

**Solution Overview**

**Company**  
**Viking Athletics**

**Customer Profile**

Viking Athletics manufactures and distributes platform tennis equipment, as well as supplies embroidered and screen-printed athletic apparel. The company is located in Lindenhurst, New York.

**Business Situation**

Viking purchased Navision in 1998 to handle their accounting transactions. They also had a separate shipping system with no direct link to Navision. They needed an integrated solution that would speed order processing and simplify their customer service.

**Solution Description**

With the help of Microsoft reselling partner, Access IT, Viking Athletics upgraded to Microsoft Business Solutions—Navision<sup>®</sup> and implemented E-Ship and Document Matrix.

**Benefits**

- Increased sales order volume
- Eliminated incomplete shipments
- Reduced administrative redundancy
- Improved accounts receivable
- Strengthened customer relationships

**Partner**

Access Information Technologies, Inc.  
 (www.accessit.com)

**Software and Services**

- Microsoft Business Solutions—Navision:
- Financial Management
  - Supply Chain Management
  - E-Ship
  - Document Matrix

**Vertical Industries**

Distribution & Manufacturing

**Viking Taps Efficiencies to Shrink Labor Costs and Improve Customer Service**

*Viking Athletics is the premier manufacturer and supplier of Platform Tennis Equipment. The company has over 70% market share and attributes its success to customer satisfaction. In the late 1990's the company realized that to continue to grow the business and satisfy customers they would have to improve their operations through technology. Viking contacted Access IT to leverage their original investment in Navision software by upgrading to the new Microsoft Business Solutions - Navision version.*



**By upgrading to Microsoft Business Solutions - Navision, Viking has...**

- \* *Reduced billing costs by 70%*
- \* *Increased order processing by 30%*
- \* *Strengthened customer relationships with improved customer service*

**Situation**

In 1998, Viking Athletics was expanding rapidly, capturing an increasing share of the platform tennis market. The company had also started several new businesses. Company president David Kjeldsen knew that he needed to find new and better ways to manage growth within and across his companies.

The company had installed Navision in 1998 to consolidate administration and finance functions. They ran Navision alongside a separate shipping system. In order to complete a sales order, customer data was manually re-keyed from Navision to the shipping system. This unnecessary, repetitious work eventually drove the need for additional staff to handle the sheer volume of re-keyed information. Shipping errors and delays increased due to mistyped information.

**Solution**

Access IT analyzed Viking's business operations and determined ways to increase efficiencies within and across their businesses. The solution for Viking Athletics was an upgrade to a more robust version of Navision called Microsoft Business Solutions – Navision. Navision enabled Access IT to consolidate and automate Viking's operations across all of their businesses, simplify workflows and achieve greater efficiencies by eliminating duplicated work.

This solution also helped Kjeldsen and managers to stay on top of the business. Every time a transaction posts—anywhere within the system—all customer, vendor, account and item totals, are given in real time.

"We increased order processing by 30%,



reduced shipping errors and transferred staff from shipping to customer service. We can now ship an order with just four clicks of our scan gun. Now that is fast!," says David Kjeldsen, President.

The upgrade to Navision also delivered new and powerful functionality beyond shipping (E-Ship), enabling the addition of several key features, including Document Management, Real-time faxing and emailing to clients, and Instant Real-time Executive Daily Business Analysis (Daily Flash), to name a few.

### Benefits

**E-Ship**, a shipping and manifesting set of granules, was installed into the existing Navision database. Because E-Ship is contained completely within the Navision application, Viking gained tremendous efficiency in their shipping process.

One system is now used to maintain UPS tracking information and match weights to standard weights. The company has eliminated incomplete shipments and increased their sales order volume without increasing staff.

**Document Management** has helped to streamline workflow by reducing repetitious hunts for paper documents. The addition of a desk scanner has made it possible for images of documents such as incoming checks, logos and artwork, and other important paperwork related to clients, to be scanned and linked directly to a customer's contact record.

"By adding the Document Matrix, we can now better track the work we are doing for our customers." stated Kjeldsen.

**Real-time Fax and Email Invoicing, and Shipment Notification** has enabled Viking to virtually eliminate traditional paper invoices and shipping confirmation documents. Now, at the point of shipping, the Navision software in-

stantly sends an email or fax copy of the invoice and an email shipping notification with tracking data directly to the customer.

"With two thirds of our customers accepting electronic invoicing, we have been able to achieve a 70% reduction in the costs related to billing." explains Kjeldsen.

As Viking Athletics continues to expand their presence in the platform tennis market, Access IT will continue to pro-

**"We increased order processing by 30%, reduced shipping errors and transferred staff from shipping to customer service. We can now ship an order with just four clicks of our scan gun. Now that's fast!"**

**David Kjeldsen**  
President, Viking Athletics

vide customizable solutions based on Microsoft Business Solutions - Navision to meet their needs today and into the future.

### Customer Profile

Viking Athletics is the leading manufacturer and supplier of platform tennis equipment. Founded in 1996 by David Kjeldsen, Viking currently holds a 70% share of the platform tennis market. The company is renowned throughout the world supplying the highest quality platform tennis equipment. At the recent APTA National Championships in Long Island, over 80% of the players used Viking paddles. Six years ago the company introduced the Viking ball. For the past five years Viking's ball has been



Thor - this mid-density polymer foam paddle was designed to give the tournament player an unprecedented combination of power and control.

named as the official ball of the Men's and Women's APTA National Championships. Last season more than 90% of all players used the Viking ball. Today Viking is involved in every aspect of the game, from manufacturing balls and paddles, to silkscreening and embroidering hats, shirts, team uniforms, etc., for tournaments, to custom imprinting balls and supplying free tournament draw sheets.

### For More Information

For more information about Viking Athletics products and services, call 631-957-8000 or visit the Web site at: <http://www.vikingathletics.com>

For more information about Access IT products and services, call 631-756-2700 or visit the Web site at: <http://www.accessit.com>



**Access Information Technologies, Inc.**  
35 Pinelawn Road, Suite 204E  
Melville, NY 11747  
Main Office: 631-756-2700 Fax: 631-756-2910 [www.accessit.com](http://www.accessit.com)

**NAVISION™**  
SolutionCenter

© 2003 Microsoft Corporation. All rights reserved.

This case study is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Microsoft and Navision are either registered trademarks or trademarks of Microsoft Corporation or Microsoft Business Solutions ApS or their affiliates in the United States and/or other countries. Microsoft Business Solutions ApS is a subsidiary of Microsoft Corporation. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.