

With Custom Software Development Solutions Strong Manufacturing and Distribution Expertise, Dynamic Manufacturing Solutions Inc. is helping Organizations Improve Operational Efficiency by Adopting New Software Automation and ERP Systems

Technology
ERP Software
(Private)

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Mark Hamblin
CEO

BIO:

Mark Hamblin is President of Dynamic Manufacturing Solutions (DMS), a Canadian-based software development and consulting firm specializing in Microsoft Dynamics. Mr. Hamblin started his career working in manufacturing and distribution before leveraging that experience to create software for those industries. As part of his software development career, he taught Computer Engineering at the Northern Alberta Institute of Technology (NAIT) and sits on various boards of direction for software development and manufacturing programs.

Company Profile:

Dynamic Manufacturing Solutions (DMS) delivers Microsoft Dynamics ERP, IT Infrastructure, and custom software development solutions to the manufacturing, warehousing, and distribution industries to improve operational efficiencies. Manufacturers and distributors leverage DMS software for tasks such as managing inventory, performing mobile warehouse operations, and tracking employee time and attendance.

Founded in 2008, DMS' corporate philosophy has always been simple: provide value to clients at every stage of the implementation process. Commitment to this philosophy has led to DMS being recognized among Canada's fastest growing companies by Alberta Venture and Profit Magazine (multiple years). Ultimately, any honours we may receive are a positive by-product of our commitment to client needs and speak to how seriously we take their business and ours.

Interview conducted by:
Lynn Fosse, Senior Editor

CEOCFO: Mr. Hamblin, what is Dynamic Manufacturing Solutions?

Mr. Hamblin: DMS is the organization that helps manufacturers and distributors improve their operational efficiency by adopting new technology, specifically ERP systems and software automation.

CEOCFO: What types of companies are coming to you for your services?

Mr. Hamblin: It is a wide range, but it is largely in the manufacturing distribution verticals. We have very small companies with several employees all the way up to very large billion-dollar

companies that are using our software and services.

Normally these are the companies that are having trouble coping with growth or even continued operations due to inefficient or unusable information systems. Due to our strong manufacturing and distribution expertise, organizations come to us to find ways to reduce the risk inherent in operating a business on obsolete or out of date technology.

CEOCFO: Are people coming to you when they are making a change or do they come for a brand-new system and concept?

Mr. Hamblin: It is a little of both. Often people want a brand-new system. Sometimes people just need deeper expertise within their existing system or their existing business and we can provide that. We have many years of experience and resources that can often provide more support and knowledge on the system than their current provider.

When clients are looking for new systems, they often need more than just software; they need the domain expertise we offer to ensure they're getting a solution that actually works.

CEOCFO: Are you competing much with in-house people or are most of the companies you work with outsourcing?

Mr. Hamblin: Once in a while we will be competing with an in-house resource that believes they can do it themselves. Sometimes they probably could do it themselves, but developing or modifying key systems in-house can be a risky endeavor. It's normally far safer and more cost ef-

fective to use a proven solution from a vendor like us. It's a common enough problem that we've had to address this in a number of our blog posts.

However, generally we have a symbiotic relationship with internal business analysts. We work fairly closely with them, as it is almost always necessary to have somebody internal supporting the project.

CEOCFO: Are there particular systems that you advocate or that you work around or are your solutions fairly customized?

Mr. Hamblin: It is a little of both. The reality is that there are a lot of organizations out there with core software systems that they're not going to rip out in any hurry, but that don't necessarily do everything the organization needs. We can work with those systems to extend the functionality and their useful service lives. However, in many cases it just makes sense to start with a modern system that is designed to grow with the organization. In those cases we implement Microsoft Dynamics systems for the most part. If it's one of our products or a custom software solution, we can generally work with any existing system a client is using.

CEOCFO: The company formed in 2008. How has the vision changed and grown from your basic concept or has it?

Mr. Hamblin: Our core principles are still there. What we really focus on is customer success. It may be our tagline, but it really is the company culture and philosophy. We will go that extra mile to make sure that the customer is actually getting what they need to succeed and not only what we promised we would give them. This has been the primary driver of our growth to date. We currently do not have a sales force so we really depend on word-of-mouth for new business. That makes it vitally important to keep your customers happy when you rely on them for referral business.

CEOCFO: Would you give us an example of that extra mile?

Mr. Hamblin: Well, last night I was up until 2:00 am helping a client in Australia... But that's a fairly minor example (it just happens to be very recent). A better recent example comes from an ERP implementation. During the project, we recognized a very lucrative way our client could be using the knowledge inherent in their data. They had never considered anything like it before and were shocked at how much value we had unlocked for them.

CEOCFO: Dynamic has received recognition as a fast-growing company and some other awards, is that helpful with your clients or just nice to have the validation?

Mr. Hamblin: It is nice to have the validation, but it also gives our existing clients some comfort that we are stable and growing. When we're talking about working for these much larger clients, they may be concerned about the risk of putting their trust in a small company. I think it gives them

Due to our strong manufacturing and distribution expertise, organizations come to us to find ways to reduce the risk inherent in operating a business on obsolete or out of date technology. - Mark Hamblin

some piece of mind to know that we are growing and receiving awards, and is helpful to us when discussing additional projects. It is also good from an exposure point of view, as we do not have a formal sales force. Both the Alberta Venture and Profit Magazine awards have been great exposure for us.

CEOCFO: What are some of the challenges that you find throughout at every company that you can address and what are some of the more unique challenges that you have had to work with and have been able to customize a solution?

Mr. Hamblin: The common challenges are really all related to new technology adoption. Many people are still doing things the same way they have for the last thirty years. Many organizations just don't realize how much they could improve their efficiencies by doing some very basic things. There are many inefficient

processes that have built up over time to work around limitations of the technology they have employed. Also, when we engage with a client, it is not just a matter of evaluating the software; it is also evaluating their internal processes and understanding how users will react to the upcoming changes. In large-scale system implementations, the change management process is as important as the software implementation.

One of more unique challenges was building a full logistics management system for one of our clients from scratch. That project displaced an established logistics developed by a very large organization that wasn't meeting the client's needs.

CEOCFO: What is ahead for the next few years?

Mr. Hamblin: We provide a very good service and excellent software and it would be a shame if more people didn't get a chance to benefit from our expertise. In the next few years we are going to spend some time building our own infrastructure to make the company more of a sales focused enterprise without giving up our commitment to quality. I see us opening additional offices in Western Canada and significantly growing our client base.

CEOCFO: What do you look for in your people and how do you find people with more than technical expertise?

Mr. Hamblin: That is a big challenge for us. To date, most of our recruitment has been through networks, through people we know. Our top people have almost all worked together before, which really helps. It is extremely difficult to find amazing people, so we're quite fortunate to have the excellent people we do.

CEOCFO: How do you ensure that the systems that you provide are user friendly?

Mr. Hamblin: The short answer is that we would know very quickly if what we delivered to them was not user-friendly simply because clients would not be able to use it. To ensure

we deliver usable solutions, we do a great deal of internal review on user interfaces, and we do a large amount of internal validation before we even show samples to the client.

CEOCFO: What do you see are some of the challenges as you are growing the business and how are you ready?

Mr. Hamblin:

Making the transition from an 18-person company to a much larger company of 50 or more people is going to present our biggest challenge to date. The first part of that challenge is

developing the marketing and sales infrastructure required to fuel the growth, and the second is making sure we can effectively execute the work that materializes from our sales efforts. We're currently planning for that major growth inflection point by investing in new people and infrastructure to support the expected growth.

CEOCFO: Our readers are primarily in business and investment community looking at new ideas, new companies and potentially people to work

with or to make systems for them. Why should people pay attention to Dynamic Manufacturing Solutions today?

Mr. Hamblin: We are a highly committed and capable group of people with a proven record in delivering successful solutions. We focus on manufacturing and distribution, but we have done a great deal of work elsewhere as well. Our strong commitment to quality work and customer success has allowed us to grow quite successfully.



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