



Customer Case Study

A Juicy IT Story



Sunny Delight Beverages Co.



Founded in the 1960s, Sunny Delight Beverages Co. is a leading producer, distributor and marketer of juices, juice drinks and flavored waters in North America. The company operates four plants across the U.S. that service both refrigerated and shelf table distribution systems and supplies a wide range of customers.

Challenges

Implement Microsoft Dynamics AX 2012 R3 Warehouse Management on Azure

When Sunny Delight Beverages Co. decided to implement Microsoft Dynamics AX 2012 on Azure and do so within a short, 3-week timeframe, it was clear that they didn't have the expertise in-house to successfully deploy and manage the solution themselves.

In addition, Sunny Delight Beverages Co.'s system integrator (SI) was not familiar with Microsoft Dynamics AX 2012 on an Azure environment and needed assistance with the management (database restores and configuration changes) as well as go-live support following implementation. Given the challenges that were presented, Sunny Delight Beverages Co. knew that whatever provider they settled upon had to be able to react quickly and efficiently. They found everything they were looking for with US Signal®.

Highlights

Challenges

- Needed to implement Microsoft Dynamics AX 2012 on Azure within three weeks.
- Lacked in-house expertise and required external management support.
- System integrator unfamiliar with Azure deployment.

Solutions

- Longstanding partnership since 2004 for hosting Microsoft Dynamics AX 2009.
- Expanded into a hybrid cloud with AX 2012 on Azure.
- Leveraged Microsoft Dynamics Lifecycle Services (LCS) to ensure high availability and avoid failure points.
- Provided seamless management of both AX 2009 and 2012 environments.

Results

- Phased transition using co-existing AX 2009 and AX 2012 environments.
- New AX features implemented quickly without a full upgrade.
- Comprehensive AX management and hybrid cloud deployment.
- Simplified warehouse management system migration and LCS integration.

Solution

Since 2004, US Signal has been hosting Sunny Delight Beverages Co.'s ERP application — Microsoft Dynamics AX 2009. Given the long-standing, successful partnership, the company knew US Signal had the resources and expertise required to expand their Microsoft AX environment into a hybrid cloud deployment and selected US Signal to complete the task.

As part of the implementation, Microsoft required the use of Microsoft Dynamics Lifecycle Services (LCS) to improve predictability and quality of the Microsoft Dynamics AX 2012 environment. US Signal was able to successfully implement Sunny Delight Beverages Co.'s new AX environment on Azure and meet the requirements for Microsoft's high availability SLA, which requires additional components to be added to the environment to avoid any single point of failure.



Results

By partnering with US Signal, Sunny Delight Beverages Co. was able to transition to Microsoft Dynamics AX 2012 R3 without doing a full version upgrade, allowing the company to continue running Microsoft Dynamics AX 2009 and 2012 side by side. As such, they were able to take advantage of the new features in a much shorter timeline.

In addition, the US Signal solution also provided:

- End-to-end management of their AX environment on Azure
- Hybrid cloud deployment of AX
- Migration path to move their warehouse management system from 3rd party to native AX
- Co-existing AX 2009 and 2012 for a phased transition to new functionality
- Simplified deployment and LCS integration





Digital Infrastructure Solutions Built for Your Business



US Signal, established in 2001, is a premier national digital infrastructure company that operates a fully owned fiber network to deliver a wide range of advanced digital solutions. Our offerings include robust cloud services, secure colocation facilities, high-performance connectivity, comprehensive hardware resale, and managed IT services, empowering businesses to enhance their operational efficiency through tailored network, data center, data protection, and cybersecurity solutions.