



Endeavor4 Customer Story

Lane Sales

Retail Services

Lane Sales Right-Sizes Its ERP with Microsoft Dynamics 365 Business Central



Customer Profile

Lane Sales and Lane Logistics provide third-party logistics and retail services to manufacturers and distributors in the retail industry.

In addition to warehousing and fulfillment, Lane Sales provides outsourced services and reporting that help its clients assess opportunities, prepare quotes, and secure new business.

Goals

- Replace an aging Microsoft Dynamics AX environment.
- Select an ERP platform suited to the organization's size and operational complexity.
- Support multiple entities and multi-currency requirements.
- Improve reporting, automation, and access to real-time information.

Industry

Third-Party Logistics and Retail Services

CAN HQ: Guelph, Ontario

Partner

Endeavor4

www.endeavor4solutions.com

Executive Summary

Lane Sales and Lane Logistics provide third-party logistics, warehousing, fulfillment, and retail services to manufacturers and distributors.

With Microsoft Dynamics AX 2012 R3 approaching end of support, Lane Sales needed a modern ERP platform better suited to its size and operational requirements. Endeavor4 recommended Microsoft Dynamics 365 Business Central as a more practical and affordable alternative to Dynamics 365 Finance & Operations, enabling a seamless migration without operational downtime.

Business Challenge

Lane Sales was operating an older version of Microsoft Dynamics AX that had been implemented several years earlier and was approaching end of support. The expected migration path was an upgrade to Microsoft Dynamics 365 Finance & Operations, with an estimated implementation and subscription budget exceeding half a million dollars.

For a mid-market organization with fewer than 50 users across its finance and warehouse teams, the proposed solution introduced more cost and complexity than Lane Sales required.

The organization needed a scalable ERP platform that could support multiple entities, multi-currency transactions, warehouse operations, and evolving third-party logistics requirements. It also needed a flexible foundation capable of supporting new lines of business and future growth without disrupting daily operations or customer service.

Solution

Endeavor4 helped Lane Sales select Microsoft Dynamics 365 Business Central as a right-sized cloud ERP for its finance and warehouse teams.

The solution consolidated financial and operational data, supported core financial and warehouse management requirements, and delivered automated reporting and real-time visibility. The migration was completed without operational downtime.



“Facing the reality of AX 2012 R3 reaching its end-of-life, we recognized the urgent need to devise a seamless and efficient migration plan that would ensure minimal downtime during the transition. After a few meetings with Endeavor4, it was clear Business Central (BC) would be a better fit. The BC migration is faster to implement and was more affordable.”

Paolo Cremasco, PMP, IT Director, Lane Sales

Business Benefits

Following its migration to Microsoft Dynamics 365 Business Central, Lane Sales gained a more accessible and efficient ERP environment. End users across departments benefited from greater ease of use, real-time reporting, and automated processes that reduced time spent on routine activities.

Automated reporting and unified organizational data also gave the executive team a real-time view of financial performance and daily operations. This improved visibility helped leadership identify productivity issues and make more informed decisions supporting client satisfaction.

By moving from Dynamics AX to BC, Lane Sales achieved cost savings while gaining expanded reporting, analytics, and automation capabilities. Combined with the avoidance of operational downtime, these improvements contributed to a strong return on investment.

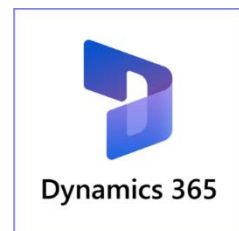
Transformative Partnership

Endeavor4 helped Lane Sales assess its ERP requirements and identify a migration path that better aligned with the organization's size, operational needs, and budget.

Rather than directing Lane Sales toward a larger and more complex ERP environment, the team recommended Microsoft Dynamics 365 Business Central as a right-sized alternative.

Endeavor4 then worked with the organization to configure the financial and warehouse management capabilities required across Lane Sales and Lane Logistics.

This practical, requirements-based approach helped Lane Sales transition from its legacy Dynamics AX environment while limiting disruption and establishing a more flexible platform for future growth.



About Endeavor4

At Endeavor4, we strive to make every system smarter, every process simpler, and every decision yield success – because we strive to deliver everyday excellence for our clients. We are a North American Consulting and Microsoft Cloud Solutions Partner for business applications – we have the depth and breadth of capability to help each client unlock the full power of their AI, ERP, CRM, and Specialty Cloud Solutions.

True partnership and living our 4 core values of Knowledge, Integrity, Trust, and Accountability are the promises we make and keep. This means we never lose sight of what each of our clients' unique needs are. We don't push our own agenda – we listen, we advise, we focus on making your business applications work smarter and harder.

When choosing Endeavor4, you have a team that cares about realizing your goals as deeply as you do. We endeavor for excellence, and we are determined to deliver it, every day and in every way. We welcome the opportunity to endeavor for you. Boston, Chicago, San Antonio, Halifax, Montreal, Toronto, Edmonton, and Vancouver.

