



HSO Win Wire: Jacobs & Thompson, the most established and vertically integrated foam suppliers in North America, Selects Dynamics 365

Customer Situation & Goals

- Jacobs & Thompson Inc. is one of North America's largest fabricators of foam, film, textile and adhesive components
- Jacobs & Thompson needed a new ERP solution that would form the backbone of its future technology infrastructure. It was critical that the new ERP solution scale accommodates planned growth, surface business critical information for improved decision making, improve operational efficiency and become an enabler for continued improvements to the customer experience.

Solution

- Implement an end-to-end platform that is scalable to support the growth objectives of the business
- Drive cost savings and improved productivity within the business and improved inventory management
- Improved control and compliance through the use of multi-company capabilities, standardization of business processes across legal entities
 - Improve production throughout to allow the business to scale efficiency and profitability
 - Surface key operational and performance metrics to support effective execution of business processes to facilitate employee's ability to make more informed business decisions resulting in better organizational execution and better customer service
 - Provide platform for integrating future acquired companies and business units

Co-Sell & Field Insights

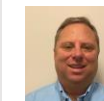
- This account is an unmanaged Microsoft account and was referred by Microsoft. The selection process was driven by an external consulting company, BDC.
- This win is apart of SHEA Global, now apart of the HSO Family
- We engaged and worked closely with the local Microsoft rep to win the business.

Why We Won

Jacobs & Thompson selected Dynamics 365 primarily based on:

- Strong Microsoft solution. They bought into the message around the complete solution stack and the long-term roadmap.
- They felt that we had demonstrated that we had actually listened to what they were saying and that we understood their business.
- They felt that there was a strong cultural alignment between our two organizations.

HSO Team



Erroll Rowe, Sales Executive

Microsoft Team



Dan Mennie

Geo:	Canada
Industry:	Manufacturing
Vertical:	Manufacturing
Solution:	D365 Finance and D365 Supply Chain D365 Sales & Marketing
Sales Play:	Activate Digital Selling
Date Closed:	12/23/2021
Won Against:	NetSuite
MSFT Deal Size:	\$250,911
Replaced:	Wise – Canada, NetSuite – US, Sage – UK



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