

Customer Testimonial: Microsoft Dynamics CRM

Okuma America Corporation

Storied Manufacturer Crafts a Future-Oriented Workplace with Microsoft Dynamics 365



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Mike Vassil
Director of Operations

Based in Charlotte, North Carolina, Okuma America provides metalworking machines that maximize productivity for large manufacturers and small shops throughout North and South America. When Okuma needed to update its internal operations systems, it chose a software company and product that could help deliver the same “open possibilities” that it brings to its own customers: Microsoft Dynamics 365. Now Okuma America is surging ahead with a solution that seamlessly combines data from all the disparate areas of the company to drive revenue and market share growth.

“We don’t allow obsolescence in our world,” says Mike Vassil, Director of Operations at Okuma America. He’s describing the United States-based arm of the Japanese company, Okuma. The company manufactures computer numerical control (CNC)-driven machine tools that are designed to create metal parts and components for a myriad of applications. The product line includes lathes, multitasking machines, robust machining centers, and hybrid machine tools that combine additive and subtractive metalworking manufacturing in a single machine.



Okuma, has a long and storied history of innovation, one that is continuously seeking to improve the quality of its machines’ construction, the breadth of their offerings, and the strength of its technology. However, they didn’t become the global leader in CNC machine tools just through the products they offer. Much of their success comes from a steadfast belief in offering an exceptional customer experience, which is reinforced by their mission to passionately pursue a customer for life.

Customer

[Okuma America Corporation](#)

Partner

[Hitachi Solutions America](#)

Products and Services

[Dynamics 365 Field Service](#)

[Dynamics 365 Finance and Operations](#)

[Dynamics 365 Sales](#)

[FastTrack for Dynamics 365](#)

Industry

[Manufacturing](#)

Organization Size

[Medium \(50 - 999 employees\)](#)

Country

[United States](#)



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Revered for its craftsmanship and excellent service, the company promises “open possibilities” to its customers—individualized, ongoing support—ensuring that its machines stay at the forefront of technological developments. Unique among its competitors, Okuma is a single-source provider of CNC tools. Because it manufactures both electrical and mechanical components for every machine, the company has a complex product inventory. But the company’s disparate business systems were aging, and a lack of interoperability hindered productivity. As a result, Okuma America decided to implement Microsoft Dynamics 365 for a unified view of its business, which it needed for better, faster decisions.

Honoring the Uniqueness of Every Customer

Okuma sells complex products, giving every customer the unique features and functionality that they require. “Providing customized tools is our wheelhouse,” explains Vassil. “Those customizations must carry through our business systems.” Okuma’s product line includes 80 machine models with hundreds of possible options for each. Because it protects its customers against obsolescence, Okuma maintains the materials necessary to upgrade its machines in step with technological advances. “We’ve sold more than 60,000 machines in the Americas,” says Jim King, President and Chief Operating Officer at Okuma America. “Every machine we bring over from Japan has a unique part number, and every option for that machine also has a unique part number.” With a larger, more complex product line, Okuma found it difficult to maintain its initial system implementations—many of them 20 years old.

Okuma’s product lifecycle management software was obsolete. The company’s original enterprise resource planning (ERP) system was so heavily customized that it was nearly impossible to integrate it with other systems. And without a true customer relationship management (CRM) solution, salespeople didn’t have the 360-degree view they needed to build and maintain relationships. So, the company opted for a comprehensive solution to cover every business area.

Tying it All Together in One System

The Okuma America business model is built on four pillars—sales, engineering, service (aftermarket parts and service), and operations—that must exchange data to optimize operations. King recognized a clear advantage in Dynamics 365, the modern and intelligent cloud applications suite that unifies CRM and ERP capabilities to break down data silos. Okuma was specifically interested in the Warehouse management, Accounts payable, Accounts receivable, General ledger, Master planning, Production control, and Procurement and sourcing modules in Dynamics 365 for Finance and Operations, along with Dynamics 365 for Sales.

Okuma America engaged with Microsoft FastTrack for Dynamics 365 and Hitachi Solutions to deploy the solution. King appreciated the team’s commitment to customer service. “As a manufacturer that sells through distribution channels, we know how important it is for customers to have a direct connection to us,” he says. “We got the same satisfaction from being able to deal directly with Microsoft team members who could help us with specific issues.”

The result was a modern, interoperable system that accelerates efficiency, supports collaboration, and improves sales with real-time data. With Microsoft Power Platform data integration, including Common Data Service and Data Integrator, data flows seamlessly between the Dynamics 365 ERP and CRM solutions at Okuma. “We’ve completely streamlined and automated our processes from two or three different systems, where we were manually inserting information into requests coming directly from the distributor, all the way to a sales order where we can invoice, recognize revenue, and track all of our costs,” says Vassil.

Compliance with international regulations is part and parcel of that data integration. “Being a wholly owned subsidiary of a public company in Japan, we comply with the Japan Securities and Exchange Surveillance Commission requirements,” explains King. “And we’ve simplified our compliance with those regulations by moving our systems to the cloud and having that Microsoft layer of security in place.”

Data makes the difference for Okuma America. Fast access to historical information streamlines customer service and sharpens business insights. “We’re able to understand market share growth better than ever before,” says King, “so we can drive revenue growth through an improved grasp on costing, the impact of sales decisions, and margins. In the end, this granularity helps us move through the cycle, from sales to operations. We’re excited to reimagine the possibilities for Okuma America.”

<https://customers.microsoft.com/en-us/story/735914-okuma-manufacturing-dynamics-365>



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