

CLC Electro-Marcilla gains in agility by adopting Microsoft Dynamics 365 Business Central to anticipate and manage change



Centro Logístico Compartido Electro-Marcilla is an initiative of [AUNA Distribución](#), A leading group of companies in the electrical equipment distribution sector, which in a short time has become a sector benchmark for its global management concept, which has allowed its partners to improve the service they offer in all their markets.

The 10,000m2 automated logistics center located in Marcilla (Navarra), Spain has quickly become a benchmark in the sector, allowing the service that partners offer in each of the local markets to be improved thanks to its global management concept.

CLC Electro-Marcilla in numbers

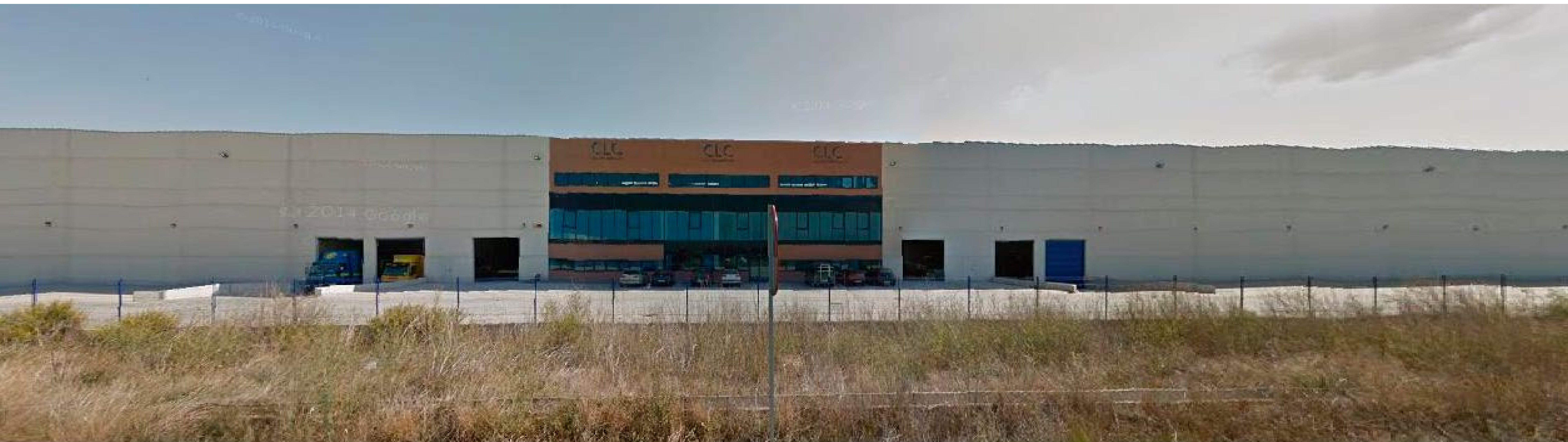
- Industry leader
- 40 years of presence in the national market
- 93 partners and 420 points of sale
- More than 1,900 professionals make up the group

Project objectives

- Improve connectivity with channel partners
- Digitize the partner relationship by deploying a new B2B web portal
- Manage and centralize the multitude of references from hundreds of suppliers
- Achieve adequate and optimal stock and warehouse management

Due to its important weight in the market, CLC Electro-Marcilla constitutes a differentiating factor for all its clients, accompanying their growth and enhancing their ability to adapt to a competitive and increasingly changing environment. They are the result of the vision of a group of family businesses that trust in innovation and bet on disruptive technologies to renew their commitment to the future of their companies, contributing greater value to the sector.

For this reason, the group demanded a solution that would respond to its digital transformation needs, aligned with the evolution of the market, improving its offer of products and services and providing greater productivity and flexibility to its daily activity.



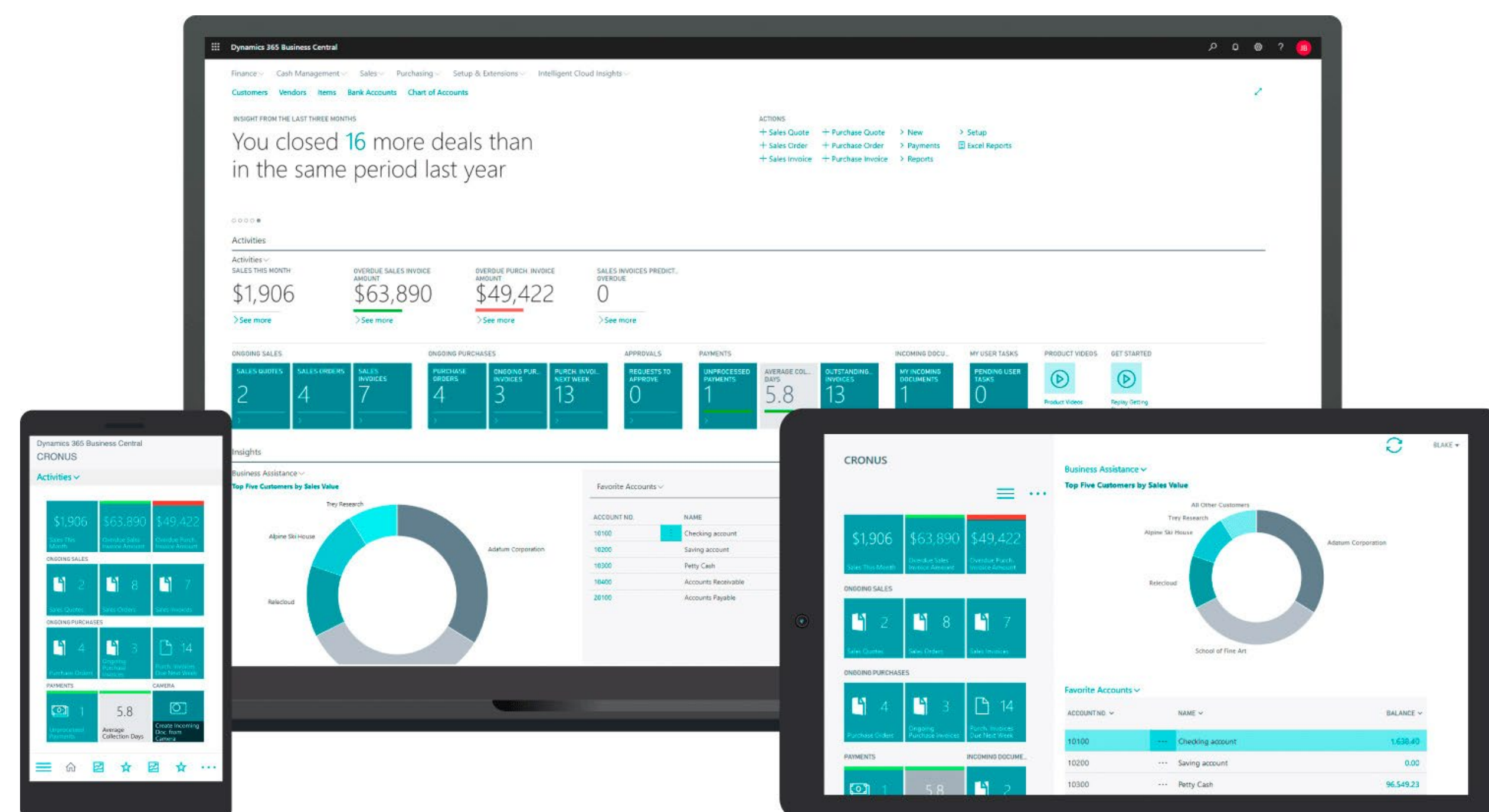
In order to improve connectivity with the partner channel, improve its digitization and taking into account the large volume of references and items with which they work, they selected [Microsoft Dynamics 365 Business Central](#) as the main management tool to deploy a connectivity API and integrate partner orders, develop a new B2B portal through a digital platform integrated with Business Central, and coordinate item import templates through their Telematel and Electronet platforms.

In addition, warehouse management and optimization of available stock is a crucial issue for CLC, which is why demand forecasting tools, such as Prodware Demand Forecasting, and [Microsoft Azure intelligent cloud](#) for the calculation of sales forecasts through [Artificial Intelligence](#), gave them a great competitive advantage.

Prodware's specialist sector solution: [Distribution for Business Central \(Advanced\)](#) was also selected by CLC Electro-Marcilla to boost standard functionality with industry features.

Dynamics 365 Business Central is the solution that will allow us to anticipate and manage the continuous changes in the market. With its implementation we will gain agility to expand business opportunities and modernize systems. We will be more productive, streamlining processes and making better-informed decisions in critical business situations. We have placed our trust in Prodware, our integration partner, for having solid guarantees in the market

Fernando Sueiro
Director General at CLC



Given the volatility of the current context, adapting to change and evolving with the aim of meeting the new needs of the company is a determining factor to ensure business continuity. Thanks to Microsoft Dynamics 365 Business Central, CLC Electro-Marcilla will be able to anticipate and respond to the demands of a constantly changing market. The company will gain agility and modernize its systems by committing to an all-in-one, easy-to-use and modular business management solution.

Digital transformation is a huge catalyst for change for companies that need to rethink and reinvent their business models. Innovation, combined with the latest generation technologies provided by Microsoft, and the experience of [Prodware](#) represent a unique value proposition to gain the necessary momentum to tackle new projects, successfully overcoming challenges that lie ahead.

Thanks to a long history of 15 years and more than 300 clients in Dynamics 365 Business Central, Microsoft Spain has recognized Prodware with the Best Partner 2021 award in this category. Currently, we have a team made up of the best experts in Spain and one of the most recognized in Europe, one of the main evaluation criteria for having achieved this award.



David Ajuriaeusokoa
Sales Director at Prodware





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If you are interested in updating your systems and taking advantage of the benefits of the applications that technology offers us, using an easy-to-use and quick-deploy solution, contact us.

Prodware is a company specialized in the design, start-up and maintenance of technological solutions applied to the improvement of business processes.



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