



Case Study

# Bestway USA: Enhancing Financial Reporting with *Microsoft Dynamics 365 Business Central*



Purchases of securities of investments	7,835	447	(7,883)	
Sales of investments	(292)	(1,570)		
Securities lending payable	(5,568)			
Net cash used in investing			\$ 10,610	\$ 4,023
Cash and cash equivalents, end of period	\$ 10,610	\$ 4,023		\$ 4,023

# Introduction:

Bestway USA, a leading provider of high-quality outdoor and recreational products, faced significant challenges in its financial reporting processes after transitioning to the latest version of Microsoft Dynamics 365 Business Central. While Business Central offered robust capabilities, the company found that generating financial reports required more steps compared to their previous system, QuickBooks. To streamline financial reporting and ensure greater efficiency, Bestway USA engaged Cambay Solutions to develop customized reports tailored to their specific business needs.

## Challenges and Pain Points



Following the transition to Business Central, Bestway USA encountered several hurdles in their reporting processes:

- **Increased Complexity** – The built-in financial report designer required multiple manual steps, increasing the time required to generate reports.
- **Limited Customization** – The existing report templates did not fully meet Bestway's specific financial reporting requirements.
- **Operational Inefficiencies** – The finance team struggled to extract meaningful insights due to the additional steps needed to filter and refine reports.
- **Adoption Challenges** – Users were accustomed to QuickBooks' simpler reporting structure and needed additional training to maximize Business Central's capabilities.

Recognizing these challenges, Bestway USA sought a solution that would simplify and automate financial reporting while leveraging Business Central's powerful features.

# Client Partnership

Cambay Solutions partnered closely with Bestway USA's IT stakeholders to understand their unique business needs and reporting expectations. Through multiple discussions and collaborative workshops, Cambay developed a comprehensive plan to address the pain points and deliver an optimized financial reporting experience within Business Central.

Cambay's approach focused on:

- Identifying reporting inefficiencies and user frustrations.
- Defining clear project objectives aligned with Bestway's operational goals.
- Establishing a phased implementation roadmap to minimize disruptions.

*"Cambay puts tremendous emphasis on delivery that exceeds our client's expectations. Our proven record of accomplishment ensures that initiatives like this can be completed on time and within budget,"* said Matt Quehl, Sales Account Executive at Cambay Solutions.

## The Proposed Solution

To improve efficiency and enhance financial insights, Cambay proposed the development of customized financial reports within Business Central. The tailored solution included:

- **Custom Report Development** – Four specialized reports:
  - a. Operations Budget to Actuals
  - b. Year-End Forecast
  - c. Transaction Details
  - d. Year-over-Year Comparisons
- **Enhanced Filtering Options** – Allowing users to refine reports by date range, G/L accounts, and dimensions.
- **Seamless Integration** – Reports designed to be easily exported to Excel for further analysis and sharing.
- **User Training** – Sessions to ensure Bestway USA's finance team could maximize the benefits of the new reports.

# Journey to Provide the Solution

The implementation followed a structured approach:

## Project Mobilization

Coordination with Bestway's IT team to establish access to Business Central environments and necessary resources.

## Requirement Validation & Backlog Build-Out

Conducted detailed business requirement analysis, creating a backlog of necessary tasks and deliverables.

## Custom Report Development

Designed, built, and tested each report within Business Central's environment.

## User Acceptance Testing (UAT)

Bestway's finance team validated the reports to ensure they met business needs.

## Business Central Deployment

Reports were deployed into the production environment following successful testing.

## Training & Knowledge Transfer

Provided end-user training on report usage and customization.

## Post Go-Live Support

A five-day hyper-care period ensured smooth adoption and addressed any immediate concerns.



# The Results

The customized reporting solution significantly enhanced Bestway USA's financial operations:

- **Improved Efficiency** – The new reports reduced manual steps, allowing finance users to generate reports faster and with greater accuracy.
- **Enhanced Decision-Making** – Custom filtering and layout options enabled more meaningful insights.
- **Stronger User Adoption** – Training ensured the finance team felt confident using Business Central for financial reporting.
- **Seamless Integration** – Reports seamlessly integrated with existing workflows, eliminating the need for workarounds.

## Conclusion



Through its partnership with **Cambay Solutions**, **Bestway USA** successfully overcame the limitations of its financial reporting processes in Business Central. By implementing customized reports tailored to their needs, Bestway achieved greater efficiency, improved accuracy, and enhanced financial decision-making capabilities.

## Looking Ahead

With the new reporting framework in place, Bestway USA is well-positioned to scale its financial operations effectively. Moving forward, Cambay Solutions will continue to provide ongoing support and explore additional enhancements to further optimize Bestway's use of Business Central.

As Bestway USA continues to grow, its financial reporting needs will evolve. Cambay remains committed to supporting Bestway on this journey, ensuring that their Business Central environment remains agile, efficient, and aligned with their strategic goals.