



**Customer:** Alsina Formworks Solutions  
**Web:** [www.alsina.com](http://www.alsina.com)  
**Staff:** 500  
**Country:** Spain  
**Sector:** building/ construction  
**Partner:** IFR Group  
**Customer Profile:** Currently Alsina is one of the largest global companies dedicated to providing an integrated service in the study, calculation, design and supply of formwork equipment for building concrete structures in situ.  
**Software and Services:** Microsoft Dynamics AX

A global market under a single ERP of integrated management.

"Microsoft Dynamics AX has allowed us to consolidate information from any department and from any plant or subsidiary of the group."

D. Manuel Larroya, Development and Software manager, Encofrados Alsina

Alsina Group is specialized in selling and renting material to build cement structures. The company has diversified its activities in many business areas, becoming one of the first national and international referent in projecting, providing and supervising the use of formworks to build concrete structures in situ.

The new dimension, that the company has taken, compels them to be at the vanguard of innovation so they can adapt themselves to the logics of the market and therefore be able to offer a continuous improvement of their products and services quality. All resources of the company are directed to achieve the substantial improvement of the design, production, rental and sale of concrete formwork systems.

The implementation of Microsoft Dynamics AX has helped Alsina to adapt themselves to market changes, to their international growth and also they can have more perks to open new subsidiaries worldwide.

For more information about other Microsoft success stories visit: [www.microsoft.es/dynamics](http://www.microsoft.es/dynamics)



## Situation

In 1950 a warehouse was set up in Barcelona for the distribution of wood for cabinetmakers, carpenters and constructors. This was the idea of the Grupo Alsina which today, is one of the largest companies worldwide that provides a comprehensive service for the study, calculation, design and supply of formwork equipment for the execution of onsite concrete structures.

Alsina is a group who employs over 500 people and is present in 12 countries, with 25 work centres that continually provide the best formwork solutions, now and always. Their intention of becoming an international company always has been one of their most important objectives, but their ERP didn't cover all their needs in relation to their internationally spread. (Idiom, multicurrency, etc.).

It's from this moment when they decide to change their software for a new one that manages all Grupo Alsina. Furthermore, forward-looking group demands require this new change.

## Solution

Alsina's ERP should be a strong and active ERP, as the company is. So it will be constantly evolving and adapting to new markets, new needs of the sector or requested by their customer demands. Microsoft Dynamics AX covers all these requirements so the company decided to acquire this ERP.

Microsoft Dynamics AX provides the ability to grow in relation to versatility and customization of the solution, in terms of new programming that they can be carried

out. They can have the ability to adapt to the changes that constantly suffers Alsina, either by implementation projects in new countries or by the changing environment and market factors in which Alsina operates.

Following this same line, Alsina also has in mind the implementation of equipment maintenance systems within Microsoft Dynamics AX, the definition of a set of multidimensional cubes for the BI par; in order to analyze the business from different perspectives, and expanding all data analysis, which has already been implemented, but with the intention of giving it much more consistency. In the decision process, it also played an important role the bond they have between Microsoft Dynamics AX and the other Microsoft tools (Office, etc.). Everything can allow them to adapt and assemble the solution quite easily.

As Manuel Larroya, Development and Software manager, said: "An important value that gave us our technology partner, IFR Group, it was the time to raise the start-up and the implementation of Microsoft Dynamics AX. At the beginning, Alsina considered the possibility of making the implementation in "Big Bang", but after several meetings and discussions between IFR and Alsina work teams we finally decided that the best way to do the implementation should be in phases, so that, little by little, Alsina were starting up each of their delegations. This was the right decision and also has been the success of the project implementation. "

## Benefits

Microsoft Dynamics AX provides Alsina Group an excellent level of traceability on all information that exists within the company system, a seamless integration of

administrative circuits to be made and, at the same time, an integrity and consistent information, in fact, currently it provides very interesting and important results for Alsina Group.