How Lande Family Manages Up to 1.8 Million Furniture Variants in a Single Configurable Model Using Insight Works Apps and Business Central

Summary

Customer
Lande Family
landefamily.nl

Industry
Made-to-Order Furniture Manufacturing

Location
Schijndel, Netherlands

Employees
About 250

Go-Live
April 1, 2026

Partners
Blisss (Microsoft Partner)
Insight Works (ISV)

Solution
- Microsoft Dynamics 365 Business Central
- Product Configurator

Results
- Up to 1.8 million variants managed in a single model
- New model setup cut from a working day to 1.5–2 hours
- Three times less engineering effort to build and maintain configurations
- Sales orders configured in under a minute
- One central source for all business data
- Sales, engineering, and production on the same data
- Delivered on time and on budget, now owned in-house



ABOUT LANDE FAMILY

Lande Family is the seller and producer of the furniture brands Artifort, Montis, and Lande, with about 250 employees across the Netherlands, Belgium, Germany, and Turkey. At its head office and main production site in Schijndel, the team handles woodworking, metalworking, painting, powder coating, foam production, and final assembly under one roof.

EXTENDING BUSINESS CENTRAL FOR MADE-TO-ORDER FURNITURE MANUFACTURING

Lande does not sell a fixed catalog of finished products. Customers choose fabric or leather, powder coating and lacquer colors, foam types, frames, and finishes, so a single model can cover 1.8 million variants, far too many to set up as items in advance.

For years, Lande ran Microsoft Dynamics Axapta alongside a separate custom configurator. Every new model had to be synchronized and validated between the two systems, maintenance grew more complex, and dependence on a small software vendor created a continuity risk.

Lande saw the opportunity to extend Business Central with an integrated configurator, so product configuration, bills of materials (BOMs), and production planning could work as one.

SOLUTION: EXTENDING BUSINESS CENTRAL ACROSS CONFIGURATION, ENGINEERING, AND PRODUCTION

Lande deployed Product Configurator from Insight Works alongside Microsoft Dynamics 365 Business Central, implemented by Blisss, to address sales order configuration, model building, BOM and routing creation, and the connection between sales, engineering, and production.

1. Guided Configuration on Every Sales Order: The internal sales team configures each customer order directly on the sales order. Product Configurator walks them through about six questions, and the process takes less than a minute.

2. Faster Model Building with Integrated BOMs and Routings: Product developers use Product Configurator daily to build new models and improve existing ones, using the Rule Builder for non-standard products. Because BOMs and routings are created inside Business Central, the separate synchronization

and validation steps of the old system are gone.

3. One Connected Flow from Sales to Production: Lande NL configures all brands and models centrally for three production sites in the Netherlands and Belgium. With configuration running inside Business Central, sales, engineering, and production share a single source of data.

PROVING IT ON LANDE'S OWN PRODUCTS BEFORE COMMITTING

Lande evaluated several Enterprise Resource Planning (ERP) options. For 60 to 70 users, the larger platforms were more than Lande needed, while Business Central offered room to scale. Blisss arranged a reference visit to a manufacturer with similar processes, then tested Business Central and Product Configurator using Lande's own product models.

The main implementation phase finished on time and on budget. Blisss made internal capacity a requirement from the start, and Lande formed a key user group with representatives from every major department. The team protected the scope, moving less urgent improvements to a later phase.

Lande expects to build about 4,000 configurable models, and that work continues alongside process design and testing. The key user group drives ongoing improvements, bringing Blisss in mainly for complex optimizations and strategic questions. The lesson for other manufacturers: commit internal people, protect the scope, and plan to own the system.

RESULTS: MILLIONS OF VARIANTS, FASTER MODEL BUILDING, AND ONE SOURCE OF DATA

Lande reported improvements including:

- Up to 1.8 million variants sit within a single configurable model, so Lande offers full choice without creating each variant as an item.
- Building a new model takes about 1.5 to 2 hours instead of around one full working day, which speeds up the remaining model build-out.
- The engineering effort to build and maintain product configurations is about three times lower than before, so product developers keep pace with new models and special requests.
- Customer orders are configured on the sales order in under a minute, so internal sales handles custom orders within normal order entry.
- One central source of data replaced a legacy ERP and a separate configurator, removing the synchronization and validation steps between them.
- Sales, engineering, and production work from the same data in Business Central, so every team sees the same configured order.
- The main phase was delivered on time and on budget, and in-house ownership reduces reliance on an outside software vendor.

"For us, configuration and production are inseparable. When Blisss tested the Insight Works solution with our own product models, we gained confidence that this combination could work." **Marco van der Rijt, Chief Financial Officer, Lande Family**

FROM MILLIONS OF VARIANTS TO ONE CONNECTED FLOW

By extending Business Central with Product Configurator, Lande Family manages up to 1.8 million variants in a single model, builds a new model in about 1.5 to 2 hours, and runs sales, engineering, and production from the same data.

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.

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