

From Production to Proof: Building Unit-Level Traceability at Scale

How Devsinc transformed serialization, scanning, and warehouse operations across Swiss Arabian Perfume Group's Dynamics 365 F&O environment.





Client Overview

Swiss Arabian Perfume Group (SAPG) is a perfume and fragrance manufacturer producing and distributing finished goods across wholesale and export markets. SAPG was already an established Dynamics 365 Finance & Operations user - production orders, batch tracking, and Advanced Warehouse Management (AWMS) were live and owned by SAPG's business and IT teams before this engagement began.

Devsinc was engaged to enhance and support that existing platform: designing and configuring a unit-level serialization capability on top of SAPG's live D365 F&O environment, and providing ongoing support services as the enhancement was adopted across production and warehouse operations.

Business Challenges

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As SAPG's production and distribution volumes grew, traceability inside its existing D365 F&O environment hadn't kept pace with the business's needs. What worked at the batch level began falling short as the business needed unit-level precision.

1

Traceability That Stopped at the Batch

Tracking stopped at the batch level, so individual units couldn't be uniquely identified - limiting authenticity validation and end-to-end traceability across the business.

2

A Manual, Error-Prone Registration Process

Picking-list journals and Report-as-Finished postings were manual, adding operational effort & registration-error risk during high-volume production.

3

No Structured Way to Handle Variance

When actual output didn't match the plan, there was no structured way to handle shortages, excess output, or rejected & damaged labels.

4

Existing Inventory Without Serial Data

Substantial on-hand stock carried no serial data, making a controlled transition essential to protect inventory valuation and continuity.

5

Limited Visibility Beyond the Unit

License Plate use was only partial, limiting carton, shipment, and recall-level traceability across wholesale and export operations.

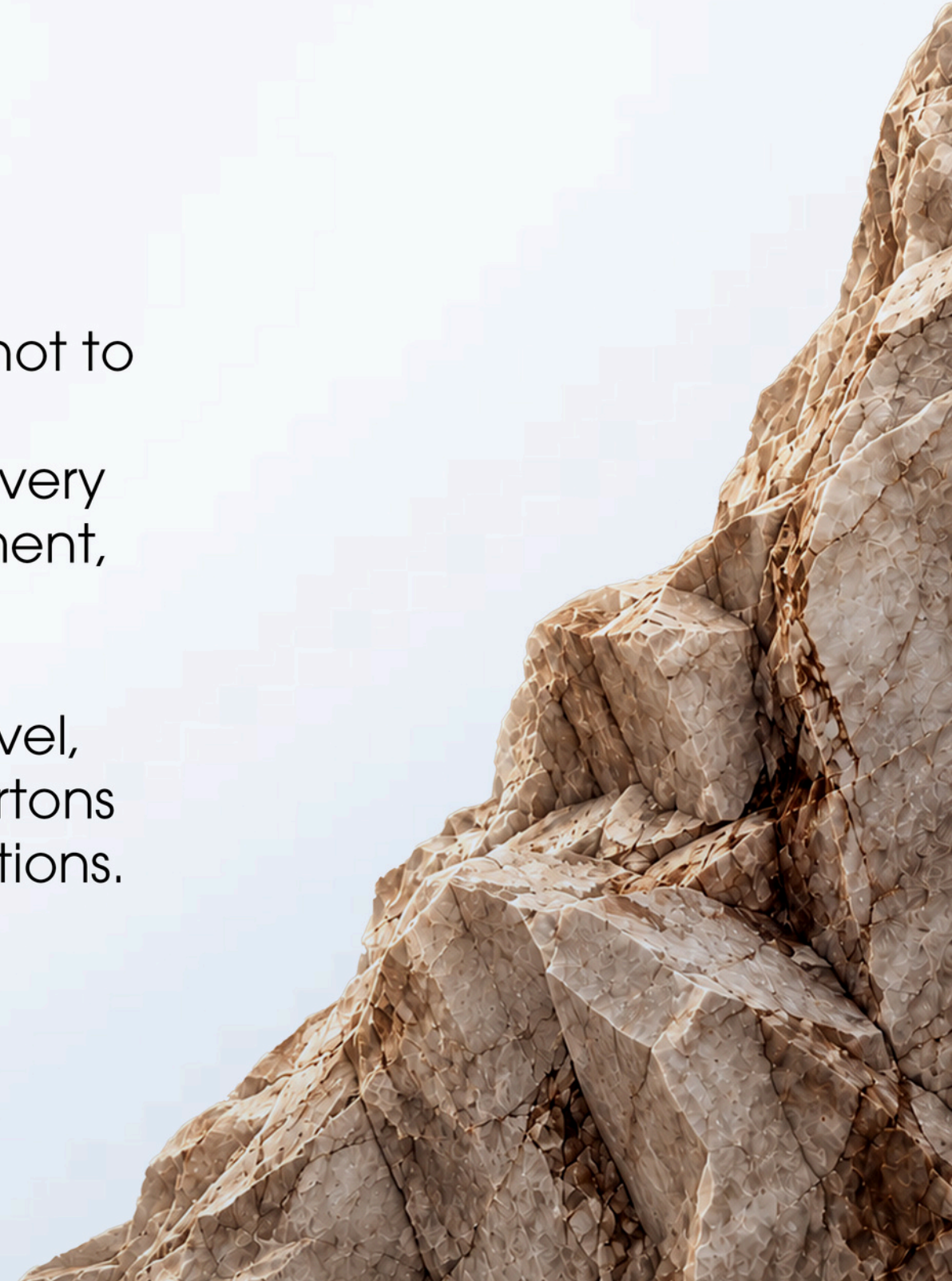
Together, these gaps limited SAPG's ability to guarantee authenticity and traceability at the level its production scale demanded, from the factory floor through to export dispatch.

The Approach

SAPG evaluated its options and chose Devsinc as a Microsoft Solutions Partner with demonstrated expertise in Dynamics 365 Finance & Operations, including Advanced Warehouse Management and Production Control - credentials that mattered for an enhancement being layered onto a live, already-operating platform.

Devsinc's priority was to enhance SAPG's existing environment with minimal disruption, not to re-implement it. That meant understanding exactly how production, inventory, and warehouse processes worked today before configuring anything new. Structured discovery workshops and documented As-Is/To-Be process mapping shaped the entire engagement, from serialization design through cutover and early live support.

That understanding shaped a phased approach: extend tracking from batch to unit level, embed verification directly into the production flow, extend traceability outward to cartons and dispatch, and support SAPG's teams through testing, cutover, and early live operations.





Key Priorities Included:

- ✓ Inventory serialization enhancement, extending AWMS-enabled finished-goods items from batch-only to combined batch + serial tracking.
- ✓ Serial number scanning in production, using data-matrix label verification and scanner-based registration validation.
- ✓ AWMS configuration enhancements, including License Plate-enabled locations, work templates, and location directives for serialized receipt, put-away, and picking.
- ✓ Parent-child carton aggregation design, linking serial numbers to a parent License Plate for carton, shipment, and recall traceability.
- ✓ Inventory cutover and transition planning support, together with post-deployment support services as serialized operations went live.

Scope of Engagement

Devsinc's domain experts scoped the engagement around the three D365 F&O modules where unit-level traceability would have the most impact: Production Control, Inventory Management, and Warehouse Management.

The Solution

Production Control: **Serialization at the Source**

Devsinc configured tracking dimension groups, serial setups, reservation hierarchy, serial number groups, and dedicated number sequences so D365 F&O automatically assigns a unique serial to every unit at Report-as-Finished. Data-matrix label verification and scanner-based registration validation were embedded into the standard Update Registrations process, so unreadable, invalid, or incorrectly printed labels are rejected before units continue down the line.

The outcome: a live D365 F&O platform extended with unit-level serialization, standard-process label verification, and carton-level traceability - supported by Devsinc through testing, cutover, and early live operations.

Devsinc enhanced SAPG's ecosystem module by module, extending what was already live rather than replacing it - starting with serialization at the point of production, then extending outward through the warehouse to dispatch.

Inventory Management: **Carton, Dispatch, and Cutover**

Parent-child carton aggregation was designed to link individual serial numbers to a parent Carton/License Plate, extending that visibility from single unit to carton to dispatch. A phased inventory transition - with exception handling for rejected labels, reprints, and production quantity variance - was defined in collaboration with SAPG's finance and operations teams to protect valuation and continuity throughout the cutover.

Warehouse Management: **Storage & Movement Traceability**

License Plate-enabled production and storage locations, finished-goods put-away work templates, and location directives were configured to support serialized receipt, movement, and picking across AWMS.



The Results

Unit-Level Product Traceability

Unit-level traceability enabled - every newly produced unit carries a unique, system-generated serial number, enabling authenticity validation and full visibility from production to dispatch.

Automated Label Verification

Defective label pass-through minimized via scanner-based verification, reducing the need for manual quality checks on the line.

End-to-End Dispatch Traceability

Serialized dispatch enabled across wholesale operations, supporting customer-, country-, and export-level traceability, with Devsinc's support services in place through adoption.

Automated Serial Registration

Manual registration effort reduced through automated serial/batch generation and scan-driven registration, as observed by SAPG's production teams.

Improved Warehouse Efficiency

Improved picking and put-away efficiency reported by SAPG's warehouse teams, supported by carton-level aggregation and stronger recall/audit readiness.



Looking Ahead

With unit-level serialization now embedded into its production line, SAPG is positioned to extend traceability further rather than rebuild it. Because the enhancement was layered cleanly onto its existing D365 F&O environment, new capability - deeper compliance and authenticity workflows, broader export-market coverage, or extended supply-chain visibility - can be added as requirements evolve, with Devsinc positioned to support that evolution.

Running D365 F&O and looking to extend its capabilities or strengthen post-go-live support?

Talk to [Devsinc's Dynamics 365](#) experts about enhancement and support services tailored to your operations.

About Devsinc

Devsinc is a global technology partner working with enterprises across North America, the UAE, and the wider MENA region to build, scale, and transform through enterprise application engineering, AI and data solutions, technology advisory, product development, and digital transformation.

With over 15 years of experience, more than 3,000 successful projects delivered, and over 230 active clients across 23 countries, we combine proven execution with deep technical expertise. As a Microsoft Solutions Partner, we bring platform excellence together with world-class engineering talent while taking an AI-centric approach to every engagement, helping enterprises identify where AI can create meaningful business value and develop the systems needed to realise it. Our aim continues to be helping more enterprises grow further and faster, with AI at the core of that journey.

50+

Successful projects delivered

50+

Microsoft Dynamics consultants

6

Global offices (US, EU, MENA, APAC)

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