



Introducing Metaphorix

Changing the way you do business – for good

Metaphorix helps small and medium-sized companies change the way they do business with their customers and with their suppliers. Using the Dynamics NAV suite of ERP and CRM software from Microsoft, together with our high quality professional services, we evolve your business processes to deliver a faster, more accurate, more productive and more efficient business model to the benefit of everyone that interacts with it.

About Us

Since its inception, Metaphorix has been leading the way in implementing Microsoft Dynamics NAV solutions.

We began life in 1998 as the Software Solutions Division of Mitsubishi Electric. Breaking away from our parent company, we conducted a careful review of the major ERP solutions on the market.

The company decided to focus on the delivery of just one product set, Microsoft's Dynamics NAV (previously known as Navision), and to structure our services portfolio to ensure its successful implementation for all our clients.

Dynamics NAV is a high quality ERP application software package that offers superb value for money, yet is easy to use and can be completely tailored to suit a wide range of business requirements.

Metaphorix is now one of the premier partners for Microsoft Dynamics NAV in the UK and a consistent top performer in terms of new installs and customer service.

Today the company has a strong customer portfolio in our chosen vertical markets across the SME and Corporate sectors.

We provide every type of support service that our growing customer base requires.

We have continued to invest in our staff and their skill base to help us to build a product portfolio that offers a complete solution set for all our customers.

Our role-tailored software enables clients to quickly access everything they need to carry out their tasks.

Our unique approach to delivering projects, offering fixed price contracts, means that our customers know exactly what they are getting for their money.

That's why we are the partner of choice for over 100 companies, from construction and manufacturing to retail and distribution.

Microsoft Dynamics NAV

Microsoft Dynamics NAV is an integrated, adaptable business management solution that enables people to make important business decisions with greater confidence.

Microsoft Dynamics NAV has the look and feel of familiar Microsoft applications – making adoption by users easy and reducing the risks inherent in implementing a new solution.

These solutions automate and streamline financial, customer relationship and supply chain processes to help drive business success.

Microsoft Dynamics NAV

Microsoft Dynamics NAV is a business management solution for small and mid-sized organisations that helps you simplify and streamline your highly specialised business processes, rapidly adapting to the unique way you do business.

Dynamics NAV provides you and your people with industry specific functionality that's relevant to the local needs of your operation, even for the most highly specialised industries and organisations.

Through its built-in customisation features, Microsoft Dynamics NAV helps you easily add functionality, custom applications and online business capabilities.

Microsoft Dynamics NAV addresses the following business areas.

- Financial Management
- Manufacturing
- Project Accounting & Control
- Business Intelligence
- Sales and Marketing
- Distribution
- Purchase and Payables

Microsoft Dynamics CRM

Dynamics CRM is bringing Customer Relationship Management software into a new era.

It is a flexible CRM solution that works the way your people do, sitting within Outlook as a fully integrated part of your desktop office systems.

Introducing Metaphorix

Vertical Market Solutions

Working for many years within our chosen industry sectors has helped us to develop a number of specific solutions for key vertical markets. These solutions address the exact requirements of those markets. Industry-specific solutions we provide include:

Construction

- Housing & commercial property building, civil engineering, infrastructure and hi-tech project engineering

Manufacturing

- Engineering, consumer and hi-tech goods

Distribution

- Wholesaling, supplying to retailers and on-line retailing (etailing)

Service

- Installing, repairing & maintaining companies, not-for-profit organisations and professional services companies

Services

At Metaphorix we pride ourselves on being a 'One Stop Shop' solutions provider, offering every service required to deliver our solution.

We provide a range of products and services to assist with the smooth implementation of any project. These services incorporate product design and development, business analysis, consultancy, training and support.

As a Microsoft Partner, we not only recommend business systems, but also the underlying infrastructure components, reporting and business analysis applications, databases, email applications, remote connectivity and hardware to completely meet your business needs.

Our Standards

In order for us to be able to install and support the Microsoft Dynamics NAV and Dynamics CRM product sets, and the other complementary products in our range, we have invested in our staff, training them to the highest technical and commercial standards.

Not least of the standards we adhere to are those laid down by Microsoft themselves, to ensure that their partners provide the best possible service and support to customers.

Proving that we meet the standards necessary to implement and support all the products we supply is an ongoing process and involves continual training and certification – culminating in each member of staff passing formal examinations in our chosen 'Competencies'.

We maintain our Microsoft Partner status with competencies in:

- Microsoft Business Solutions
- Data Management Solutions
- Custom Development Solutions

This transparent standard gives you and all our customers total assurance that we have undertaken the necessary training and accreditation to implement your chosen business solution to the highest standard.

Our Approach

At Metaphorix we work on a simple premise – all companies want to address the need for change so that they remain competitive. In today's fast-changing business world, the company that never considers the need for change will be sorely disadvantaged in the longer term.

Whatever business you are in, the pressure for change is significant. Changes to processes, routes to market, the deployment of technology, the increasing demands of customers and suppliers, the use of the internet, personnel skills, outsourcing, better access to management information – the list goes on and on.

At the heart of many of these issues is the existing business system employed to keep the company going – the accounting and financial systems, customer records, inventory and supply chain management, sales records and prospects, supplier contacts etc.

That's why for us the heart of the process is helping our clients change the way they do business through changing the business system they employ.

Changing the Way You Do Business

To help achieve effective change you need a supplier who understands both the business issues and the system issues involved.

You need a systems integration and software solutions provider with a simple mission – to help you change the way you do business to become more successful and competitive whilst minimising the risk associated with change.

The supplier you need is Metaphorix.

How you define success will often determine the scope of a potential project – cost reductions, business streamlining, increased automation, improved management reporting, better business communication.

These are just a few of the issues businesses face on a day-by-day basis, but there is a common similarity – there is a need to streamline and improve the inherent processes to allow a business to grow, become more successful and ultimately more profitable.

Six Steps to Success

We make sure our clients get true business benefit, a rapid return on their investment and a helping hand maintaining their competitive edge, using our six-step approach.

Step 1: Understanding your current frustrations and pains

Step 2: Improving existing processes and operations

Step 3: Reducing costs and overheads through the automation of processes

Step 4: Providing the business with quicker decision-making tools

Step 5: Increasing visibility of business data

Step 6: Providing better quality management information

Fixed Price Contracts

Our approach to projects is designed to offer complete certainty, to remove the factors that put the project at risk of overrun and to give you the peace of mind you need when taking projects to the Board for sanction.

Because we know exactly what it takes to implement Dynamics NAV successfully, we are prepared to fix the price of the entire project. All we need is a clearly defined scope, achieved through a few days initial consultancy.

Our approach is incredibly attractive to our customers. They get the reassurance that the cost they've budgeted for the project will be the final cost of the implementation – no surprises, no embarrassing requests for more funds, a guarantee of success.

For more information about our products and services, please call: **01675 432400**, email us at: **sales@metaphorix.co.uk** or visit our website: **www.metaphorix.co.uk**

Metaphorix


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