

Case Study



Driving strategic cloud modernisation

Marshalls plc is the UK's leading supplier of hard landscaping, building and roofing products – a benchmark for manufacturing excellence since the 1890s. Recognised as a Superbrand since 2010, Marshalls has supplied some of the country's most prestigious landmarks and built an enduring reputation not only for product quality, but for leadership in corporate responsibility and sustainable business practice.

The cost of standing still

For an organisation of Marshalls' scale and ambition, the risks embedded in its technology estate had become impossible to ignore. Several business units, including operations in the Netherlands, China, and the United States were running on Microsoft AX 2009, a platform that had reached end of support. The exposure this created was both operational and strategic.

At the same time, Marshalls' leadership recognised that the heavily customised AX environment, while once a competitive asset, had become a constraint. It limited the group's ability to consolidate onto a single cloud platform, restricted adoption of modern productivity tools, and made it difficult to establish the kind of standardised operating model that would allow new entities to be brought onto the same technology base efficiently.

The ambition was clear: move to the cloud, reduce customisation, standardise on a group-wide template, and unlock the full potential of the Microsoft ecosystem – including Power Platform.

Constraint to capability

Intelisen IT delivered a comprehensive implementation of Microsoft Dynamics 365 Finance & Supply Chain Management, designed from the outset to serve as the group's standard cloud template – a replicable foundation that future business units could adopt with confidence.

Alongside D365 FSCM, the programme brought D365 Sales into scope, covering account management, sales quotations, and project quotations. This gave commercial teams a unified, real-time view of the customer relationship – connected to the operational core of the business.

Power Platform was central to the solution architecture. A bespoke pricing engine, built in Power Apps and integrated directly with D365 FSCM, replaced legacy tooling with a flexible, maintainable solution that sits natively within the Microsoft stack. Power Automate was deployed to orchestrate document management: files attached within FSCM are automatically routed to SharePoint, with metadata columns populated on arrival – replacing a standalone document management system with a natively integrated Microsoft alternative.



Transforming operations. Enabling scalable growth.

Marshalls has eliminated the compliance and continuity risks posed by outdated infrastructure. The business now runs on a modern, supported, cloud-based D365 platform that is standardised, scalable, and aligned with Microsoft's roadmap. Moving away from heavy customisation makes the platform easier to maintain, upgrade, and extend. The programme also establishes a repeatable model for onboarding additional entities, reducing the cost and complexity of future rollouts.

Overall, Marshalls has taken a decisive step toward a connected, cloud-first operating model, with Power Platform investments laying the foundation for ongoing automation and innovation.

Simplifying operations with standard solutions

Modules our core D365 team implemented:



Sales ledger



Sales and marketing



Purchase ledger



General ledger



Landed cost



Products



Procurement and sourcing



Production



Budgeting and costing



Bills of materials



Stock management



Cash and ban



Credit and collections



Fixed assets



Warehouse management

Modernising systems. Reducing risk with Intelisense.

Bespoke solutions, simplified

- Bespoke transport planning replaced with standard warehouse management
- Bespoke pricing engine moved to low-code Power Apps
- Bespoke container/import replaced with standard landed cost

Seamless integration across tools

- Dual write & data integrator between Dataverse and FSCM
- EDI Integration for inbound sales orders and outbound invoices
- Sana (Webstore)
- Lasernet (Reporting tool)

Realising Impact

Marshall's phase one transformation

- Migrated Belgium and China business from AX2009 to D365
- Minimised customisations, reducing business risk
- Established a repeatable rollout template
- Simplified customisations with low-code/standard functionality

Talk with our Dynamics
365 consultant

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Navigating Change, Delivering Value

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