

Customer Story | PONSSE



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Customer **profile**

Ponsse, one of the world's leading manufacturers of cut-to-length forest machines, continues to utilize latest technology to develop its operations. The goal of the new, global ERP solution is to unify, streamline, and automate processes to serve customers with superior experience.

Challenge

Headquartered in a small village called Vieremä, Finland, Ponsse is one of the world's leading manufacturers of cut-to-length forest machines. The company was founded in 1970 by forest machine entrepreneur Einari Vidgrén, and it has been a forerunner in cut-to-length logging throughout its history.

Today Ponsse has customers across the Nordics, Europe, Asia-Pacific and Americas as well as about 30 dealers globally.

“All our forest machines are manufactured here in Vieremä and 80 per cent of our production is exported”, says Miika Soininen, Chief Digital Officer at Ponsse.

Data-driven customer service and responsible forestry

During the past years Ponsse has been investing in data-driven business development in order to provide its customers with more comprehensive service and to support responsible forestry. The company has developed, together with its customers, new digital solutions for preventive maintenance, for example.

As part of the company's global digital development, Fellowmind delivers Ponsse an ERP solution based on Microsoft and Annata systems.

“To replace our current systems, we needed a solution that can harmonize some of our important core processes so that we can serve our customers faster on a global level. For example, we want our customers to have an easy access to the maintenance data of their forest machines and to offer them an easy way to purchase spare parts,” says Miika Soininen highlighting some of the practical outcomes of the development.

Ponsse aims to be the best solution provider and offer superior customer experience, not only by selling machines but also by selling solutions with the best cut-to-length machines in the world. To achieve this, some of the identified challenges to overcome were:

- Data was scattered in silos and not easily available for global analysis and actions
- Lack of resources for development of processes and systems
- Old and rigid legacy systems
- Plenty of manual work in different systems

To support Ponsse's digital services, the Ponsse team wanted the ERP to also handle processes for the company's external stakeholders such as dealers and customers through APIs. Additionally, there were requirements for real time data to be extracted to Microsoft Azure Data Platform and from there to be used for reporting, analytics and digital applications running in the Microsoft Azure cloud.



Approach

Ponsse's choice, as the new ERP, was Microsoft Dynamics 365 complemented by the A365 designed for the manufacturing and distribution industry of vehicles and heavy machinery.

The new ERP solution is being used for a number of things, such as material and stock management, procurement, sales, deliveries, field work control and maintenance, invoicing, and financial management and reporting. The ERP solution is also used for aftersales processes, such as spare parts sales and maintenance.

Particular attention has been paid to the user experience: all functions can be used anywhere in the world, with any device and also in offline mode.

Fellowmind's industry knowledge convinced Ponsse's management of the choice

The choice of the solution and partners was made with great care and the selection criteria included themes such as "Partnership and project plan" and "Fit to business need" as well as "Technical solution". After a thorough tender process, Ponsse was convinced by the expertise and approach of Fellowmind, which has plenty of experience in ERP solutions for the manufacturing industry and its aftermarket. Fellowmind is one of the leading Microsoft partners in Europe. The solution is delivered to Ponsse by Fellowmind's Finnish and Swedish teams.

Microsoft technologies as the backbone for strategy execution

The understanding of Ponsse's industry has been in focus throughout the project, and Ponsse employees were committed to the new solution already in the early stages. With the Dynamics 365 Finance and Supply Chain Management solution, Ponsse can manage the entire production and the life cycles of products and services with a single digital platform.

Additional benefits created with Annata technology

The A365 industry solution based on the Dynamics 365 environment additionally enables Ponsse to have a structured process for registering and monitoring all asset items with a serial number throughout the products' life cycles, from the components through purchase and assembly to sale or rental. The system also supports all aftermarket processes, such as field service, warranty management, maintenance agreements, and spare parts management.

Result

The agreement between Ponsse and Fellowmind is for five years, consisting of implementations in all 12 countries. The solution was already successfully implemented in Ponsse's Swedish and Norwegian subsidiaries and roll-outs in other countries will follow.

The main results achieved include among others:

- Faster and smoother customer service through better access to relevant information
- Information available is clearer and easier to use than before
- Many of the manual processes and tasks have been automated
- User experience has been significantly improved through user friendly solutions and mobile tools
- Data between different countries is unified and comparable for deeper analysis and action



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We are very happy with our decision to choose Fellowmind as the implementation partner. Throughout the project we have been pulling together very well.

Miika Soininen

Chief Digital Officer, Ponsse



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