Case study | Ponsse

How Ponsse went **from data disintegration to real-time visibility**

A cutting-edge leader, **excelling in forest machines**

Headquartered in the small village of Vieremä, Finland, Ponsse stands as a global leader in the production of cut-to-length forest machines. Founded in 1970 by forest machine entrepreneur Einari Vidgrén, the company has consistently been at the forefront of cut-to-length logging.

Today, Ponsse serves customers across the Nordics, Europe, Asia-Pacific, and the Americas, maintaining a global presence with approximately 30 dealers worldwide. Miika Soininen, Chief Digital Officer at Ponsse, emphasizes, "All our forest machines are manufactured here in Vieremä, and 80 percent of our production is exported."

Advancing Ponsse's global operations with **an automated, unified ERP solution**

The introduction of a new global Enterprise Resource Planning (ERP) solution aims to consolidate, streamline, and automate processes. The overarching objective is to provide customers with a superior and seamless experience.

Data-driven customer service and responsible forestry machines

"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 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.

During the past years, Ponsse has been investing in data-driven business development 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 delivered Ponsse a solution from Annata that was built on the backbone of Microsoft technologies.

Addressing challenges with a **seamless, data-driven, customer-first solution**

Ponsse aimed to be the best solution provider, offering a superior customer experience by not only selling machines but also providing solutions with the world's best cut-to-length machines. To achieve this goal, Ponsse identified several challenges to overcome:

> Data was scattered in silos and not easily available for global analysis and actions

> Lack of resources for the development of processes and systems

> Old and rigid legacy systems presented challenges in adapting to evolving needs

> Plenty of manual work was involved in different systems

To enhance Ponsse's digital services, the ERP system was envisioned to handle processes for external stakeholders, including dealers and customers, through APIs. Additionally, the requirements included real-time data extraction to Microsoft Azure Data Platform. This data would then be utilized for reporting, analytics, and digital applications running in the Microsoft Azure cloud.

A365 ensures **global access, streamlines operations, and enhances user experience for Ponsse**

Ponsse's choice for the new ERP system is Microsoft Dynamics 365, offered though the comprehensive A365 solution, specifically designed for the manufacturing and distribution industry of vehicles and heavy machinery. The new solution was deployed for various purposes, including:

> **Material and stock management:** Efficient handling of material and stock.

> **Procurement:** Streamlining procurement processes.

> **Sales and deliveries:** Managing sales orders and deliveries.

> **Fieldwork control and maintenance:** Coordinating fieldwork activities and maintenance tasks.

> **Invoicing:** Generating and managing invoices.

> **Financial management and reporting:** Overseeing financial aspects and facilitating reporting.

> **Aftersales processes:** Handling aftersales activities, including spare parts sales and maintenance.

Particular emphasis was placed on the user experience, ensuring that all functions were accessible worldwide, on any device, and even in offline mode.

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

The selection of both the solution and partners was a meticulous process, guided by careful consideration. Criteria such as "partnership and project plan," "fit to business need," and "technical solution" played a pivotal role. Following an extensive tender process, Ponsse was impressed by the expertise and approach demonstrated by Fellowmind regarding the A365 solution. With a wealth of experience in ERP solutions for the manufacturing industry and its aftermarket, Fellowmind stands as one of the foremost Microsoft partners in Europe. The solution was delivered to Ponsse through collaboration with Fellowmind's Finnish and Swedish teams.

Microsoft technologies as the backbone for strategy execution

The project has consistently prioritized a deep understanding of Ponsse's industry, and from the early stages, Ponsse employees have shown dedication to the new solution. Leveraging the Dynamics 365 Finance and Supply Chain Management solution through A365, Ponsse now can oversee the complete production and life cycles of both products and services through a unified digital platform.

Additional benefits created with Annata technology

The A365 industry solution, built on the Dynamics 365 environment, provides Ponsse with a systematic approach for registering and tracking all asset items, each assigned a unique serial number, throughout their entire life cycles. This encompasses the journey from individual components through the stages of procurement and assembly to eventual sale or rental. The system effectively manages various aftermarket processes, including field service, warranty management, maintenance agreements, and spare parts management.

Accelerating access, automation, and analysis across 12 countries

Ponsse and Fellowmind have entered into a five-year agreement encompassing implementation of A365 across all 12 countries. Initial successes have been witnessed with the solution's effective implementation in Ponsse's Swedish and Norwegian subsidiaries, paving the way for subsequent roll-outs in other countries.

Key achievements include:

> Enhanced customer service efficiency, resulting in faster and smoother interactions facilitated by improved access to relevant information.

> Improved clarity and usability of available information compared to previous systems.

> Automation of numerous manual processes and tasks.

> Substantial enhancement of user experience through user-friendly solutions and mobile tools.

> Unification of data across different countries, enabling more in-depth analysis and informed decision-making.