PRODYNAMICS

CASE STUDIES

Real stories. **Real outcomes.**

How manufacturers, distributors and growing groups have used Microsoft Dynamics 365 — and what we'd add today, AI-first.

Inside this pack

- 40% better supply chain efficiency for a global manufacturing group
- From a 59-entity health check to a 13-entity rollout
- 30%+ higher client satisfaction for a professional services firm
- Higher throughput and less downtime for an FMCG enterprise
- Process mapping that set up a food manufacturer for Microsoft Dynamics 365

Pro Dynamics Pty Ltd · ABN 16 614 278 312

Microsoft AI Business Solutions Partner

PRODYNAMICS

40%

supply chain efficiency improvement (client-reported)

CASE STUDY · MANUFACTURING

40% better supply chain efficiency for a global manufacturing group

The challenge

The group operated across multiple sites and regions, with supply chain processes that had grown differently in each. A standard, out-of-the-box rollout would have forced the business to fit the software rather than the other way round.

What we did

- Mapped how planning, procurement, production and fulfilment really worked across sites before configuring anything.
- Designed a common supply chain model in Microsoft Dynamics 365, tailored where the business genuinely differed and standardised where it didn't.
- Integrated the platform with the group's other business-critical applications so data flowed without re-keying.
- Led the first releases ourselves, then handed ownership to the client's team quickly.

The outcome

The group reported a 40% improvement in supply chain efficiency after the tailored implementation.

What we'd add today, AI-first

We'd add a cost review agent to analyse production variances each period, and a sales order agent for routine orders — both starting at the Approve level of the human-in-the-loop ladder.

INDUSTRY

Manufacturing

PLATFORM

Microsoft Dynamics 365 Finance and Supply Chain Management

SERVICES

Process design, implementation, integration, adoption

RESULT

40% — supply chain efficiency improvement

Talk to us

Book a free 60-minute AI discovery session with a senior specialist.

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PRODYNAMICS

59 → 13

entities reviewed, new entities rolling out

CASE STUDY · MULTI-ENTITY GROUP

From a 59-entity health check to a 13-entity rollout

The challenge

A growing group running Microsoft Dynamics 365 across 59 legal entities needed an honest view of its platform before expanding further — what was working, what wasn't, and what had to be fixed first.

What we did

- Ran an independent health check across configuration, customisations, data, integrations, performance and adoption.
- Prioritised findings by business impact into a risk-rated remediation plan with quick wins.
- Used the findings to shape a rollout template for the next wave of entities.

The outcome

The engagement is now progressing to a Microsoft Dynamics 365 Finance and Supply Chain Management rollout across 13 new legal entities.

What we'd add today, AI-first

The same review today includes a Copilot and agent opportunity scan, and a security check for oversharing before Copilot is switched on.

INDUSTRY

Multi-entity group

PLATFORM

Microsoft Dynamics 365 Finance and Supply Chain Management

SERVICES

Platform health check, roadmap, rollout

RESULT

59 → 13 — entities reviewed, new entities rolling out

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PRODYNAMICS

30%+

increase in client satisfaction scores (client-reported)

CASE STUDY · PROFESSIONAL SERVICES

30%+ higher client satisfaction for a professional services firm

The challenge

The firm's client processes in CRM had become complicated and inconsistent, and it showed in the client experience.

What we did

- Reviewed client-facing processes end to end, from first enquiry to ongoing service.
- Removed unnecessary steps and simplified how teams captured and used client information.
- Re-trained teams on the streamlined way of working.

The outcome

Client satisfaction scores rose by more than 30% after the CRM processes were streamlined.

What we'd add today, AI-first

We'd add Copilot to summarise client history in Outlook and Teams, and a service agent to draft responses for people to review.

INDUSTRY

Professional services

PLATFORM

Microsoft Dynamics 365 Customer Experience

SERVICES

Process re-engineering, CRM optimisation, adoption

RESULT

30%+ — increase in client satisfaction scores

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PRODYNAMICS

↑ output

improved throughput, reduced downtime

CASE STUDY · FMCG MANUFACTURING

Higher throughput and less downtime for an FMCG enterprise

The challenge

Production, planning and the wider business ran on disconnected systems, making it hard to keep lines running and output predictable.

What we did

- Designed an integrated Microsoft Dynamics 365 solution around how production actually runs.
- Connected production with planning and the wider business so everyone worked from the same data.
- Supported the operations team through go-live and adoption.

The outcome

The enterprise improved throughput, reduced downtime and increased output.

What we'd add today, AI-first

We'd link production data to Microsoft Fabric so a planning agent can flag likely disruptions early, for planners to act on.

INDUSTRY

FMCG manufacturing

PLATFORM

Microsoft Dynamics 365

SERVICES

Integrated solution design, implementation

RESULT

↑ output — improved throughput, reduced downtime

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PRODYNAMICS

End-to-end
manufacturing processes mapped

CASE STUDY · FOOD MANUFACTURING

Process mapping that set up a food manufacturer for Microsoft Dynamics 365

The challenge

Before choosing how to configure Microsoft Dynamics 365, the manufacturer needed a shared, accurate picture of how its processes worked across the business.

What we did

- Worked with operations, finance and supply chain teams to map processes as they really happen.
- Identified hand-offs, workarounds and steps that existed only because systems didn't talk to each other.
- Turned the maps into a foundation for the Microsoft Dynamics 365 design.

The outcome

The business gained a clear, shared map of its manufacturing processes to design from.

What we'd add today, AI-first

Today we'd take the maps straight into our re-engineering method — challenging each step and assigning it to an agent, a person or a system.

INDUSTRY
Food manufacturing

PLATFORM
Microsoft Dynamics 365

SERVICES
Process mapping, solution design

RESULT
End-to-end — manufacturing processes mapped

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NEXT STEP

Start with one process.

Book a free, no-obligation AI discovery session. In 60 minutes a senior specialist will map one high-friction process with you, measure what it costs today and show you what a re-engineered, agent-assisted version could look like — and what it would be worth.

Call

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About Pro Dynamics

Pro Dynamics is a boutique, senior-led Microsoft AI Business Solutions partner, founded in Sydney in 2016 and specialising in manufacturing and distribution. We build Connected Intelligence — and re-engineer how work gets done so agents and people deliver it together. AI-first. Human-led. Built to deliver.

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