CASE STUDY

Clients First™
Business Solutions

"CFBS has always been able to help us – make recommendations and figure out solutions to issues that we've had." - Geoff Gibson | Director of Sales

MemoParts Partners with Clients First for Over a Decade of Rapid Growth

MemoParts
Diesel Engines & Components
An M&D Company

Overview

MemoParts is a leading supplier of aftermarket diesel engine parts and components as well as a fully equipped rebuilder of DEUTZ diesel engines. To ensure the highest quality parts, Memo partners with two of the world's most prominent manufacturers of OEM engine components: Kolbenschmidt Pierburg AG (KS) and ElringKlinger AG (Erling).

They began business in the 1980's. In the early 2000s, MemoParts realized their business needed newer technology to support their growth. They chose Dynamics NAV, a business management solution by Microsoft, and partnered with Clients First Business Solutions (CFBS) to implement it. Using an Enterprise Resource Planning (ERP) software allowed them to align their transactions throughout their business processes. It's been a successful partnership ever since.

Clients First had the industry experience and proven methodologies to implement MemoParts' selected ERP. MemoParts chose an on-premise instance of Dynamics NAV. The Clients First team worked closely with the Memo project team to get a good understanding of their business processes in order to ensure a successful implementation. Since that first implementation, CFBS and MemoParts have traveled from Microsoft Dynamics NAV to Business Central. Each ERP upgrade has enabled MemoParts to grow – doubling in size in the last 10 years.

"I'm not sure it would have been as easy [to upgrade] if we didn't have the relationship with the same CFBS implementor helping us throughout the process."
- Ahmed Elborai | VP, Global Sourcing, M&D

MemoParts

Location:
Divisional HQ – Southlake, TX

Founded:
1980s; Acquired in 2022

Industry:
B2B Distribution

Solution:
- Microsoft Dynamics NAV
- Microsoft Dynamics 365 Business Central

Employees:
30+ in Division

Revenue:
Private Company

Key Performance Indicators:
# of Orders, Time from Order to Ship, Customer Service, Revenue

Key Results:
- Customer online orders went from 0 - 30%
- Daily orders rose from 30–50 to 100–150, while processing time was cut in half – tripling operational output
- Shipping time reduced by 50%, improving fulfillment
- Company size doubled over the past 10 years

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Complex Shipping Requirements Handled

While the Microsoft ERP landscape was evolving, so was MemoParts. When orders doubled, the increase was easily managed thanks to the new system. Around 2020, Ahmed Elborai, then co-owner of MemoParts, saw the need to upgrade from NAV to Microsoft Dynamics Business Central (BC). Upgrading provided new features in shipping and accounting. Geoff Gibson, Director of Sales, recalls that there was very little to no disruption of business during the upgrade to BC due to their relationship with the CFBS implementor, who knew both their business and the software extremely well. CFBS prides itself on longevity, both with their customers and their team.

Orders doubled again, and the associated shipping was handled easily with the addition of specialized shipping software. To streamline warehouse operations, scanners were implemented so workers could pull, pack, and ship with ease. Business Central then picks up the shipment and queues the invoice. Elborai noted that the upgrade not only reduced errors significantly but made shipping so simple that when the dedicated shipping person went on vacation, operations continued seamlessly,"you can just plug and play anyone in that role." That level of efficiency continues to support the company's growth.

"We had a full-time employee totally dedicated to processing orders. Now a warehouse employee does the same work in 4 or 5 hours."
- Geoff Gibson | Director of Sales

Multi-currency Made Efficient

MemoParts buys stock in Euros and other currencies. About 70-80% of their parts are imported, and approximately 25% of their sales are exports. Dynamics 365 Business Central made recording transactions in multiple currencies automatic. Currency conversion is now automated and user-friendly. Bills received in Euros can easily be paid in USD, converted according to the method and amount defined by the business.

As Elborai explained, "The system has the necessary codes, weights, and dimensions to make exporting easier." Geoff Gibson added that invoices going out to FedEx and others are generated automatically, which also makes exporting more efficient.

Acquired, but allowed to stay on BC

With Dynamics 365 BC simplifying complex shipping, MemoParts again doubled its orders, shipments, and revenue. That growth caught the attention of M&D Distributors. M&D acquired MemoParts in 2022, retaining Mr. Elborai as Vice President of Global Sourcing and Mr. Gibson as Director of Sales.

Unlike many acquisitions where software changes are required, M&D recognized the efficiency of MemoParts' inventory tracking, shipping, and accounting systems and chose to let the team continue using Microsoft Dynamics 365 Business Central.

The Key to Choosing the Right Partner

While ERP systems often offer similar core functionality, successful implementation comes down to understanding both the software and the industry it supports. An ERP system integrates every step — purchasing product, receiving inventory, paying associated bills, invoicing customers, and collecting revenue, all while affecting the company's financials.

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Both Mr. Elborai and Mr. Gibson mentioned that one of the reasons they chose Clients First as their partner was how impressive the knowledge of the CFBS team was, and continues to be. Not only did the team know the ERP software inside and out, but their lead implementor also understood the industry. The implementor took time to listen, learn MemoParts' specific business processes, and tailor the system to meet those needs. CFBS is proud to say that MemoParts is still a valued client.

The Cloud and CoPilot

2025 is bringing another BC upgrade to MemoParts. After CFBS demonstrated the newest version of Business Central, MemoParts decided not only to upgrade but also to move from their on-premise instance to the cloud. By doing so, they can take even greater advantage of Business Central's seamless integration with other Microsoft tools like CoPilot.

With customer orders from the internet now comprising 30-40% of total orders, syncing the ERP with the online store has become essential for growth. Mr. Elborai noted, "Instead of the guys answering the phones all day, they can process the orders that come from the website."

Reporting Made Easier

Business Central's integration with Microsoft 365 enhances productivity and collaboration by connecting business data with familiar tools like Excel, Outlook, and Teams. In addition to the standard reporting features in Business Central, MemoParts currently uses Microsoft Power BI to extend its reporting capabilities.

Once the upgrade and transition to the cloud is complete, accessing and effectively leveraging Microsoft's cloud-based reporting tools will be even more streamlined.

The Bottom Line

MemoParts chose Microsoft Dynamics NAV in the early 2000s and has partnered with Clients First Business Solutions to continually leverage advances in ERP technology, most recently upgrading to Microsoft Dynamics 365 Business Central. In 2025, they will move to the cloud to take greater advantage of the Internet of Things (IoT) and improve the speed and responsiveness of customer orders and support.

Their business is international. The ERP system easily handles multiple currencies, complex shipments, and core business processes. Employees now work more efficiently. They've doubled their business not once, but twice since adopting a modern ERP and continue to grow.

Choosing the right ERP partner has been a significant factor in their success. It takes both industry and software knowledge to implement ERP effectively. Listening to the customer's requirements and tailoring the software to meet them has been key. Clients First Business Solutions has done exactly that for over a decade, and will continue to do so.

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