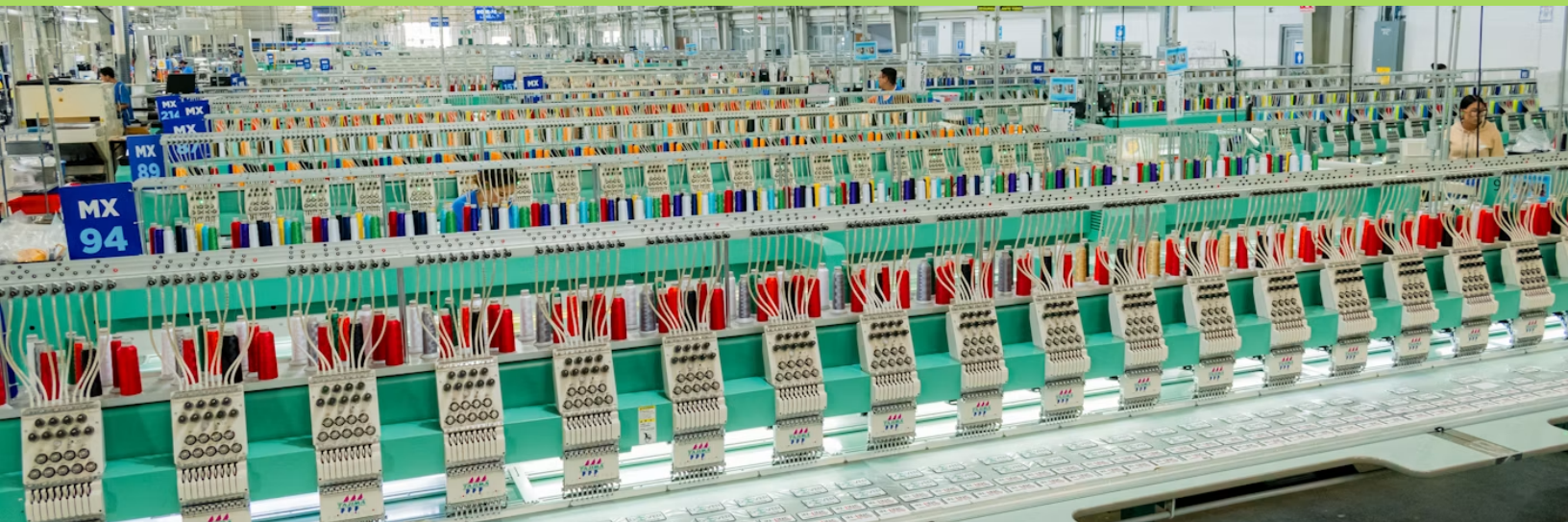




World Emblem Automates High-Volume Processes in Business Central to Support 4X Growth



WORLDEMBLEM®

Industry

Made to Order Manufacturing / Distribution

About World Emblem

A manufacturer and distributor of embroidered and printed garment patches, custom emblems, name badges, stickers, and more. Its high-volume operation supports complex, made-to-order products for customers across multiple locations.

Highlights

- Automated workflows to save time, money, and free up personnel for higher-value tasks
- Built flexible solutions that convert tribal knowledge into standard processes
- Modernized legacy code, reducing support issues and freeing up internal IT staff
- Supported World Emblem as it grew 4x in annual revenue

Using Technology to Support 4X Revenue Growth

World Emblem likes to “build the rocket ship while they’re flying it,” a reference to their fast-moving, forward-thinking outlook.

Gabriel Rodriguez, IT Project Manager at World Emblem says, *“We are heavily invested in technology. As the company grows, our goal is to make better use of the technology we have, and empower people with new technology, instead of simply hiring more people every time the workload increases.”*

Since 2018, annual revenue has quadrupled. As a company, they currently process 4,000 to 5,000 invoices a day.

“Technology is one of the reasons we’ve been able to grow this way. If the system can make more routine decisions for us, our people can spend their time on work where they actually add value to our customers.”

Finding a Dynamics NAV Partner That Understood the Business

Before working with Naviona, World Emblem had already begun moving to Dynamics NAV but struggled to find the right partner to complete the project.

"We worked with other partners that did not have the right industry experience. We found Naviona through references from other manufacturers, and they seemed to understand what we needed. Over time, their performance has proved that we made the right decision."

Adapting Business Central as World Emblem Changes

World Emblem's operational requirements continually change. New products, customers, locations, integrations, and business rules create new demands on the ERP system. Bruce Ostrowsky, Director of FP&A, notes:

"One thing I really like about Dynamics NAV and now Business Central is that it is highly adaptable. World Emblem grows and evolves by changing the way we do things and thinking outside the box, so we need a system that can evolve with us."

That adaptability comes from ease of customization. Rodriguez adds:

"Not all modifications are six- or twelve-month projects. Even with more complex requirements, Naviona has been able to fulfill many of our requests in a week or two."

Customizations built by Naviona drive real value for the client.

Automating Complex Warehouse Routing

World Emblem operates multiple warehouses, and order routing was a complex process.

"If they see something we can handle ourselves, they'll show us how to do it. We can record the session, learn the process, and take care of it internally the next time. They aren't trying to make themselves the only ones who can administer the system."

Gabriel Rodriguez, IT Project Manager
World Emblem

"We used to have one or two people who would look at the sales order, the customer, where the customer was located, and the type of product we were manufacturing, and then determine which warehouse should receive that order. Now Business Central applies those rules automatically. Those employees were able to take on other responsibilities and focus more of their time on their actual roles."

Automatically Calculating Customer and Product Turnaround Times

Warehouse selection was not the only decision that depended on tribal knowledge.

"We have different turnaround times for different products, and sometimes we make specific agreements with customers that change the turnaround time for a particular product. Previously, someone had to know those rules, remember them, or use a spreadsheet to decide."

Naviona helped World Emblem bring those rules into their ERP.



"Now Business Central automatically determines the appropriate turnaround time. Instead of a hard-coded customization, we have a configuration table where we can maintain those rules, allowing us to quickly adapt it to changing needs without Naviona's help."

These automations also make it easier to train new employees as World Emblem grows.

"New people don't have to learn every routing rule or turnaround time before they can enter orders correctly. Now, the knowledge is built into the system."

Making Freight Calculations Easier to Manage

At World Emblem's transaction volume, even a small recurring problem can create a significant support burden.

"We used to receive freight-related support tickets quite often. Because the calculation logic was buried in code outside of Business Central, support personnel and senior developers had to investigate. Debugging the code or changing the calculations was difficult."

Naviona helped move the freight logic into World Emblem's ERP.

"The freight calculation logic was migrated into configuration tables in Business Central. Since then, it's run smoothly. Now the rules are much easier to manage and trace, letting us modify them as needed while freeing up support and development staff."

"One thing I really like about Business Central is that it is highly adaptable. World Emblem grows and evolves by thinking outside the box, so we need a system that can evolve with us."

Bruce Ostrowsky, Director of FP&A
World Emblem

A Partner That Recommends What's in Your Best Interests

For World Emblem, Naviona's value goes far beyond their Business Central expertise.

"With some vendors, the goal seems to be to complete the project and then walk away. With Naviona, it has always felt like they're here to help us improve."

Sometimes, Naviona tells World Emblem not to hire them for a project.

"We bring them an idea, and they could easily quote us a lot of hours to build a customization. But if there's already an existing third-party solution, they'll tell us. They're looking at what makes sense for World Emblem, not just what work they can sell us."

Helping World Emblem Become More Self-Sufficient

Naviona also looks for opportunities to transfer knowledge to World Emblem's internal IT team.

"If they see something we can handle ourselves, they'll show us how to do it. We can record the session, learn the process, and take care of it internally the next time. They aren't trying to make themselves the only ones who can administer the system."

Responsiveness has also been critical.

"We work with a lot of technology partners, and Naviona stands out because they're there when we need them. That includes normal support, after-hours and weekend work. Anything we need."

A Continuous Business Central Partnership

World Emblem has worked with Naviona continuously since 2017, through Dynamics NAV, the move to Business Central, multiple upgrades, integrations, automations, and continued expansion.

Phil Jarvis, CIO at World Emblem, sees Naviona as an extension of their own team.

"We don't just call Naviona when something breaks. We also use them to augment our IT staff when the need arises. They have worked on a steady stream of projects with us since the beginning. We have a great long-term partnership with Naviona, and they are still helping us prepare for what's next."

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Gabriel Rodriguez, IT Project Manager
World Emblem

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