



Director of Dynalogic, Bo Schröder, measures his company's success on the long-term effect it has on its clients' businesses.

## IT solutions that maximise bottom-line results

Experience and innovation are both keywords at Dynalogic, one of Denmark's leading resellers of the ERP (enterprise resource planning) systems Dynamics NAV and Dynamics C5. The Jutland-based company has developed a string of additional modules such as JobManager for NAV, which provides companies with comprehensive shop floor and workforce management tools facilitating greater control and data accuracy.

By Signe Hansen | Photos: Dynalogic

As an offspring of Thy Data, one of Denmark's largest suppliers of IT solutions based on Microsoft Dynamics, Dynalogic has extensive experience in the implementation of Dynamics NAV and Dynamics C5. The company's accumulated know-how is not just used to help organisations build quick and efficient IT solutions but also to ensure that the sys-

tems add real value to the bottom line. "Our vision is to ensure that our clients optimise their IT investment, because too often an IT investment doesn't affect the bottom line enough; one of the things we focus on, which we believe adds extra value, is to create simple standard solutions that are easy to update and more agile than individually created compound

systems," explains director of Dynalogic, Bo Schröder. "We want our clients to measure our performance on the long-term effect we have on their business."

Since its foundation five years ago, Dynalogic has indeed been providing real results and today provides ERP solutions for some of Denmark's leading multi-na-

tional companies within production, service and logistics.

### JobManager

One of the tools Dynalogic uses to develop more accurate data collection, greater efficiency and ultimately better bottom line results is the JobManager module. The easy-to-use, powerful job recording solution automates time keeping, attendance tracking, job costs and data collection in NAV. Eliminating the need for inefficient paper timesheets, the module digitally handles and calculates attendance registration, break time and absence through personalised client PCs and apps. The data collected enables companies to register time spent on production orders, service orders, projects and internal work and view notes attached to orders and jobs.

Furthermore, the added tools for data collection ensure that existing systems function optimally, explains Schröder:

"JobManager is a good example of how much difference an optimal data input makes – it reaches all the way out to the welder on the production floor. If the numbers and data from there are not reported correctly, it will, in the end, be the wrong numbers that end up in the budgets."

This can be avoided with JobManager, as the unit's third module enables companies to set up highly flexible data rules for generating payroll transactions and finally apply real-cost prices to products and services based on salary paid.

### Minimising the hassle

Dynalogic was founded in 2011 as a result of the acquisition and division of Data Thy and has since built a solid reputation as one of the leading resellers of Dynamics NAV and Dynamics C5. This has led to a strong client base within leading production, service and logistic companies in Denmark, several with divisions all over the world. The success is largely

down to a combination of experience and know-how, which enables the company to create new solutions but also to understand when it is necessary or not necessary to do so. "When a client is about to choose an IT partner, there are several things to take into consideration on top of deciding what system to choose. There are still many old ERP systems running in Denmark and many IT partners don't know the new systems well enough to implement them. This might mean that they will make unnecessary adjustments and additions because they don't know the system intimately enough to know that it has those features already," explains Schröder and rounds off: "We have the knowhow that means we can focus much more on a dialogue with the client, and usually that reveals that the ERP system already delivers around 80 per cent of what they need. We can then spend our time and resources focusing on the gaps – the areas that actually add extra value to the project and the bottom line."



**Top left and right:** Via personalised client apps and PCs, JobManager can eliminate the need for inefficient paper timesheets by digitally handling and calculating attendance registration, break times and absence.  
**Bottom:** JobManager reaches all the way out to the production floor, making the input of data more reliable and easier to control.

### DYNALOGIC IN BRIEF:

Dynalogic specialises in ERP (enterprise resource planning) solutions for companies in the production, service and logistics sectors.

ERP is a category of business management software used to collect, store, manage and interpret data from business activities, such as product planning, purchase, manufacturing or service delivery.

Dynalogic employs 15 ERP specialists.

Dynalogic also provides support services for Dynamics NAV/AX/XAL/C5.

The company is located in Thisted in Thy, north-west Jutland.

Dynalogic was founded in 2011 as an offspring of Thy Data.

**For more information, please visit:**  
[www.dynalogic.dk](http://www.dynalogic.dk)