

Dell Revamps Manufacturing

on agile ERP solution



Objectives

Building a brand based on custom configuration and low prices carried a unique set of challenges. By 2010, rising US manufacturing IT costs and growing competition from abroad were testing Dell's high-volume, high-variability, configure-to-order (CTO) manufacturing model.

Tactics

The first step in Dell's business transformation was manufacturing simplification. To support this transformation, Dell implemented Microsoft Dynamics AX.

Results

Implementing Microsoft Dynamics AX helped Dell dramatically simplify its IT infrastructure and realign its manufacturing processes based on lean principles—all while maintaining the flexibility the company needs to quickly retool its facilities to meet consumer demand for new or different products.

"Since deploying Microsoft Dynamics AX, we have reduced manufacturing IT costs by \$96 million. The Microsoft Dynamics solution contributes approximately \$50 million of those savings."

– Matt Griffiths, Executive Director, Manufacturing IT, Dell