

MCA Connect unlocks innovation for manufacturing sector

Helping manufacturers deepen value of supply chain solutions

When Magpul, a manufacturer of high-tech polymer and composite accessories and gear, felt the effects of the pandemic on its supply chain, the Director of IT contacted long-time partner MCA Connect's strategy team to help identify areas in their business where they could improve processes, better meet demand, and optimize inventory.

MCA Connect has been engaged with Magpul since 2014, when it helped successfully implement Microsoft AX 2012 R2 as a new on-premise Enterprise Resource Planning (ERP) system. Over the years, the partner has helped the company transform its supply chain operations, migrating to Dynamics 365 Finance and Supply Chain Management in the cloud for improved agility, then implementing Dynamics 365 Customer Engagement to provide sales visibility and automation capabilities—along with a new data warehouse optimized for Dynamics 365 to provide timely access to operational data. As new business challenges arise, Magpul now leverages the [Connected Blueprint™](#) methodology—an offering that MCA Connect developed to help manufacturers identify and prioritize areas for improvement, connected to a solid execution plan that starts with quick wins and delivers measurable business impact at regular intervals.

"Magpul has always been on the cutting edge of adopting technology to improve business processes and support their rapid growth," said Robin Richardson, Engagement Manager at MCA Connect. "Connected Blueprint lets us build on that strategic technology investment to deliver even more value as they manage that growth. We roll up our sleeves, walk the plant floor with them to find



About MCA Connect

MCA Connect has decades of industry experience empowering manufacturers to reduce end-to-end lead times, improve fulfillment, reduce on-hand inventory, modernize operations, and uncover actionable business insights.

Headquarters

United States

Microsoft Business Applications partner since
2002

Business Applications focus

Dynamics 365, Power Platform

Key customer outcomes

Efficient production schedules will reduce on-hand inventory by 36%

Full visibility into supply chain, open orders, and inventory levels

Improved delivery times and better supplier relationships



"MCA Connect is a trusted advisor and is always available when our team needs help solving a problem. Connected Blueprint allowed our company to move quickly to align our business and IT goals and to gain the appropriate buy-in across all levels and departments within the organization. As a result, we were able to drive change within weeks instead of months."

January Clarke
Director of IT, Magpul

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where the bottlenecks are, and then prioritize which challenges to tackle to be more efficient.” The MCA Connect team first used Connected Blueprint to evaluate Magpul’s product development processes to identify areas where Dynamics 365 had the potential to streamline its project management and change controls with existing Dynamics 365 functionality. Turning to Supply Chain Management, the team was able to optimize inventory processes and production floor planning and scheduling, as well as automate purchase order and sales order functionality for better coordination with suppliers and customers.

The impact from the engagement was swift—50% of the process and technology improvements were executed in a week (some process improvements were even applied on-the-spot for immediate benefit), and the remaining delivered within 60 days. Magpul anticipates that the more efficient production schedules will yield a 36% reduction in on-hand inventory; full visibility into supply chain, open orders, and inventory levels have made business decisions faster, improved delivery times, and strengthened supplier relationships.

“MCA Connect is a trusted advisor and is always available when our team needs help solving a problem,” said January Clarke, Director of IT at Magpul. “Connected Blueprint allowed our company to move quickly to align our business and IT goals and to gain the appropriate buy-in across all levels and departments within the organization. As a result, we were able to drive change within weeks instead of months.”

New focus on analytics for real-time business insights

Magpul is already engaged with MCA Connect on several initiatives to continue fine-tuning their operations. In addition to scheduling another Connected Blueprint to examine its Accounts Payable processes, the company is also participating in the early adopter program for the MCA Connect [Inspire Platform™](#). Leveraging its expertise across Microsoft Dynamics 365, Azure, and Power Platform, MCA Connect has created this modern data platform to help manufacturers consolidate their enterprise data estate, optimize it for analytics, and curate it for industry standard insights to inspire new perspectives, actionable insights, and innovation across the organization.

“In the past, manufacturers were reliant on data that was multiple hours—or even multiple days old—to plan production, staffing, and supply chain logistics,” said Melinda Carlson, Director of Microsoft Cloud Strategy at



“We’re able to bring our customers a one-stop shop for core ERP and CRM, but also Power Platform, analytics, and predictive capabilities that sit on top of Azure. It’s really a great way to holistically deliver the outcomes manufacturers are looking for.”

Doug Bulla
Senior Vice President of Solution Development, MCA Connect

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MCA Connect. “The MCA Connect Inspire Platform™ unlocks full visibility and timely decision-making with the power of Azure Data Services for real-time analytics, AI, and machine learning, making it possible for Dynamics 365 customers like Magpul to drive predictive, proactive, and ultimately autonomous optimizations across their end-to-end supply chain.”

Innovating and growing alongside Microsoft

MCA Connect has stayed in lockstep with Microsoft over the years to meet the complex, critical supply chain needs of manufacturers—both in terms of technology and go-to-market. As Microsoft has developed new innovations around customer engagement and low-code development, MCA has leveraged these to help clients meet their operational goals. “Whether it is the new Intelligent Order Management solution, last mile, vertical-specific, low code business automations with Power Platform, or Azure cloud analytics, we’re heavily investing in IP solutions and repeatable global implementation methodologies to ensure we can bring a manufacturing lens to each new innovation from Microsoft and fast time-to-market for our manufacturing customers,” said Carlson.

The partner has also ensured its sales processes align with Microsoft. The Connected Blueprint framework is built on the chassis of Microsoft’s Catalyst and BVA methodologies and facilitates a consultative “listen and consult” approach to selling. Microsoft enterprise sales teams have engaged MCA Connect to drive a two-tier ERP co-selling motion that allows customers to use a hub-and-spoke model to deliver modern supply chain capabilities and end-to-end visibility without having to perform a wholesale replacement of an existing legacy ERP system. This alignment has been very successful for MCA Connect, who already has a dozen similar co-sell engagements underway to engage manufacturing customers via Connected Blueprint in just the first few months of the fiscal year. “Eight years ago, we would do probably 12 very large ERP deals total in a year. This year we did 72 deals across all applications and all of them are associated with business transformation; a good majority of our customers are now partnering with us to automate their last mile business processes with Power Platform and develop their modern analytics strategy on Azure where we’ve seen 5x growth YoY,” said Doug Bulla, Senior Vice President of Solution Development at MCA Connect.

With more than 1,000 implementations in 50 countries under their belt and consistent annual growth, MCA Connect has seen its business grow while still focusing on the core needs of manufacturers. “We’re able to bring our customers a one-stop shop for core ERP and CRM, but also Power Platform, analytics, and predictive capabilities that sit on top of Azure. It’s really a great way to holistically deliver the outcomes manufacturers are looking for,” continued Bulla. “We love what has happened in the last 10 years in terms of vision. It’s been a great journey with Microsoft.”

[Public Magpul Case Study](#)