

# Public Safety Leader Accelerates Strategic Growth with Microsoft Dynamics and Seamless Integration

**Client:** Axon

**Industry:** Public Safety



## Challenge

- Complex go-to-marketing plan
- Disparate systems, dispersed data
- Challenging inventory management/forecasting processes

## Solution

- Advanced Warehouse Management
- Dynamics 365 Supply Chain Management
- Dynamics 365 Finance
- Argano Data Insights and Workflow Manager

## Results

- Substantial productivity gains
- Improved inventory and invoicing process
- Seamless integration of platforms and data



You may not immediately recognize the company name Axon, but you most likely know its breakthrough product's name: the Taser.

But the Taser is only one part of the company's commitment to the use of non-lethal force in every industry and public space, and its mission to "transform public safety through technology."

A cornerstone of that mission is increasing transparency in practices and enforcement through technologies such as body cameras, which have dramatically reduced the use of force. In addition to bodycams and the Taser, Axon also offers drone technology, training, and software services to a host of industries: law enforcement, corrections, and logistics among others, and also offers its tech to the consumer market as well.

Axon went live with:

- Warehouse Management System in Dynamics 365 Supply Chain Management
- Order to Cash and Procure to Pay in Dynamics 365 Supply Chain Management
- Dynamics 365 Finance
- Plan to Produce in Dynamics 365 Supply Chain Management

- Master Planning (MRP) in Dynamics 365 Supply Chain Management
- Manufacturing (Production control) in Dynamics 365 Supply Chain Management

Post deployment, Axon had more than 900 Dynamics users across 11 countries.

## Challenge #1: Developing products in a regulated market

As a truly pioneering company in public safety with a range of products and services that includes energy weapons, video/audio hardware, and training tools, Axon's go-to-market (GTM) plans are inherently complicated.

Not only is Axon's global market highly regulated, but the product/service bundles it introduces to its overall market are typically things the market has not seen before—with each product often having singular purchasing needs—which often means a unique GTM plan for everything Axon makes.

## Challenge #2: A mix of technologies, inventory limitations, data visibility

Additional challenges facing Axon prior to going live with Argano and Dynamics were hard to miss.

It was working through different technologies that presented integration challenges regularly: AX2012—which was in need of an upgrade—Salesforce, Shopify, and others. With disparate, aging systems in place, easily accessing the data Axon needed to fuel growth was often a complicated undertaking.

**"Argano was far more than just an integration service provider: they were, and remain, a strategic partner, helping us develop and deploy a multi-phase technology program that serves our immediate needs, and will help us continue our digital transformation."**

David Waxberg  
Vice President Information  
Technology  
Axon

Managing inventory was taxing as well as Axon often found matching “product on-hand” with “product in-demand” to be less than perfect. Its forecasting and planning methodologies were often based in spreadsheets, which contributed to the challenge.

And while getting inventory to customers had some challenges, getting it back (in the event of a return) had even more due to a return merchandise authorization (RMA) process that – as it often involves electronic weaponry being sold globally – is about as complicated as merchandise returns get.

## Driving significant productivity gains

First on Axon’s hit list was upgrading their standard warehousing from AX2012 to Dynamics 365 Advanced Warehouse Management to help improve warehouse processes and institute scanning and small parcel shipping solutions for efficiencies.

With help from Argano’s solutions experts, and an assist from NMB Parcel 360, Axon was now able to access its warehouse data more rapidly and completely. The solution, according to David Waxberg, Axon’s VP of Information Technology, delivered a “huge productivity improvement.”

## Integrating Dynamics, Power Apps, and more

Argano also upgraded Axon from AX2012 to Dynamics 365 Finance and Supply Chain, extending the solution with Argano Data Insights (a rapid deployment data warehouse solution) and Argano One-Step Consolidation (ideal for a business with multiple international entities).

Also part of the optimization phase post go-live is the Argano Workflow Manager. This application, built using Power Apps, lets teams review, manage, and approve workflows in Microsoft Dynamics 365 – from anywhere, at any time via mobile devices.

It didn’t stop there as, like most enterprises, Axon found itself with a mixed technology stack: Microsoft, Salesforce, Shopify, and more. Also like most enterprises, business users were entrenched with these different systems: e.g., Salesforce to generate invoices, accounting done with Dynamics.

As a partner, well-versed across multiple technology stack, the Argano team created a custom Dynamics/Salesforce integration that ensure invoices generated in Salesforce made it through to Dynamics where invoicing and receivables were handled.

Axon went live with systems that addressed its inventory challenges once and for all: Master Planning (MRP) and Manufacturing (Production control) in Dynamics 365 Supply Chain Management.

These additions nearly eliminate manual planning and forecasting, and help drive accuracy increases that keep Axon’s inventory moving more quickly—from design and development, to manufacturing, to distribution, and to the customer.

## Enabling continued improvement

According to Axon’s David Waxberg, “the team did a phenomenal job” with the systems integration. “But Argano was far more than just an integration service provider: they were, and remain, a strategic partner, helping us develop and deploy a multi-phase technology program that serves our immediate needs, and will help us continue our digital transformation.”

Argano and Axon’s joint team essentially integrated the full business – from sales made via Shopify and Salesforce, to returns and warranties, to customer contact databases, to workflow management – and has empowered Axon to pull all the data it needs to drive process and product improvements in every department, no matter where in the world they may be.

A sign of a satisfied client is a continuing relationship, and Axon is already looking forward to future projects alongside Argano. On the slate are improving production controls, demand planning, and master planning. Axon is also looking to take further advantage of Power BI.

One of Axon's brand promises is, "The Axon ecosystem gives public safety leaders new tools to protect life." Argano is helping create a technology ecosystem for Axon that gives it new tools to fulfill that promise.



## About Argano

Argano is the first and largest Global Specialist Consultancy exclusively focused on High-Performance Business Operations with our AI-forward approach to transformation. We pioneer intelligent, connected solutions for clients' operational environments across customer engagement and service, driving efficiency and agility to innovate at the speed of today's market. Learn more at [argano.com](https://argano.com).



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