

Case Study

GMG

Empowering GMG Dubai with Robust D365 F&O Support

A new era of efficiency with Trident and Microsoft Dynamics 365

Industry: Food, Health & Consumer Goods Distribution
Location: India
Solution Implemented: Microsoft Dynamics 365 Business Central



ABOUT CUSTOMER

GMG Dubai is a global well-being company headquartered in the UAE, dedicated to inspiring people to live healthy and active lifestyles. With a strong presence in retail, food, distribution, and healthcare, GMG operates across the Middle East, Asia, and beyond. The company represents leading international and homegrown brands, serving millions of customers across multiple channels.

CHALLENGES

Despite successfully running on Microsoft Dynamics 365 Finance & Operations, GMG faced several pressing challenges that hindered optimal performance:

- Lack of proactive system monitoring and preventive maintenance
- Delays in issue resolution affecting business continuity
- Insufficient in-house expertise for handling complex customizations and integrations
- Frequent post-deployment glitches due to lack of structured support
- Limited visibility into application performance and user adoption
- Dependency on multiple vendors for various support requirements
- These issues resulted in operational bottlenecks, inefficiencies, and increased costs for GMG’s dynamic and growing business.

SOLUTION IMPLEMENTED

Trident Information Systems partnered with GMG to provide end-to-end **D365 Finance & Operations Support Services**, with the following key deliverables:

- 24x7 support with SLA-driven ticket resolution
- Dedicated support team with functional and technical consultants
- Health checks and performance optimization of D365 F&O
- Change request and customization support
- Periodic training and knowledge transfer to internal teams
- Centralized issue tracking and governance via ITSM tools
- Advisory on upgrade paths and environment management

BENEFITS TO CUSTOMER

- **Faster Issue Resolution:** 40% reduction in ticket resolution time with dedicated support resources
- **Increased System Uptime:** Improved availability through proactive system monitoring
- **Cost Efficiency:** Optimized support operations reduced total cost of ownership
- **Operational Continuity:** No disruption in business operations even during peak sales periods
- **Improved User Experience:** Enhanced system performance and reduced end-user complaints
- **Strategic IT Partnership:** Ongoing guidance for digital transformation and scalability

CUSTOMER TESTIMONIAL



“Partnering with Trident for D365 F&O support has significantly improved our operational reliability. Their expertise and responsiveness helped us solve complex issues faster and ensure our systems align with business and compliance needs. We view them as an extension of our own team.”
— IT Director, GMG Dubai

TRIDENT INFORMATION SYSTEMS



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