



## Overview

**Industry:** Friction Technology Manufacturing

**Region:** UK

**Live Since:** 2020

**Business Challenges:** Inadequacy of the existing finance and operations system. It wasn't a single system, but some basic software supported by several spreadsheets. It was very manually driven which made it difficult to run the business efficiently. There was no sure way to plan purchasing, control stock or clearly foresee production going through the factory. This led to long lead times of 10-12 weeks and not knowing when different supplies were arriving made it impossible to provide accurate forecasts to customers.

**Business Impact:** Competitive advantage given back. More accuracy and precision when ordering materials, and an overall increase in business productivity with an easier to use, all-in-one solution.

**Solution:** Microsoft Dynamics 365 Business Central Cloud - Essentials



## The Customer

Friction Technology, as might be assumed, manufacture friction technology for several industries such as automotive, construction, marine and agriculture.

Their high spec friction pads, rings and sheets are vital in the machinery that helps offshore wind turbines to turn smoothly and car brake pads to brake effectively. Founded in 2003, the company has many years of experience in the Friction Industry.

In 2016, the company relocated to Caernarfon in North Wales, an area steeped in knowledge and experience of brake and clutch manufacture. FTL's range and knowledge of the industry is second to none and the expertise accompanied by excellent service is the cornerstone of the continuing success.

Products are supplied to many OEM and aftermarket customers throughout the world



in many market sectors from Wind Energy to Industrial Off-Highway machinery. The skills, resources and experience enable FTL to provide the most cost-effective solutions in order to meet customers' demanding requirements.

FTL is ISO 9001 accredited and plans to gain IATF16949, ISO 14001 and ISO 45001 accreditation during 2019.



## The Trigger

Friction Technology were finding that their existing finance and operations system was becoming inadequate and difficult to use. They found that because they were using some basic software and spreadsheets, they were having to manually input all of their data, making it very difficult to run their business efficiently.

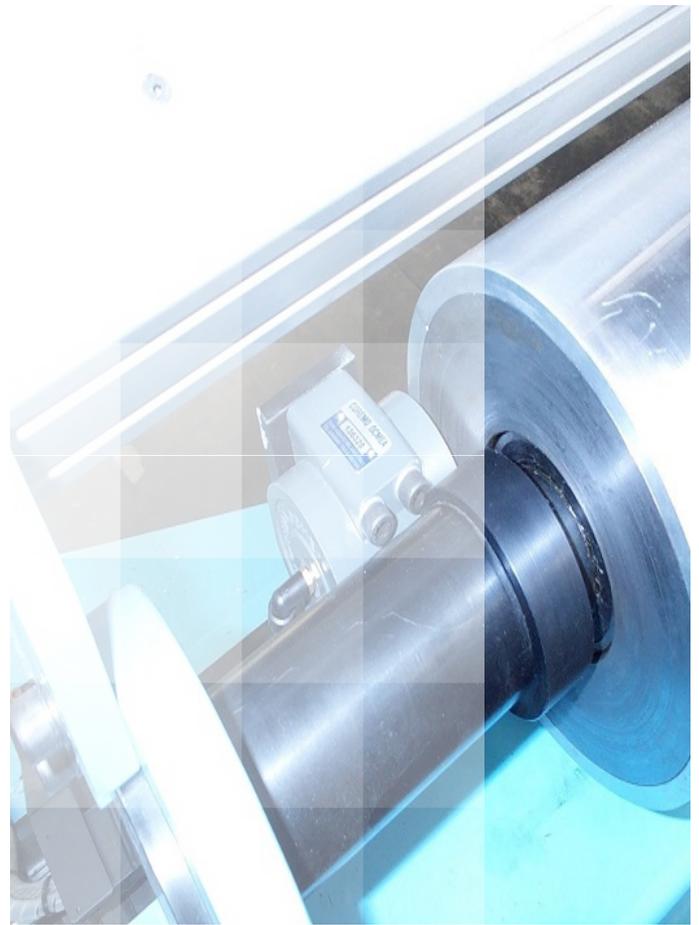
A lot of Friction Technology's materials come in from Europe and South America, where their formulations are made. This means that their lead times are often 10-12 weeks and not knowing when different supplies were arriving made it impossible to provide accurate forecasts to customers.

Katrina Williams, General Manager of Friction Technology said: "We implemented it with the help of a partner called Azzure IT and the onboarding process was straightforward.

"Our operational efficiency quickly improved as different parts of the business integrated better."

**"It allowed us to provide a better service by having a more customer-centred and data-enlightened approach."**

Katrina Williams, General Manager of Friction  
Technology



"For the first time we had visibility of where different parts were that had been booked onto each manufacturing stage. We could look at the capacity of each machine and forecast production periods and delivery times.

"Ultimately, it allowed us to provide a better service by having a more customer-centred and data-enlightened approach because it furnished customers with accurate information and unprecedented predictive insights."

Friction Technology identified that they needed to make a change to their business management system, and chose to work with Azzure IT to implement a Microsoft Dynamics 365 solution.



## The Solution

Business Central has boosted Friction Technology's competitive advantage in several ways:

It's given them more precision in knowing what materials to order and when to order them, which means less waste and optimised workflows; productivity has gone up and their employees have removed the cumbersome spreadsheets; their ability to access the software from their devices, whenever and wherever, enables them to be more mobile; they now have well-organised customer relationship management tools to support better pipeline management; and they get real-time finance and performance reporting which generates insights they can act on effectively.

Friction Technology know their business and their customers well and they want to focus on those key facets without getting weighed

down by operational processes. Business Central makes their jobs easier by providing a reliable backbone that keeps their production lines moving. It gives them the space to consider the more value adding aspects of their business such as innovation, product development and scaling our growth stably.

Friction Technology are now considering the next exciting phase in their roadmap with Azzure IT – looking to future applications such as AI, predictive maintenance and production, robotics and greater automation.

Friction Technology has used their new Microsoft Dynamics 365 Business Central solution to double in size over the past year, and their growth is set to continue.



Azzure IT address the business pains of small and mid-market UK Businesses to help them achieve growth, competitiveness and expansion.

We do this by implementing, supporting and enhancing the latest Microsoft Dynamics 365 solutions.

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