

Ciner Resources Case Study

Ciner Resources Leaves Logistical Problems in the Dust

ABOUT

Founded in 2015, Ciner (pronounced 'jin-ner') Resources is one of the leading low-cost suppliers of natural soda ash (sodium carbonate). Its facility in Green River, WY, has been in production since 1962. Manufacturers around the world depend on Ciner for their high-quality key ingredient used in food, detergent, glass, and chemicals.

SITUATION

As a fast-growing company, Ciner wanted to lay a strong foundation for digital transformation by implementing a cloud-based ERP solution. For implementation support, they needed a strategic technology partner that could also streamline their supply chain operations – especially around logistics.

Ciner sells soda ash domestically and internationally with different units of measure and in multiple currencies. They also ship in bulk using containers. They needed an ERP solution that was agile enough to handle diverse situations while still enforcing standard operating procedures.

SOLUTION

After careful consideration of options, Ciner selected Microsoft Dynamics 365 Finance as their ERP solution due to its capabilities and ability to handle complexity. MCA Connect was chosen as their strategic technology & advisory partner, quickly becoming an extension of the Ciner project team. MCA Connect joined the project steering committee at the outset of the Dynamics 365 implementation and continues to support Ciner today.



AT-A-GLANCE

Ciner Resources (Ciner) is the largest soda ash producer in the United States. As a fast-growing company, Ciner wanted a modern, cloud-based ERP system that would allow them to support a new business unit quickly.

CHALLENGES

Ciner sells soda ash globally in different units of measure, multiple currencies, and with various quantities and customs requirements. Their new ERP solution had to be agile enough to handle these diverse situations.

SOLUTION

Ciner selected Dynamics 365 Finance as their ERP solution. Ciner employees use role-based operational dashboards to manage critical business functions, and self-healing scripts reduce the need for people to get involved at all. Ciner will continue to work with the MCA Managed Services team to continually improve their systems.

As part of the Dynamics implementation, MCA Connect built integrations to other line-of-business systems. With support from the MCA Advantage Managed Services team, Ciner employees can now use role-based operational dashboards to manage critical business functions. Self-healing scripts reduced the need for people to get involved at all. For example, when a shipment is facing a problem due to weather, customs, or product mix, the system can re-route that delivery to another customer and automatically back-fill the original order. With this solution in place, Ciner can reduce operational expenses and become a more dependable supplier.

“ MCA Connect was instrumental in driving process change – by setting up our systems, but also by how they engaged our stakeholders.

- **Muzaffer Lakdawala, CIO, Ciner Enterprises**

After successfully going live on Dynamics 365, Ciner continues to work with the MCA Advantage team on system improvements. Our team has further expanded and optimized Ciner’s solution, and implemented new business unit features including logistics rail processing and oversea shipping systems. Ciner plans to continually invest in technology and leverage their enhanced system to transform how they operate. MCA Connect’s Managed Services team will continue to support their system and adjust requirements to support their transformation and future vision.

ABOUT MCA CONNECT

MCA Connect is a twelve-time Inner Circle Microsoft Gold Certified Partner that helps manufacturers around the world drive business performance.



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