



# Cirkul<sup>®</sup>

## CASE STUDY

### The Company:

Cirkul is a US company whose mission is to help people drink more water by making it delicious, convenient, and fun. They sell innovative products online and in stores across North America, including Walmart, Kroger, Albertsons and others.

### The Challenge:

#### Old Solution Limitations:

Cirkul faced challenges with its previous system, which hindered its agility and efficiency. The system was not equipped to keep pace with the company's rapid growth. Customizations and inefficient processes in the old solution posed significant obstacles, preventing Cirkul from moving swiftly in response to market demands.

#### Business Impact:

The limitations of the old solution affected the company's ability to support new lines of business and adhere to efficient business processes. The impact was felt organization-wide, with the need for a more flexible and responsive system to keep up with Cirkul's dynamic business environment.

### The Solution:

#### Choosing Dynamics Business Central and WebSan:

Cirkul decided to transition to Dynamics Business Central, a solution the team was already familiar with. The critical factor in this decision was finding a partner who understood the intricacies of a growing manufacturing organization. WebSan emerged as the preferred partner due to their expertise in Business Central, coupled with a clear understanding of Cirkul's business needs. The confidence in WebSan's ability to fine-tune costing methods and integrate production reporting from proprietary systems sealed the partnership.

“We needed a solution that could meet the needs of our growing organization and our customers. Our team, our needs, and our product offerings are growing rapidly, and we need systems and processes to keep up with our team's hard work and tenacity.”

- Sander Sharp  
Vice President of IT, Cirkul

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## Implementation

### Process:

#### Professional and Smooth:

The implementation process was characterized by professionalism and efficiency. Cirkul's project manager provided regular updates and held weekly meetings to keep the team informed. The owners of WebSan, including Andrew, maintained a close relationship with Cirkul's leadership, addressing concerns promptly. The collaboration between the two teams was marked by a friendly and cooperative approach, building strong relationships with both IT and business teams.

## The Benefits:

### Tracking and Analyzing Revenue Channels:

With Dynamics Business Central, Cirkul gained the ability to better track and analyze revenue channels and the cost of goods sold. This enhanced visibility enables the company to make informed decisions and adapt to market changes swiftly.

### Streamlined Processes:

WebSan's EDI 365 solution, known for its seamless integration capabilities, has significantly contributed to Cirkul's operational efficiency. By simplifying complex container tracking processes and enabling seamless onboarding of new EDI customers, Cirkul's supply chain team now saves valuable time and stays in sync with the sales team.

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## Conclusion:

Cirkul's successful transition to Dynamics Business Central with the support of WebSan has empowered the company to overcome operational challenges and position itself for continued growth. The improved ability to adapt to evolving business needs, coupled with streamlined processes, underscores the significance of selecting the right solution and partner. As Sander Sharp summarizes, "We took a complex container tracking process and simplified it, saving time for our supply chain team." This case study serves as a testament to the positive impact of strategic technology decisions in fostering business success.