

HITACHI
Inspire the Next

AMA Success Story





CUSTOMER PROFILE

The Alberta Motor Association (AMA) is a membership organization with 940,000 members across Alberta. Since 1926, AMA has provided an extensive and superior range of products and services promoting quality service, safety and protection for the members' peace of mind.

INDUSTRY

Auto Club/Member Services Organization

LOCATION

Edmonton, AB

Enterprise Resource Planning/Retail

Business Situation

As part of an overall IT strategic plan to provide "flexible, open, shared and cohesive enterprise-wide technology solutions," the Alberta Motor Association (AMA) is in the midst of a multi-year program to replace outdated systems with several key solutions that will better serve their members.

In addition to providing core member services such as Travel, Insurance and Registries, each AMA Service Center retails a variety of products such as travelers' cheques, passport photos, foreign currency, movie tickets, ski passes, international drivers' permits, and auto travel accessories.

In addition to providing core member services such as Travel, Insurance and Registries, each AMA Service Center retails a variety of products such as travelers' cheques, passport photos, foreign currency, movie tickets, ski passes, international drivers' permits, and auto travel accessories.

Solution

AMA partnered with Hitachi Solutions Canada (formerly known as Ideaca) to implement a Dynamics AX 2012 solution including:

- The AX 2012 Retail Headquarters now provides a central source of product and pricing management for members and non-members
- The Retail Point of Sale (POS) as an adaptable solution for the sale and management of sundry items
- The Accounts Payable and Trade and Logistics modules for the purchasing, inventory, payment and distribution of Sundry items between central procurement/inventory and the remote service centers
- The platform for integration of payments and loyalty transactions from other solutions (based upon a web services based architecture). The POS plug-

"Dynamics AX provides AMA with a superior technology solution set to support both the immediate needs of delivering a superior retail experience, but more importantly provide the ability to seamlessly integrate membership interaction activities across all service offerings"

- Colin Moody

VP & CIO AMA

ins provided an extensible framework for integration with third party systems.

The Dynamics AX Retail POS provided core capability for the configuration and customization of unique business rules. For example, AMA sells some unusual items such as International Drivers Permits and money products that require the capture of additional unique information. These unique transactions were relatively easily incorporated to ensure consistent and correct data was captured to support the overall business processes.

The first retail transaction in the pilot location was successfully completed four minutes after the center was opened for business. AMA extended the deployment of Dynamics AX Retail to five more centers (approximately 100 POS devices) in the remainder of 2012 and to the remaining 12 centers and a further 200 POS devices in early 2013.

The first retail transaction in the pilot location was successfully completed four minutes after the center was opened for business. AMA extended the deployment of Dynamics AX Retail to five more centers (approximately 100 POS devices) in the remainder of 2012 and to the remaining 12 centers and a further 200 POS devices in early 2013.

Benefits

AMA was one of the first retail operations to go live with AX 2012 Retail in North America. AMA expects to see additional benefits, but so far they have seen the following:

- User Adoption – Point of Sale (POS) users now require less than one hour of training to successfully perform customer transactions.
- POS Performance – Point of Sale users are now able to complete customer transactions very quickly and effectively.
- Logistics – The elimination of paper based purchasing has added structure, controls and visibility to the overall procurement and inventory processes

A thick red diagonal bar pointing from the bottom-left towards the top-right, set against a dark grey background.

“Dynamics AX provides AMA with a superior technology solution set to support both the immediate needs of delivering a superior retail experience, but more importantly provide the ability to seamlessly integrate membership interaction activities across all service offerings”

- Colin Moody

VP & CIO AMA

- POS Design – AMA is able to directly control the layout and content of the POS and incorporate the capture of additional required data for certain items.

A thick red diagonal bar pointing from the bottom-left towards the top-right, set against a dark grey background.

“Dynamics AX provides AMA with a superior technology solution set to support both the immediate needs of delivering a superior retail experience, but more importantly provide the ability to seamlessly integrate membership interaction activities across all service offerings”

- Colin Moody

VP & CIO AMA