaders wanted to ensure UAP employees would trust the new wheels, though.

"It was very important to share the benefits of the new platform with our employees. We made it clear that they wouldn't lose anything in terms of business capability coverage. We also promoted the benefits of moving to the cloud – performance is faster."

- Raynald Paquin

Senior Director of IT, UAP

We tailored the migration strategy to UAP's requirements and immediately imported Dynamics AX 2012 customizations to Dynamics 365 in a way that allowed the team to upgrade with ease and respect the current architecture. This ensures employees can continue following familiar processes as they ride the on-ramp to digital transformation. Additionally:

- Custom tables in Dynamics 365 show historical and current data for a comprehensive understanding of financials, pricing trends and reporting.
- Screen personalization inside the solution allows a look and feel that supports quick employee adoption and high satisfaction.

We hosted the migration environment and assured data integrity and accuracy throughout the process. The UAP team was integral to this effort. Post-implementation, we extended our support to remedy issues, fine-tune Dynamics 365, optimize workflows and help UAP use the full potential of the solution.

Results: Employees enjoy the wind at their backs and faster speeds

UAP employees use Dynamics 365 to extract information necessary for customer service, warehouse/inventory, finance and product management functions. Diverse data is uploaded to Dynamics 365 and viewed there. And employees can do things faster. "Price changes, discounts, promotions and exchange rate changes get applied much faster in the field than before," Paquin says.

In fact, 98% of all UAP business processes are faster now than they were on Dynamics AX 2012. "Our people are comfortable and familiar with Dynamics 365 now," he says. "We're able to position ourselves so that we can adapt to higher volumes of price adjustments. As the market evolves, we can quickly pivot and provide a turnaround in pricing to remain competitive."

About UAP

UAP is Canada's leading distributor and merchandiser of automotive parts and replacement accessories for cars and heavy vehicles. We are also a subsidiary of Genuine Parts Company (GPC), the largest vehicle parts distribution network in North America, which is headquartered in the United States. Combining an international presence with a local approach, GPC allows us to reinforce our leadership position and benefit from both a solid distribution network and proximity to our communities in Canada.



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About Avanade

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