TDL Canada modernizes with Dynamics 365 and Insight Works apps

Summary

Customer
TDL Canada
tdlcanada.ca

Industry
Wholesale distribution, consumer electronics

Location
Canada

Business Central Version
Business Central online

Partners
LIDD (Microsoft Partner)
Insight Works (ISV)

Solution
- Microsoft Dynamics 365 Business Central
- Dynamic Ship
- Warehouse Insight

Results
- December order shipments up 209%
- Less manual entry and faster fulfillment
- Real-time inventory, sales, and order visibility
- Faster shipping and better backorder management
- Ready to integrate new business units
- ASN communication integrated with Dynamic Ship



ABOUT TDL CANADA

TDL Canada is a wholesale distributor of consumer electronics and networking gear. During its Business Central project, the company acquired Gentek, which it is integrating in the next phase.

ADDRESSING LONGSTANDING CHALLENGES

In early 2023, TDL Canada, a leading wholesale distributor of consumer electronics and networking gear, was hindered by an outdated Adagio system and manual warehouse processes.

TDL faced significant hurdles moving from manual to digital systems. Staff had to unlearn ingrained processes like paper-based order tracking and manual backorder handling.

To future-proof their operations and improve efficiency, the company partnered with supply chain experts at LIDD to deploy Microsoft Dynamics 365 Business Central Cloud, enhanced by applications from Insight Works and TrueCommerce.

TECHNOLOGY STACK

LIDD led the implementation of Business Central, Insight Works' Warehouse Insight and Dynamic Ship apps, and TrueCommerce EDI. These tools created a robust, scalable platform tailored to wholesale distribution's needs.

1. Warehouse Insight: Warehouse Insight by Insight Works revolutionized warehouse operations through real-time mobile scanning, reducing data entry errors and boosting accuracy. The app ran on two different models of handheld barcode scanner.

2. Dynamic Ship: Dynamic Ship by Insight Works streamlined TDL's shipping by embedding rate shopping, label generation, and shipment tracking directly into Business Central.

STRATEGIC OVERHAUL

The deployment wasn't just a software upgrade: it was a strategic transformation. A mid-project acquisition of Gentek prompted a phased rollout, starting with TDL's core operations to minimize disruption.

Microsoft Dynamics 365 Business Central centralized TDL's data and workflows, eliminating silos and automating core processes. TrueCommerce

EDI replaced TDL's old EDI system, enabling faster and more accurate order handling. The new EDI system was live within two months, just in time for the holiday season.

LIDD responded to these hurdles with structured change management and targeted staff training, smoothing the transition and boosting team confidence.

RESULTS THAT MATTER

The upgrade unlocked significant performance gains.

- TDL increased their December order shipments from 6,146 in 2022 to 19,000 in 2024, a 209% increase.
- Efficiency: Automation reduced manual entry and sped up fulfillment.
- Data Access: Teams gained real-time inventory, sales, and order visibility.
- Customer Satisfaction: Faster shipping and better backorder management improved service levels.
- Scalability: TDL is now positioned to integrate new business units with minimal disruption.
- EDI Optimization: Integrated workflows with Dynamic Ship ensured seamless ASN communication with trading partners.

MOVING FORWARD

According to Lance Tennier, VP of Operations, the transformation didn't just improve operations: it redefined what TDL could achieve. The company is now equipped to grow, expand, and adapt rapidly in a fast-moving industry.

As TDL integrates Gentek in the next phase, the strategic investment in Microsoft's ecosystem ensures they can scale effectively, confidently, and without missing a beat.

About Insight Works

Insight Works is a Microsoft Dynamics 365 Business Central ISV (independent software vendor) specializing in warehouse management, manufacturing, and productivity solutions. With a portfolio of apps available on Microsoft Marketplace, Insight Works helps distributors, manufacturers, and wholesalers extend Business Central to fit the way they actually work. Learn more at insight-works.com.

TDL Gentek | LIDD Supply Chain Consultants

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