



Case Study

FERTIG Motors

**What matters to FERTIG
Motors is serving customers
to the highest standard**

Do what matters

FERTIG Motors GmbH is proud of its German heritage and prouder still to build electric motors in Germany. To do that, its processes must work together with smooth transitions, like gears in an automatic transmission. From day one on [Microsoft Dynamics 365](#), employees were able to use purchasing, accounting, order and process control functions for consistent, quality-optimized production.

Business situation: Functional limitations in a legacy solution

From processing orders, through motor manufacturing and delivery, FERTIG Motors wanted greater fluidity among interdependent workflows. Its aging Microsoft Dynamics AX 2009 solution was losing support and leaders knew they needed an updated ERP system to control processes with ease. They chose Microsoft Dynamics 365 to help employees across essential workflows.

Solution: Best of Dynamics AX plus new process inclusion

FERTIG Motors and Avanade redesigned processes from order capture to production planning to product delivery for integration in Dynamics 365 and deployed [Microsoft Power Apps](#) for additional streamlining.

“Avanade was incredibly helpful with this, providing guidance and counseling as things developed.”

- **Michael Vähjunker**
Service Manager, FERTIG Motors

Company Name: FERTIG Motors GmbH

Country: Germany

Company Size: 220 employees

Industry: Manufacturing

Solution: Microsoft Dynamics 365

For the first time, plant management processes were integrated due to the new solution. With images dynamically generated from data in the production order, employees see which manufacturing activities are required and the steps to complete them. This eliminates manual efforts to find relevant work instructions.

“Another tool that we were able to implement by way of the Dynamics 365 introduction is capacity planning tailored specifically to our engine production, planning and control. This can be extended as far as we need it and has the advantage of quickly and easily covering the high number of variants in our engine production.”

- **Florian Wehr**
Order Center Manager, FERTIG Motors

Results: A purring process engine with innovative standardization

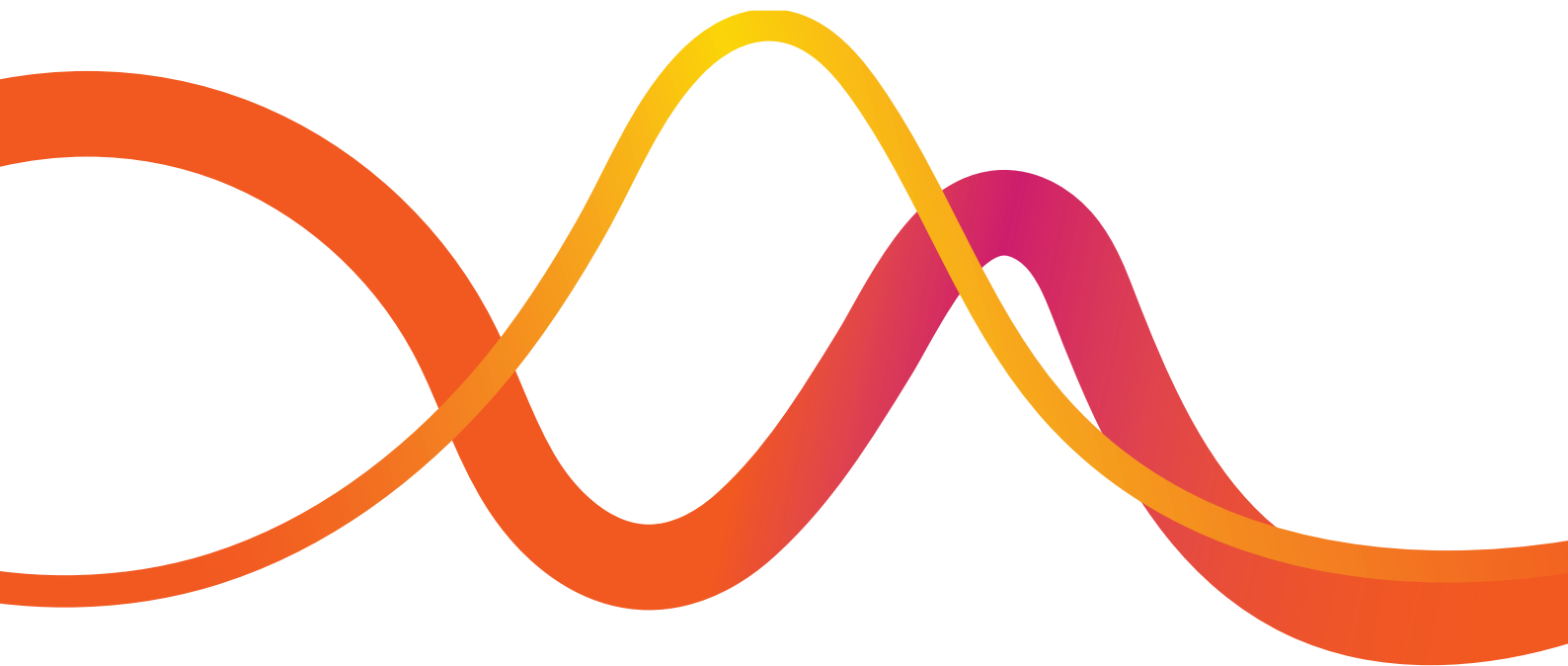
“We are proud of the fact that we were able to enter receipts on that very first day. We were able to write invoices, continue with production and send out new orders, and so it was possible for us to fully implement this system completely on time,” says Mathias Wagner, commercial manager at FERTIG Motors.

About FERTIG Motors GmbH

The company **FERTIG Motors GmbH** was founded in March 2010 as a joint venture by Hans Beckhoff (Managing Partner Beckhoff Automation GmbH) and Erwin Fertig (founder of ELAU AG). The focus was on the idea of bundling the development and production of high-quality servo motors and servo actuators in a consistent, quality-optimized process. Today, the name FERTIG Motors stands for requirement-specific, superior high-end drive technology "Made in Germany." Through the direct connection to the automation specialist Beckhoff, FERTIG Motors also offers the clout of a global technology leader.

Developments by FERTIG Motors continue to set standards in servo drive technology. The highly scalable portfolio of rotary and linear servo motors and servo actuators not only reflects the extensive development, production and application knowledge. At the same time, customers benefit from a cross-departmental, standardized innovation process, experienced advice and competent support.

The realization of energy-efficient drives, the rapid implementation of customer-specific developments and the guarantee of maximum availability require the assurance of a consistently high-quality standard. FERTIG Motors therefore subjects all process stages to seamless quality control. This ensures that customers only receive tested products "Made in Germany" that reliably increase their own production reliability.





North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
AvanadeBrasil@avanade.com

Asia-Pacific

Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe

London
Phone +44 0 20 7025 1000
Europe@avanade.com

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 43,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

©2023 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.



Do what matters