

Powering Personal Wellness with Precision Technology

Trident Implements Microsoft D365 Finance & Operations for PicPax’s Next-Gen Health Platform

Industry: Health & Wellness / Nutraceuticals
Location: UAE
Solution Implemented: Microsoft Dynamics 365 Finance & Operations (D365 F&O) & Ongoing Support



ABOUT CUSTOMER

PicPax is a UAE-based wellness brand revolutionizing personal nutrition through customized daily supplement plans. Moving beyond traditional “one-size-fits-all” approaches, PicPax provides science-backed, tailored vitamin packs curated to each customer’s unique health needs.

CHALLENGES

As PicPax scaled its unique personalized supplement service, the team encountered several technology and operational hurdles:

- **Fragmented Operations** – Disconnected systems across production, inventory, and fulfillment slowed service delivery and caused data inconsistencies.
- **Complex Customization Requirements** – Managing individual supplement packs for each customer required dynamic order processing and precise inventory control.
- **Manual Financial Workflows** – Accounting and reporting processes were time-intensive and lacked real-time visibility.
- **Inventory Management Bottlenecks** – Stockouts of key ingredients and overstock of slow-moving items created inefficiencies and lost revenue.
- **Scalability Concerns** – Rapid growth in demand required a robust backend to support increased volume, accuracy, and fulfillment speed.
- **Lack of Real-Time Insights** – Business decisions were delayed due to absence of unified data on sales, stock levels, and customer behavior.

SOLUTION IMPLEMENTED

Trident Provided Microsoft Dynamics 365 Finance & Operations, aligning their backend systems with the brand’s commitment to personalized health and operational excellence:

- **Centralized ERP Platform** – Integrated finance, inventory, manufacturing, order management, and customer data into a single source of truth.
- **Precision Inventory Tracking** – Enabled real-time visibility into ingredient stock levels, expiration dates, and batch controls to support tailored pack creation.
- **Automated Order Fulfillment** – Streamlined end-to-end order workflows from digital intake to customized pack assembly and dispatch.
- **Finance Automation** – Accelerated monthly closings, compliance tracking, and dynamic reporting through financial automation tools.
- **Scalable Cloud Infrastructure** – Cloud-native setup ensured operational flexibility and business continuity across future growth phases.
- **Advanced Analytics** – Delivered live dashboards for performance monitoring, customer trends, and supply chain insights.

BENEFITS TO CUSTOMER

- **Operational Excellence** – Unified operations improved coordination, reduced errors, and accelerated service delivery.
- **Faster Custom Pack Fulfillment** – Improved ingredient tracking and automation helped speed up personalized order processing.
- **Inventory Optimization** – Real-time inventory insights minimized waste, reduced overstocking, and ensured product availability.
- **Financial Visibility** – Automated reports and analytics empowered leadership with accurate, on-demand business intelligence.
- **Scalable for Growth** – The D365 platform supports future product lines, increased volumes, and new market entry with minimal friction.
- **Enhanced Customer Satisfaction** – Timely deliveries and consistent quality strengthened trust in PicPax’s personalized wellness promise.

CUSTOMER TESTIMONIAL

“Trident’s implementation of Microsoft D365 F&O has taken our backend from patchwork to powerful. It supports the precision and personalization our brand stands for, and the difference shows in our operations and customer feedback. We finally have the control and insight we need to scale with confidence.”

— Founder, PicPax

TRIDENT INFORMATION SYSTEMS



tridentinfo.com



info@tridentinfo.com