



MAKING TRACKS

XAPT

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from XAPT on
Digital Transformation

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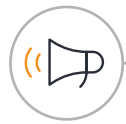
Welcoming four dealers to NAXT365!

Three New Dealers Join XAPT's Growing Network

We kicked off the year on a high note by welcoming four new dealers to the digital transformation with NAXT365. Our customer base is growing, highlighting XAPT's expanding global footprint and reaffirming its dedication to empowering Caterpillar dealers worldwide.

Thompson Marsh, Dealer Principal and CEO, expressed confidence that this transition will allow them to best serve their customers while increasing efficiency and aligning with Caterpillar on their digital journey.

In Mexico, **Trasca Cat** has been a trusted Caterpillar® provider in the



WHAT'S
HAPPENING



CASE STUDY

Post-Go-Live Strategy with NAXT365

For heavy equipment dealers, the next few years come with both opportunities and challenges. NAXT365 empowers dealerships to adapt to the evolving heavy equipment industry. It's not just a one-time implementation – it's a platform that grows with your team. As users deepen their understanding of NAXT365, they unlock its full potential and transformative capabilities.

Thompson 

TRACSA 

NIMAC 

MATRA 

XAPT

Thompson Tractor, a long-standing partner of XAPT, is headquartered in Birmingham, AL. The Thompson family succession continued in 2019 when Lucy Thompson Marsh became the Dealer Principal. The mission of Thompson Tractor is to "create value for our employees, customers, shareholders, suppliers, and communities." With over 1,600 employees and more than 35 locations, Thompson Tractor is excited to continue its partnership with Microsoft and XAPT by upgrading from NAXT 2012 to NAXT365. Lucy

Western and Bajío regions since 1974. Offering an extensive range of heavy equipment, original tools, and spare parts, Trasca Cat operates 13 branches with 12 service workshops across 9 states. Roberto Ramirez, Trasca Cat's General Manager, emphasized that digital transformation lies at the heart of their growth and innovation strategy. The transition to NAXT365 represents a pivotal leap forward in modernizing their operations, streamlining processes, and providing real-time insights for smarter decision-making.

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Embracing Digital Transformation [Continued from page 1]

Nicaragua Machinery Company (NIMAC) serves a wide array of industries, including construction, power generation, agriculture, and transportation. Offering new, used, and rental equipment, NIMAC is pleased to announce its decision to transition to NAXT365. Dayton Caldera Chamorro, Commercial Manager at NIMAC, highlighted that this powerful dealer management system will optimize processes and enhance the quality of service delivered to customers, fulfilling their digital vision.

In Costa Rica, **Maquinaria y Tractores Ltda. (MATRA)** marks a significant step forward in its digital transformation journey by partnering with XAPT. This partnership aligns with MATRA's mission to maintain leadership in a competitive and evolving market. It also underscores XAPT's growing presence in Latin America, reinforcing its commitment to empowering Caterpillar dealers around the world.

These partnerships highlight our dedication to driving operational excellence and innovation through technology. We are excited to see the positive impact NAXT365 will have on these esteemed dealers and their customers. Together, we are building a better future with solutions that generate trust and drive growth.

**Check out our
LATEST VIDEO!**

NAXT365



Post-Go-Live Strategy [Continued from page 1]

At the forefront of the post-go-live evolution is Ziegler Companies in Minneapolis, Minnesota, one of the largest Cat® dealers in the U.S. Having reached go-live in February 2021, they led many other dealerships with a three-year, three-phase process. While NAXT365 sets the stage for dealership success, ERP implementations don't stop at go-live. The Ziegler team found that after they successfully achieved go-live in February of 2021, there was more work to be done.

To help companies evolve post-implementation, Ziegler defined three key stages for success: Stabilize, Improve, and Innovate/Optimize. As Isaac Berling, Vice President of IT for Ziegler Companies, says:

“Ziegler’s goal was to spend the first year stabilizing, the second year focusing on improvement, and the third year understanding how we could optimize our system with the knowledge we now have. Think of it this way: Year one is recovering what was lost during the transition. Year two focuses on making improvements beyond your previous capabilities. By year three, you can begin reimagining how to organize your processes and people to fully leverage the potential of this new system.”

➤ To read the full case study and learn more about how NAXT365 can transform your dealership, [click here](#).

Recent XAPT Events

Advancing Innovation and Collaboration



XAPT has been actively engaging with the global community to explore technological advancements, foster collaboration, and better serve our partners in the heavy equipment industry. Here's a look at some of our recent initiatives.

Exploring Innovation at the Microsoft Fabric Community Conference



In late September, XAPT team members traveled to Stockholm to participate in the first-ever **Microsoft Fabric Community Conference in Europe**. Representing XAPT, **Laszlo Foldi (Product Manager)**, **Dávid Lovas (Technical Architect)**, and **György Somló (Developer Lead)** joined the vibrant Microsoft Fabric community to explore groundbreaking advancements in analytics, AI, and Fabric technology.

This event highlighted the potential of Microsoft Fabric to revolutionize data-driven insights for heavy equipment dealers, marking an exciting step forward in transforming the industry.

Advancing Innovation and Collaboration [Continued from page 2]

Dealer Workshop in the Netherlands

In mid-October, the XAPT Product Team hosted a dealer workshop at **Pon Power and Equipment** in the Netherlands. This collaborative event brought together participants from **MADISA CAT (Mexico)** and **Cleveland Brothers (Pennsylvania)**, who traveled to Europe to engage in this important initiative.

With the coordination and support of **Daan Brenninkmeijer** and **Ben van der Werff**, the workshop provided a platform to:

- Benchmark processes.
- Share best practices and unique regional insights.
- Align product innovation with the real-world challenges dealers face daily.

XAPT's Leadership, Delivery, Support, and Development teams were on-site to ensure the discussions translated into actionable strategies. This effort underscores our commitment to staying connected to the people and processes shaping our solutions.



Showcasing NAXT at the Microsoft Dynamics Community Summit

Also in October, **Jacob Brown** and **Suprina Ravi** from XAPT's sales team attended the **Microsoft Dynamics Community Summit** in San Antonio, Texas. As the largest independent education event for the Microsoft ecosystem, the Summit welcomed over 5,000 attendees.

At the Expo, Jacob and Suprina connected with customers, prospects, and partners, showcasing how **NAXT integrates seamlessly with Microsoft Dynamics 365** for Equipment Dealerships. They also participated in insightful sessions on Fabric, Dataverse, and the latest innovations in Copilot AI, gaining valuable knowledge to drive further enhancements in our solutions.



PON EQUIPMENT and PON POWER Elevate Sales and Customer Experience



At the heart of any successful business are its sales and customer experience. NAXT365 empowers teams to excel with real-time data insights, improved collaboration, and the tools they need to close deals.



Moreover, customers like Pon-Cat, a Caterpillar dealer with 1500 employees in both the Netherlands and Norway, benefit from a seamless and personalized experience that fosters loyalty and long-term relationships.

Pon-Cat leadership was looking for a solution to help them improve their customer experience with a more agile, collaborative organization to this sector of their business, which supplies Caterpillar equipment and services. “We were looking for a more modern landscape, easier to adapt to, but also more flexible in this ever-changing world and fast-changing world so that we could keep pace with what’s happening around us,” says Ben Van der Werff, Product Owner NAXT at Pon Equipment and Pon Power. However, in a scattered landscape, it was difficult to manage customer expectations without real-time data. Now, employees can all make decisions with the same

“NAXT is a simple solution that is really so complex in itself, yet at the same time, simplifies your universe.”

BEN VAN DER WERFF
Product Owner NAXT at Pon

data set. “One set of data going all the way from prospects to the actual delivery means that we experience a lot fewer misunderstandings about how the different options that we sell to the customer,” Van der Werff explains. Now, there is a new level of digital trust within the organization, meaning that employees know that they are receiving accurate, real-time data and can make informed decisions as a result. Now that NAXT has been in use within PEPP, Van der Werff says that there is a greater realization that “NAXT is a simple solution that is really so complex

in itself, yet at the same time, simplifies your universe.”

NAXT365 was the first new system for PEPP in decades. However, it will not be the last since the platform will continue to evolve and grow along the way. Van der Werff explains that NAXT365 is a catalyst for continuous change within the dealership. “Continuous change is the new constant,” says Anders Roil, Director of Digital at Pon Equipment & Pon Rental.

PEPP's evolution of its business with NAXT365 has led to an improved customer experience overall. Sales, field service, and mechanics now have increased connectivity. Technicians can now receive information on their phones or tablets and do service reporting on-site, which is immediately accessible to the team. The team is now seamlessly integrated thanks to the NAXT365 environment, "which means that we are able to offer help in the environments on the moment that the end user needs it, in the context that the user needs it," says Roil. Access across the company to one data set has benefits when it comes to customer service as well.

Roil explains that there is now one set of data from prospects to the actual delivery, which has created a more efficient and accurate process that helps in the environment in the moment that the end user needs it. It's not just access to one set of data but also the real-time access of it. Access to real-time data "significantly increases our understanding about what's going on and increases our decision-making speed and our decision-making quality," he explains.

Inside XAPT's Software Development Team

Driving Innovation and Excellence

By Adam Csernitzky Software Delivery Director



The Software Development Team is a cornerstone of XAPT, responsible for designing, developing, testing, and maintaining NAXT—our flagship ERP solution tailored to meet the unique needs of heavy equipment dealerships. Our objective is to have the best ERP solution to run your business.

A Collaborative Force

Our team of over 100 professionals, including architects, business analysts, developers, and test analysts, operates in functional and technical teams to deliver world-class solutions. Collaboration is key to our success:

- We work closely with customers, OEMs, and XAPT teams, including product managers, project managers, delivery, and support consultants.
- Partnerships with other ISVs and implementation partners enhance our ability to address diverse challenges and provide comprehensive solutions.

Expertise Rooted in Experience

With over two decades of industry experience, XAPT's Software Development Team has built a deep reservoir of both industry-specific and technical expertise. Many of our team members are Microsoft Certified Professionals, and XAPT proudly holds Microsoft's "Business Applications" and "Digital & App Innovation" solution partner designations. As a member of the Microsoft AI Cloud Partner Program, we stay at the forefront of technological innovation.

Continuous Improvement and Innovation

Our commitment to improvement drives everything we do.
Key initiatives include:

- **STREAMLINED DEPLOYMENT:** Together with our customers, we've developed a comprehensive strategy for release deployments, supported by detailed documentation like Release Notes, Feature Catalogs, and Configuration Guides.
- **CLOUD TRANSFORMATION:** As more customers transition to the cloud, we continually refine our methodologies to align with best practices.
- **AI INTEGRATION:** We leverage AI/CoPilot functionality to enhance NAXT365 and improve organizational efficiency, reducing costs while delivering innovative solutions.
- **DATA MANAGEMENT LEADERSHIP:** Our recently released NAXT365 BI Lakehouse solution incorporates best practices in data management and reporting.
- **QUALITY ASSURANCE:** Investments in automated testing tools and frameworks ensure consistent quality improvements across both Dealer Operations and Customer Engagement.



A Global, Diverse Team

XAPT's Software Development Team is truly international, valuing diversity, respect, trust, and transparency. Outside of work, our team enjoys bonding through sports and recreational activities, fostering a strong sense of camaraderie.

As we look to the future, innovation remains at the heart of our DNA. We're committed to delivering cutting-edge solutions that empower our customers to succeed in an ever-evolving industry.

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