



Seamless ERP Upgrade in the Travel Industry: **Alexander & Roberts**' Migration from NAV to Business Central

How Strategic Integration and Expert Partnership Unlocked Efficiency, Security, and Growth

Customer Overview

Alexander & Roberts is a renowned leader in the travel and tourism sector, known for delivering exceptional travel experiences. With a legacy of quality service, the company relies on robust business systems to ensure operational excellence and financial accuracy. As the industry evolved, so did the demands for streamlined processes, enhanced security, and the flexibility to adapt quickly to change.

The Business Challenge

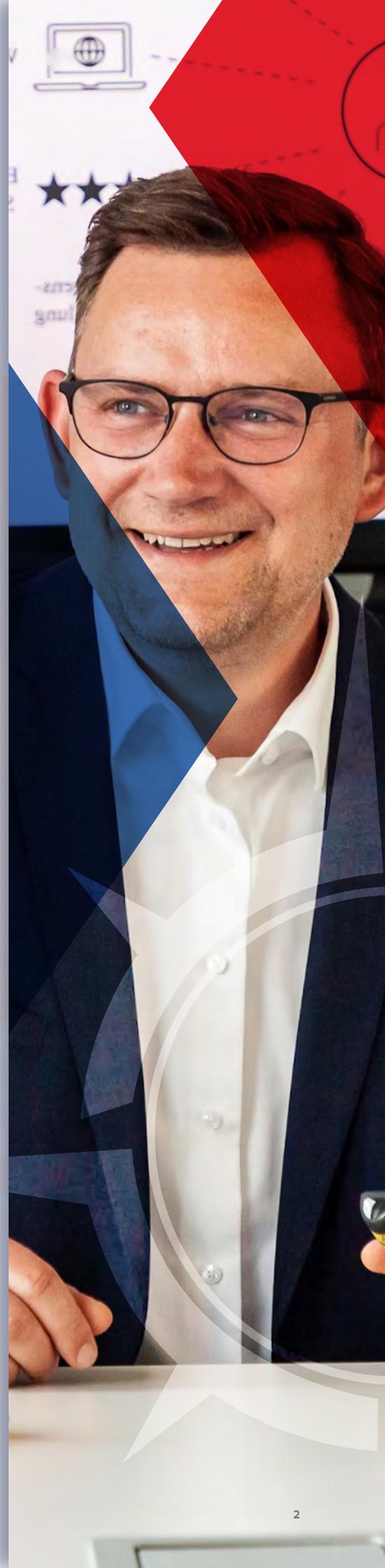
Faced with the growing risks of operating on a decade-old, unsupported version of Microsoft NAV, Alexander & Roberts recognized the urgent need to modernize its systems. The outdated platform left them vulnerable to data security threats and jeopardized business continuity, especially as their original implementation partner was no longer available to provide ongoing technical support.

Their business processes were also highly complex. Critical tasks, such as exporting data from their travel ERP system to the accounting platform, required multiple, inefficient steps. Previous attempts to automate these processes, most notably, a six-month project with another vendor resulted in a cumbersome, three-step export process that still demanded manual data conversion.



"It was just clunky. It worked, but it was not what I felt was available at that time. We eventually abandoned the project in early 2020, partly due to COVID, but also because I was sick of it too."

- Caroline Cloutier
CFO
Alexander & Roberts



Solution Provided by Admiral Consulting Group

To overcome these hurdles, Alexander & Roberts partnered with Admiral, initially for technical support and ultimately for a comprehensive migration to Microsoft Business Central. Admiral brought both functional and technical expertise to the table, working closely with the Alexander & Roberts team to design customized export/import solutions that enabled seamless integration with their travel ERP.

While the end-user experience was transformed into a simple two-click process, the underlying solution was far more intricate. Beneath this simplicity lies a sophisticated orchestration of systems. Travel Studio initiated the integration by exporting data to a secure Azure SFTP site, where Admiral's Power Automate flow picked up the data and routed it into Business Central. This behind-the-scenes automation ensured that data was precisely captured and prepped for subsequent processing.

The true innovation unfolded when users clicked the processing button in Business Central. In that moment, a series of rules, logic, and formatting instructions sprang into action, transforming raw data into structured entries. These entries were then posted into the appropriate General Journals, each tailored to match specific configurations designed for the process. This integration and coordination with the Travel Studio team, including coding, formatting of exports, and development across Azure, represented roughly 40% of the project effort, underscoring the depth and value of the solution.

Admiral's approach went beyond technology. They delivered comprehensive training and provided responsive support, leveraging familiar team members to foster continuity and trust. Following the migration, Admiral implemented additional enhancements, including custom reporting, automated currency exchange rates, and streamlined bank reconciliation.



Transformative Outcomes

How Alexander & Roberts Unlocked Efficiency, Security, and Growth with Business Central

- 01** **Seamless transition to Business Central**
The migration was completed with minimal disruption, allowing daily operations to continue smoothly.
- 02** **Restored Microsoft support**
The upgrade ensured peace of mind regarding data security and system reliability.
- 03** **Productivity gains**
The improved user interface, flexible reporting, and automation of routine financial processes freed up valuable staff time, allowing for more efficient operations.
- 04** **Enhanced customization**
The ability to tailor reports and processes reduced manual data manipulation and increased business agility.
- 05** **Strengthened partnership**
The successful project fostered an ongoing, trusted relationship with Admiral.

When asked why they decided to go with Admiral Consulting Group:



"It's almost like I've forgotten—it's a line from an old movie—'You had me at hello' when they explained what they could do with the complex import process that was absolutely critical to our operations through Power Automate. They basically had me right there."

– **Caroline Cloutier**
CFO
Alexander & Roberts



The Conclusion

Alexander & Roberts' migration to Microsoft Business Central, expertly guided by Admiral, not only upgraded their technology but also transformed their daily operations. By automating critical financial processes and restoring reliable support, the company now enjoys greater efficiency, security, and flexibility—empowering it to focus on what it does best: creating unforgettable travel experiences.

Ready to transform your business systems and unlock new efficiency?

Don't let outdated technology hold your company back. Connect with Admiral Consulting Group today and discover how their expertise can deliver seamless migration, powerful automation, and lasting support just like they did for Alexander & Roberts.

Schedule your free consultation now and start your journey toward smarter, more secure operations. Contact Admiral Consulting Group and experience the difference firsthand!