



# Operational Gains from the Factory to Customer Delivery for Rotork

AITOR LASO,  
REGIONAL GENERAL MANAGER,  
EUROPE OF ROTORK

**“Our data now represents; not what happened last week or month, but what is happening this very minute. Microsoft Dynamics AX’s centralised organisational view is the only way to run a business today.”**

## CHALLENGES

- ✓ Improve every aspect of operation, from design to delivery
- ✓ Gain a framework to systematically improve processes
- ✓ Manage and control global processes effectively

## SOLUTION

- ✓ Rotork deploys Microsoft Dynamics AX ERP system

## BENEFITS

- ✓ Continual efficiency and customer service gains
- ✓ Long term strategy alongside improved day-to-day routines
- ✓ Quickly acquire and open new businesses with best practices
- ✓ Supports market leading and global activity
- ✓ Profitable business strategy

Rotork, a UK-based FTSE 250 company, is a market leader in the pipeline flow control business, designing, manufacturing, selling, servicing and supporting its products and systems across the globe.

**With factories in 32 countries and a presence in around 180 more, its operations and supply chains are widespread and complex.**

A policy of rapid organic growth and a string of acquisitions over the past decade has made its AX system, an increasingly important factor in its success.

Rotork’s vision was to use the system to make incremental improvements across every aspect of their operations, finding the right and best way to do things and implementing best practices and high quality processes across the board - from their factory and assembly line to their customer service and delivery.

This strong and efficient business would then be the foundation for improvements in customer service and a platform for further growth. “It means we can acquire and open new businesses and quickly extend the same best practices across these new units,” says Phil Wood, Programme Director for the implementation of Dynamics AX.

**“If you are dealing with nine different business units as I am, it’s essential to have the information, the processes and the control the system brings.**

AITOR LASO, REGIONAL GENERAL MANAGER - EUROPE OF ROTORK

## BUSINESS CHALLENGES

Rotork’s AX programme began in 2009. **Phil Wood, now Group IT Director and CIO** explains why they chose the system: “When you take a step into the future, you need to be sure you have a solid and reliable brand behind you. We recognised that Microsoft was committed to the ongoing development of AX and there would be significant investment and some extremely bright people working on continually enhancing its functionality.”

The company used similar criteria to select HSO as its implementation and development partner. Wood continues: "We needed consultants who could work with us across the world. We operate in some locations across the world to which many organisations wouldn't typically extend their ERP systems. HSO with its international focus was – and still is – well-placed to help us realise our vision the same, everywhere."

**"Rather than doing everything differently, ad hoc or by chance, we needed a framework to systemise processes and make sure we were carrying out every task as efficiently as we could."**

ALASTAIR SPURR, ROTORK GROUP  
OPERATIONS DIRECTOR

#### THE SOLUTION

Rotork has continued to work with HSO to enhance and deploy its AX system and gain the best return on its investment. Recent upgrades to the system are bringing more capabilities that can be delivered to the business. "The implementation of AX has significantly improved our day-to-day routines, and we are making efficiency and customer service gains everywhere" says Laso.

"This directly improves our relationships with our customers as our lead times are reduced and our deliveries are more accurate."

Wood is clear that these were the key objectives for the programme from the outset, and the more of the company that migrates onto the AX platform the more a centralised view across the entire company accelerates the realisation of these benefits.

"One thing that I value most is having live KPI updates across the whole of the Rotork Group. As a result, we can see what's going on in every facility at any given time, their delivery performances, whether they have backlog and whether their orders are on time," comments Spurr.

**"We haven't finished yet. Rotork and HSO are continuing to plan the future together."**

PHIL WOOD, PROGRAMME DIRECTOR FOR THE  
IMPLEMENTATION OF DYNAMICS AX

Rotork emphasises the role HSO has played in these major achievements. Wood adds "From defining the project to implementing it across the globe, the HSO team has been instrumental in its success. Not every partner would have had the stamina, the long-term view or the right relationship with Rotork to make these things happen.

The implementation of Microsoft Dynamics AX has significantly improved Rotork's day-to-day routines, "We are making efficiency and customer service gains everywhere" says Laso.

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#### About HSO

HSO is a leading provider of innovative enterprise business solutions that improve the results of our clients. Founded in 1989, HSO specialises in implementing, integrating, optimising and maintaining enterprise solutions based on Microsoft Dynamics AX, CRM and Office365.

HSO works with multinational enterprises in industries such as Distribution, Retail, Manufacturing and Services.

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