



Case Study

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# What matters to ROM is building quality sofas for customers

Manufacturer transforms its end-to-end production processes to improve the customer experience

**Do what matters**

## CASE STUDY

What matters to ROM is building quality sofas for customers

As a leading sofa manufacturer – headquartered in Belgium – ROM knows that any place can be made a home with the right sofa. During the buying process, customers now see the products that are available and can track their orders through to delivery, while employees get a holistic view of operations, including warehouse and transportation logistics. How? It all started with an upgrade to the company's legacy ERP platform.

### **Business situation: Pulling together 100,000 options**

Do you want to build a sofa?

Think about the last time you stepped into a furniture store to look around. Were you underwhelmed by the pre-made choices? Sometimes, what's available on a showroom floor simply won't do the trick. Now, imagine having thousands of options at your fingertips.

This is where ROM shines. The company aims to help customers spend more quality time with family and friends by offering the perfect, customized sofa for any space.

"One of our biggest selling points is the diversity of choices we offer," says Virginie Ertz, internal sales department manager at ROM.

**"We pride ourselves on being able to make anything possible for our customers."**

– Istvan Vaessen  
Chief Financial Officer and Plant Manager, ROM

Offering a variety of products requires a high degree of flexibility. "Because everything is made to order and our customers expect their products within eight weeks, we need to be able to tell right away if we have the products available," says Ertz. "For example, a certain type of leather from a certain supplier. And if there's going to be a delay at any step of the manufacturing or delivery process, we need to be able to communicate that to our customers immediately."

**Company Name:** ROM

**Country:** Belgium

**Industry:** Manufacturing

**Solution:** Microsoft Dynamics 365 ERP

To achieve full visibility across the supply chain, leaders identified three pillars for upgrading ROM's legacy ERP system: Efficiency, automation and cloud-first.

### **Solution: Streamlining the process from order to delivery**

ROM chose [Microsoft Dynamics 365](#) to centralize data, automate processes and improve overall operational efficiency and partnered with Avanade to implement the solution. The platform allows for real-time data synchronization across departments and locations, ensuring employees have up-to-date information.

So, for a customer dreaming big, how does it all come together?

**"Dynamics 365 is integrated into our entire process. When a customer comes into our showroom to configure their sofa, they use the iROM app, which is powered by the platform and shows all the possible options and whether they are available or not. Once an order is placed, Dynamics sends an order confirmation to the customer that includes product details, descriptions and pictures. There's also a link sent out that shows order status so they have immediate insights."**

– Virginie Ertz  
Internal Sales Department Manager, ROM

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After an order is placed, production is set in motion. Employees in the company's warehouse facilities also benefit from an integrated warehouse and transportation management application, built using [Microsoft Power Apps](#). This provides them with upcoming customer orders and helps them with sales and operations planning to schedule production around when products will be arriving and when.

"This feature adds flexibility to our production plans and gives us better control of our warehouse operations, from receiving to transportation of products between warehouses and production itself," says Vaessen.

"If there's a delay, we can notify the customer immediately," adds Ertz.

### Results: Have a seat, get comfortable

Since launching the platform, ROM has realized several benefits:

- Customers can now see the choices available for their custom sofas so they can make informed purchasing decisions. With frequent status updates, they know exactly when they'll get their product.
- Automated processes have reduced order processing time. The company is now hitting its eight-week turnaround time with increased reliability and fewer delays.
- Master planning that used to take 12 hours can now be done in just four.

**"With Dynamics 365, we have a single source of truth and full visibility into each stage of the production process. It's one database that links production, financial and sales processes in one view. That's very powerful. A lot of companies can make furniture and sell it. We're able to create a customized, high-quality product and deliver it quickly. This project has helped us do that better."**

**– Istvan Vaessen  
Chief Financial Officer and Plant Manager, ROM**

And just like that, customers who only weeks earlier designed the perfect sofa using the iROM app can be sitting back on it, satisfied.

Looking ahead, the evergreen nature of Dynamics 365 means further automation is on the horizon.

"This will be a key tool for the development of our future," says Vaessen. "The investment we make now will continue to pay off down the road."

When it comes to making customers' sofa dreams come true, ROM is leading the way with comfort and style.

## About ROM

When everyone feels comfortable – each in their own way – on the new sofa and when every situation finds its appropriate comfort on the sofa, then it becomes the perfect centre of your home. The place where your family grows together; where you experience the most beautiful moments alone or with friends.

We have dedicated ourselves completely to making this idea come true and we implement it passionately for each new customer. For 60 years we have passionately designed and produced sofas for people.

We set high standards for our daily work by consistently questioning our product's added value, and by constantly developing even better solutions. This way, we offer people comfortable, individual sofas of the latest generation – for the perfect living centre.



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**About Avanade**

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

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