

Industry expertise and IP help Alithya fuel operational transformation for Dynamics 365 customers



Focus on business outcomes drives customer success

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IP to expand impact of Dynamics 365

As part of its development efforts, Alithya ensures that any IP is aligned not only with the Dynamics 365 feature roadmap, but also with the upgrade requirements of customers.

Growing in lock step with Microsoft

Alithya is seeing strong growth and has added new services such as Power App development to its practice as it begins to eye the opportunity beyond North America.

Water treatment company leverages Dynamics 365 to stay in step with global growth

For more than 50 years, ChemTreat, Inc. has delivered dependable water treatment products and services to enterprises ranging from power plants to food manufacturers. The company has been rapidly expanding its global presence through acquisition, but relied on in-house, custom-coded, desktop-dependent systems to manage its supply chain and financial operations. To keep pace with industry technology requirements and support its growth aspirations, ChemTreat needed a more modern, efficient solution. "We needed a partner and tools that would provide the transformation we needed while also supporting the growth of our organization both domestically and internationally," said Katie Journigan, Director of Business Systems at ChemTreat.

The company turned to Microsoft Gold Partner Alithya, a proven expert in implementing Dynamics 365 Supply Chain Management and Finance solutions across multiple industries, including both chemical manufacturing and professional services. Alithya's team of chemical and service industry experts worked with ChemTreat to define the desired business outcomes and map them against Dynamics 365 capabilities. For requirements not covered by the base solution, such as the company's need to manage chemical quality standards, Alithya pulled in its Alithya 365 for Operations solution, an IP offering that builds on Dynamics 365 to address unique manufacturing challenges around regulatory compliance, quality testing, and complex sales channels.

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— Steve Reed, VP of Sales, Alithya

Despite the pandemic forcing the team to switch to remote implementation during the late phases of the project, the solution went live in July 2020. Since then, it has been delivering end-to-end visibility of supply chain and financial data that has helped improve manufacturing efficiencies and quality testing processes, as well as a better user experience that has ensured strong adoption. ChemTreat now has real-time insight into expenses, customer consumption, and demand, enabling improved planning and better, faster decision making at all levels of the organization.

“With the direct data visibility we generate in Dynamics 365 Supply Chain Management, we can now proactively identify raw material shortages in our chemical processing supply chain,” said Journigan. “We’re getting better supply chain outcomes with half the time and effort.”

Focus on business outcomes drives customer success

ChemTreat is just one of many businesses that Alithya has helped realize success with Dynamics 365. With five Microsoft Gold certifications, 20 Microsoft awards, and 16 consecutive years as a Dynamics 365 Inner Circle partner, Alithya has built a reputation as one of the most skilled Dynamics 365 implementation partners, especially in the manufacturing industry, where the company boasts more than 500 customers.

“We’ve helped hundreds of organizations

implement and optimize Microsoft Dynamics 365—Supply Chain Management, Finance, and Customer Engagement—to help them grow, evolve, and transform their businesses,” said Sonia Burnette, Senior Director of Marketing for Alithya’s Microsoft Practice. “We understand our customers’ challenges and focus on business outcomes, using our industry expertise, knowledge, and IP to make sure that they get the most out of their Dynamics 365 solution.”

Alithya’s deep bench of experts and company culture are key differentiators in ensuring the right business outcomes are achieved. “We take pride in the fact that we have really senior, experienced people within our implementation teams building methodology and processes that drive customer success,” said Reddy Beeram, VP of Enterprise Services for Microsoft Practice at Alithya. “Our company culture is one where we invest in our people. Our deep industry knowledge and expertise help us bring the best services to our prospects and customers.”

IP to expand impact of Dynamics 365

Another way that Alithya ensures customers can achieve the full potential of Dynamics 365 is with a wide library of custom-built IP solutions. These applications augment the core Dynamics 365 solution, providing functionality that covers industry-specific requirements and delivering additional efficiency, compliance, or automation as required for specialized scenarios.

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As part of its development efforts, Alithya ensures that any IP is aligned not only with the Dynamics 365 feature roadmap, but also with the upgrade requirements of customers. “We ensure that any IP we build has features that you can migrate easily and quickly and is upgrade friendly,” continued Reed. “As enabling technology, we don’t want to trip users up on their Dynamics 365 journey.”

Alithya considers its IP to extend beyond just software. The company has also developed people and processes that aim to speed adoption and usage of the complete Dynamics 365 feature set. Examples include its express implementation methodologies that leverage thousands of pre-built business process models for specific industry verticals and its Customer Success and Optimization team dedicated to supporting

customers after go-live and ensuring adoption of new features and strategies as appropriate.

Growing in lock step with Microsoft

As Microsoft has expanded its Business Applications technologies and customer base, Alithya has kept pace. The company is seeing strong growth and has added new services such as Power App development to its practice as it begins to eye the opportunity beyond North America.

“I think we are working with the best products in the world,” said Reed. “We are going to continue to grow, doubling down on industry and new technologies like Power Apps to help customers drive better business outcomes.”



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