



Global Rollout of **Microsoft Dynamics 365** at NORMA Group



NORMA Group SE, one of the world's leading providers of engineered joining technology, has a global network of production and sales sites across Europe, North, Central and South America, and the Asia-Pacific region. Numerous acquisitions over the years created a complex application landscape and made it necessary to harmonize the different ERP systems used around the world.

Global consolidation of ERP solutions with complex integration requirements

With the introduction of Microsoft Dynamics 365 Finance & Operations (D365 F&O), the Group is consolidating its existing ERP landscape. The cloud-based solution is designed to standardize global business processes, increase transparency, and create a foundation for further growth. The global ERP rollout encompasses:

- up to 7 projects running in parallel across 3 regions
- spanning 18 countries
- connecting 29 sites and
- more than 700 partner mappings as well as
- over 6,000 partner-message relationships and
- approx. 120,000 messages per month

Given the scale of the rollout, EDI integration was highly complex, while internal EDI resources were limited.

Success factor for the rollout: A strong partnership with SEEBURGER

Because EDI was critical to NORMA Group's business operations, the company had clear requirements for its EDI provider. Its long-standing integration partner, SEEBURGER, met these requirements in full:

- Global presence and expertise in both the automotive and aftermarket sectors, as well as in CPG wholesale
- Extensive overlap with NORMA Group's EDI partner network and in-depth knowledge of trading partner data formats and guidelines
- Managed Service as an operating model, providing operational resilience, high availability, data security, and comprehensive monitoring
- A dedicated project team for the rollouts and subsequent operational service
- Rapid availability and project kickoff
- Extensive, expert support in developing interfaces to Microsoft Dynamics

About NORMA Group Holding GmbH

NORMA Group manufactures a broad range of innovative joining solutions in three product categories: clamps, connectors and fluid systems. It is a leading provider of engineered system solutions. Its commitment to quality and technological excellence has earned NORMA Group the trust of more than 10,000 customers in 100 countries.

www.normagroup.com



Curious about other **case studies** from the automotive industry?

Using a structured approach proven in practice

SEEBURGER supports the global ERP rollout in three phases, ensuring the seamless integration of heterogeneous systems and processes as well as the efficient connection of business partners.

1. Communication transition

The technical transition began with the migration of existing EDI connections, including the setup of message routing between business partners and the legacy ERP system via SEEBURGER. Close coordination and planning with the EDI partners played an important role.

2. Mapping and integration

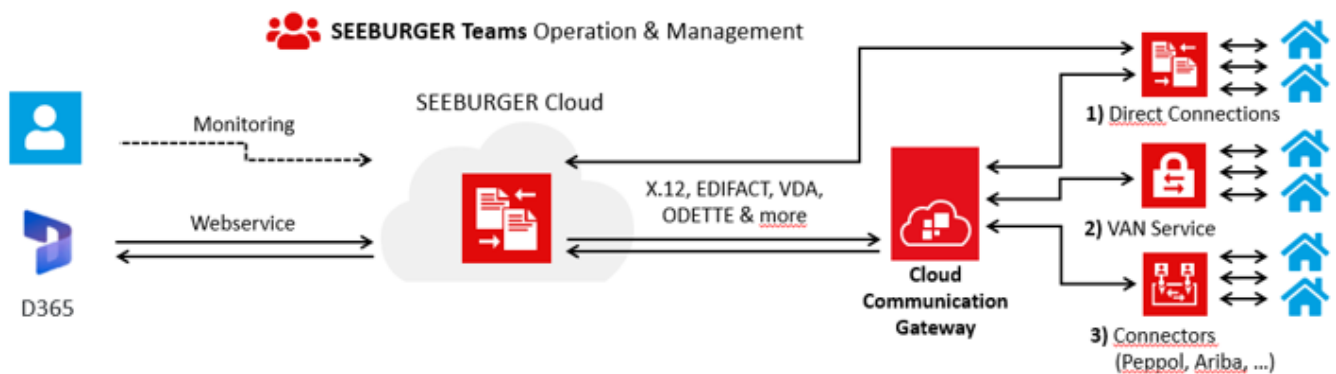
The next step involved implementing the required mappings at both the process and partner levels. In addition, all entities required for processing were made available in the Microsoft Dynamics 365 test and production systems.

3. Testing and go-live

During extensive testing phases, the mappings were validated, test files were checked, and the files were sent to the partners for approval for both inbound and outbound messages. The EDI partners' approval process provided the basis for a controlled go-live. At go-live, the connections were switched over on the ERP side on the cutover date. Messages were manually validated in the ERP system, and errors were quickly analyzed and resolved using targeted workarounds in the ERP system. A comparison of the original and converted data helped complete a stable transition to live operations.

Benefits

- + SEEBURGER expertise and comprehensive support with a dedicated team
- + Controlled migration, independent of cutover
- + Full B2B integration into Microsoft D365 F&O processes
- + Stability, scalability, high availability, and security
- + Transparency and control
- + German data center
- + Future readiness, including multi-country e-invoicing



“A global rollout of this scale, carried out simultaneously across different regions and with an ambitious project plan, requires strong, reliable partners.”

Maik Schulz, Director Application Management, NORMA Group