



Case Study



Blundstone, a bold and ambitious brand that never stands still

Do what matters

Business situation: Need for improved and scalable business process automation

Blundstone, an iconic Australian boot company, has experienced considerable growth in recent years. Founded in 1870 in Tasmania, Australia, where it is still family-owned and headquartered, the company's products are sold in over 70 countries worldwide.

Digital transformation, ongoing innovation and a consumer-led approach are central to Blundstone's future growth. "Our digital strategy includes an ambitious cloud roadmap. One of our goals is to leverage cloud-native technology for the majority of technology use cases and to benefit from the built-in scalability, resilience, security, automation and agility of these services – we are unable to cost-effectively replicate this through on-premises or traditional solutions," says Matthew Mann, CIO at Blundstone.

Microsoft Dynamics 365, being a cloud-based ERP, was a natural fit for Blundstone's future finance and supply chain requirements, especially as the company's existing Microsoft Dynamics AX 2012 system had reached end of life.

It was important to Blundstone that it found and built a long-term partnership with a trusted systems integration partner for implementing Dynamics 365 across its operations in Australia, New Zealand and the US.

"At Blundstone, we take a long-term view in relation to vendor partnerships. We operate a lean internal technology team, which means we rely on external vendors to deliver substantial parts of our business operations globally."

– Matthew Mann
CIO, Blundstone

Time was of the essence. Blundstone needed to go live in the US with its new Dynamics 365 system in time for the business to be ready for the holiday retail season, peaking with the Black Friday and Cyber Monday sales. This ambitious time frame required delivery of the US entity on Dynamics 365 within a period of one year.

Company Name: Blundstone

Country: Australia

Industry: Manufacturing, Retail

Solutions: Avanade Advisory, Microsoft

Azure, Microsoft Dynamics 365

Solution: Increased agility, efficiency at scale, automation and data-driven decision-making

"Avanade provided us with a team of consummate Dynamics 365 professionals with a vast sum of combined experience," Mann shares. "Our approach to implementing Dynamics 365 with a focus on out-of-the-box functionality allowed for a rapid implementation schedule and the use of proven business workflows."

Our Dynamics 365 expertise and that of our supply chain affiliate, Accenture Blue Horseshoe, came to the fore through an [Avanade Advisory](#) review of Blundstone's already in-flight project. This was followed by our solution implementation consultancy services, encompassing the design, build, test and deploy phases of the project. A crucial aspect of our services was the implementation of a tailored, hybrid delivery model. This provided project management discipline while simultaneously allowing the project to flex as needed and move at an accelerated pace.

Together, we developed a formula for employees with diverse roles and responsibilities to move in sequence, with a focus on reducing processing time, automating business processes and improving supply chain accuracy. We came to know how Blundstone stakeholders and employees work together through workflows and cross-functional interactions. This helped us determine which processes were mandatory and which were discretionary.

"Our implementation methodology landed the US go live just in time for peak season activity – Black Friday and Cyber Monday – supported by both the Blundstone and Avanade executive teams," says Mann.

Results: Record-breaking sales used less than 15% capacity of the new system

We hit our goal of launching Dynamics 365 in time for US holiday retail sales, and Blundstone sold a record number of units over this period with minimal systems issues.

Dynamics 365 is central to providing new services and customer offerings at pace for Blundstone and ensures a core part of the business operates efficiently on a cloud-first, scalable platform. Business process modernization and automation enable Blundstone to imagine and initiate new ways to use trusted information captured in Dynamics 365 and the Common Data Service in [Microsoft Azure](#). This pairing of systems will serve as the basis for more than 50% of the corporate data in use by Blundstone decision makers. Plus, these services have built-in advanced cybersecurity and disaster recovery features, benefits that Blundstone is now leveraging. In addition, Dynamics 365 has:

- Increased scalability and performance of its core systems
- Accelerated shipping through direct API integrations
- Reduced infrastructure costs through the adoption of standard Dynamics 365 features
- Automated planning, eliminating manually maintained spreadsheets
- Reduced ongoing system maintenance activities
- Decreased costly legacy system integrations

“The Dynamics 365 user experience has been impressive,” Mann says, and “the uplift on business process revitalization has been just as important.”

“We had limited time to learn new processes. In our fast-paced, fail-fast environment, we needed a project management platform like the one Avanade gave us to successfully manage a large-scale and diverse project while innovating as we progressed.”

– **Matthew Mann**
CIO, Blundstone

About Blundstone

Founded in Tasmania, Australia in 1870, Blundstone is renowned for their durability, quality, craftsmanship and understated style. Best known for their iconic elastic-sided Chelsea boot, which started in the colonies of Tasmania in the late 19th Century, their boots can now be found on the feet of adventurers, farmers, chefs, tradies, thrill seekers, fashionistas, creators and makers in over 70 countries across the globe. Blundstone is committed to corporate social responsibility, with the Every Step Better program encapsulating their ongoing commitment to people, product and the planet. For more, visit www.blundstone.com.au.



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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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