



## CASE STUDY



**goodfellow**  
ADVANCED MATERIALS  
INNOVATION DELIVERED

# Case Study: Goodfellow's Digital Transformation with Inciper



## About Goodfellow

For over 75 years, Goodfellow has been a trusted supplier of materials to the research and development sectors worldwide. Renowned for their dedication to solving complex challenges, the company has consistently supported science and industry with innovative solutions.

## The Challenge

Supported by Private Equity, Goodfellow has ambitious growth plans, fuelled by organic growth and through acquisition. Such plans necessitated the creation of an IT strategy, which was agreed in 2022 and aimed to provide technology suitable to both support the growth and to address and mitigate technology risk (including cyber).

Central to this IT strategy was project ADA, which featured the replacement of the Goodfellow legacy ERP systems as a central deliverable, providing a technology stack appropriate to:

- ▶ Support complex global operations
- ▶ Integrate with existing Salesforce CRM, new Adobe Commerce eCommerce platforms and other third party systems.
- ▶ Provide management insight through Data & Analytics.
- ▶ Provide a platform to leverage future technology advancements including AI.

## Why Inciper?

D365 F&O and Inciper were shortlisted by an independent review of ERP solutions, and Inciper was then selected for their expertise in complex manufacturing solutions, their approach to integrating consultant and client project teams, and the quality of their consultants.





## The Solution

Inciper began with a discovery and design engagement to validate Goodfellow's business requirements and identify optimal solutions. This phase resulted in a comprehensive **Solution Blueprint** detailing:

- ▶ The deployment strategy for **Microsoft Dynamics 365 Finance & Supply Chain (D365F&O)** and Data & Analytics (D&A).
- ▶ Integration requirements between Dynamics, Salesforce, Adobe Commerce, and other platforms.
- ▶ A clear implementation plan and timeline, including strategies for data migration and integrations.

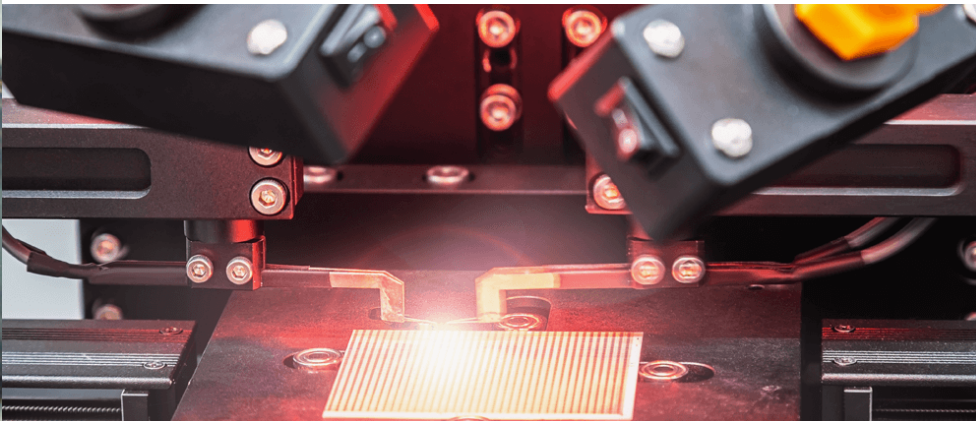
## Outcomes of the Transformation

The implementation of D365 was completed within approx. 16 months, and is enabling Goodfellow to achieve its strategic goals, including:

- ▶ **Digital Enablement:** Enhancing customer experiences by meeting their needs efficiently, fostering innovation, and driving satisfaction.
- ▶ **Regional Sales Optimization:** Gaining localized insights to grow the customer base and secure more regular purchases across the product range.
- ▶ **Offer Development:** Expanding product ranges, improving internal capabilities, and extending geographic reach through partnerships, supplier collaboration, and strategic acquisitions. Enhanced pricing strategies across global, local, and product ranges are driving both sales and margins.

"Often at the end of a stressful technology implementation, relationships with partners can be fraught. That we continue to enjoy a positive, collaborative team spirit is a credit to the Inciper approach."

**Richard Wilson, CTO**



## Conclusion

Inciper's agile approach and expertise in delivering tailored ERP solutions have set Goodfellow on a path toward sustained growth and innovation.

The positive collaboration throughout and post implementation ensures that Goodfellow's technology infrastructure not only supports its ambitious goals but also that the Goodfellow team has been left with a high level of D365 self sufficiency.