

A Strategic Move to Decouple **Licensing Costs From Growth**

Explore How Devsinc Built TaskBridge to Optimize Junaid Jamshed's D365 F&O Licensing Footprint



Junaid Jamshed



Client Overview

Junaid Jamshed (J.) is one of Pakistan's leading fashion and lifestyle retail brands, offering apparel, fragrances, and accessories through a nationwide retail network of 100+ outlets, alongside a growing international presence across the UK, USA, Canada, UAE, Saudi Arabia, Qatar, Australia, New Zealand, and South Africa.

J. runs Microsoft Dynamics 365 Finance & Operations as its core ERP platform. Devsinc was engaged to implement TaskBridge, a purpose-built transactional application integrated with D365 F&O, and to provide ongoing support services, extending the value of the existing D365 F&O footprint rather than replacing it.

Business Challenges

As J.'s transaction volume grew, so did its Microsoft D365 licensing costs, since operational users needed full D365 licenses just to run routine, high-volume work.

1

Licensing Tied Directly to Transaction Volume

Purchase Orders, Transfer Orders, Sales Orders, and Movement Journals all ran natively inside D365 F&O, so license count scaled directly with transaction volume.

2

A Cost Curve That Would Keep Climbing

Left unaddressed, license spend would keep climbing in step with transaction growth, with no structural way to decouple the two.

3

Change That Couldn't Disrupt Live Operations

Any fix had to avoid disrupting live retail and supply-chain operations, or meeting resistance from users already comfortable in D365.

Together, these constraints meant J. needed a way to separate transaction volume from license cost, without touching what already worked for its teams.

The Approach

J. needed more than a licensing negotiation: a structural fix that decoupled cost from transaction volume without disrupting a live environment. Devsinc was selected as a Microsoft Solutions Partner with demonstrated expertise in D365 Finance & Operations and custom enterprise application development, valued for its ability to design solutions that complement a live D365 environment and deliver robust integrations.

Rather than modifying D365 itself, Devsinc's approach was to build a standalone application, TaskBridge, that could take on the highest-volume transaction types and sync back into D365 F&O as they happened. A collaborative, iterative delivery with continuous stakeholder engagement and UAT kept the cutover disruption-free, followed by structured support services to stabilise and sustain adoption.

Scope of Engagement

Devsinc scoped the engagement around a single, well-defined goal: offload the highest-volume transaction types from D365 F&O into a dedicated application, without disturbing the platform they run alongside.

Key Priorities

- ✓ Design, development, and implementation of TaskBridge, a standalone enterprise application, delivered in collaboration with J.'s business and IT teams.
- ✓ Offloading four transaction types from D365 F&O to TaskBridge: Purchase Orders, Transfer Orders, Sales Orders, and Movement Journals.
- ✓ Real-time, two-way integration between TaskBridge and D365 F&O for transactional data, master records, and business processes.
- ✓ Post-deployment support services covering issue resolution, user guidance, and stabilisation.

The Solution

Devsinc centered the solution on TaskBridge itself: an application built in D365's own image, while quietly lifting transaction volume off the platform underneath it.

A Centralized Home for High-Volume

TaskBridge became the dedicated home for Purchase Orders, Transfer Orders, Sales Orders, and Movement Journals, running that volume outside D365 entirely.

An Interface Built to Feel

The TaskBridge UI was designed to closely mirror standard D365 navigation and layouts, cutting the learning curve for existing users.

Real-Time Integration, No Duplicate

Real-time integration between TaskBridge and D365 F&O keeps transactional data and master records in sync, removing duplicate data entry and preserving existing business rules.

Smarter Use of D365

By moving routine transactions to TaskBridge, Devsinc helped J. reserve full D365 licenses for users who need advanced capabilities, while keeping everyday operations connected.

The result: routine transaction volume now runs through TaskBridge, mirroring D365's own workflows and wired back into it in real time, freeing up full D365 licenses for the users who actually need them.

Measurable Outcome

Centralized operational transaction management, with high-volume workflows consolidated into a single, dedicated interface.

D365-consistent user experience, with familiar navigation minimising training time and supporting faster adoption, as observed by J.'s operational teams.

Enterprise-ready scalable architecture, designed to take on additional processes and integrations as the business grows.

Optimised D365 license utilisation, with routine transactions shifted off D365 reducing the number of full licenses J. requires for day-to-day transactional users, with actual savings dependent on its licensing arrangements and user mix.

Additional outcome: case resolution times also improved following the support restructuring, specific percentage not yet available.



Looking Ahead

TaskBridge's scalable architecture is positioned to take on additional business processes and integrations as J. grows, with Devsinc's support services in place to sustain and extend the solution.

Looking to optimise your D365 investment or extend it with custom-built applications? Talk to Devsinc's Dynamics 365 experts.

About Devsinc

Devsinc is a global technology partner partnering 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 certified Salesforce 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.

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