

Kent Displays, Inc. manufactures Reflex LCDs for unique, sustainable applications. The primary application is eWriters. Other applications include electronic skins, smartcards, and eReaders.

Utilizing liquid crystal display technology, the manufacturing process involves two layers of thin plastic films with a specially formulated liquid crystal mixture providing for an environmentally-friendly alternative to traditional paper and backlit LCD's. This creates nearly endless application opportunities. As a result, the company has experienced explosive growth.

The Challenge

In 2009 Kent Displays, Inc. transitioned from a research and development company to a manufacturing and consumer product company. Their most popular product, the Boogie Board eWriter, drove high sales resulting in revenue doubling annually. Managing this growth became an opportunity and a challenge.

For example, the Operations team needed timely information on orders, inventory, and production. Executive management needed snapshot and detailed information on financials, sales, as well as the production schedule.

Adding to the complexity was an assembly plant in China. In summary, Kent Displays, Inc. needed visibility to maximize opportunity for growth.

Business Issues:

- Explosive Growth
- Disparate & Antiquated Systems
- Operations on Two Continents
- Lack of Real-time Business Data

Kent Displays, Inc. realized that a fully integrated ERP solution would provide the right tool to support their expansion.

Taesun Cha, Vice President of Operations, led the company's process to select and implement the right solution.

"We needed adaptable ERP software along with a proven implementation partner to provide manufacturing process expertise." Given their rapid growth, they needed a fast implementation.



Unique environmentally-friendly product sends sales soaring...creating opportunities and challenges. Business needs adaptable ERP solution to maximize growth opportunity.





Agility Business Solutions, Inc. helped us to implement Microsoft Dynamics AX on time and on budget. They were patient but kept us focused and on task.



Taesun Cha
Vice President, Operations

Kent Displays, Inc. selected Microsoft Dynamics AX with Agility Business Solutions, Inc. as their implementation partner.

The Solution

“Dynamics AX is not a ‘Tier 1’ solution that would require a long implementation and millions of dollars in investment. Dynamics AX offers the flexibility and power we need but is easier and more affordable to implement,” explains Cha.

Microsoft Dynamics AX Benefits:

- Shorter implementation time
- Reduces user training
- Lower Total Cost of Ownership
- Reduces cross-continent operations issues
- Increases visibility to real-time business data
- Faster problem resolution
- Adapts to future business needs

Cha continues, “Agility Business Solutions, Inc. brought the knowledge to our business processes we needed. They proved invaluable by sharing best industry practices to help us formalize our business processes and procedures.”

Overall Benefits:

- Formalized Business Processes to Best Practices
- ABS Partnership and Business Expertise
- Scalability
- Production Planning
- Agility of System as Company Expands

“Agility Business Solutions, Inc. helped to implement Dynamics AX on time and on budget. They were patient but kept us focused and on task,” said Cha. “Also, we adapted quickly to the familiar look and feel of Microsoft Dynamics AX. As we look to the future and as our business expands, Dynamics AX and Agility Business Solutions, Inc. provide support both in the ERP solution and business process,” concluded Cha.



Microsoft Partner

Gold Enterprise Resource Planning
Silver Data Platform

