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Lyons Magnus Selects Junction Solutions and Microsoft Dynamics AX 2012 to Fully Integrate Real-Time Information Through an End-to-End Single Solution Platform

DENVER, CO—Junction Solutions, a provider of vertical, market-specific on-premise and on-demand software applications and services for the food and beverage, multi-channel retail and distribution industries built in Microsoft Dynamics® AX, today announced its selection by Lyons Magnus, a leading food service company offering a broad line of value-added fruit, beverage and chocolate products to both the food service and industrial dairy segments. Lyons Magnus will utilize Junction Solutions' JunctionFB™, the company's end-to-end solution set for the food and beverage industry, to streamline operations and visibility throughout the organization from inventory to production scheduling to distribution.

“Like many well-established food and beverage companies, Lyons Magnus had outgrown its disparate legacy systems, and was still using manual order processes,” said Christian Hutter, senior vice president of manufacturing and distribution. “With the introduction of Microsoft Dynamics AX 2012, the time is right for the company to maximize the increased functionality offered by the latest platform, and to utilize the JunctionFB solution set to customize a single, end-to-end solution that will provide visibility throughout all operations as well as adapt easily to future growth.”

“Lyons Magnus is among a select group of industry leaders who have already recognized the competitive advantage of implementing Microsoft Dynamics AX 2012 and JunctionFB,” said Michael Shoemaker, Microsoft's North America Dynamics distribution and consumer goods industry manager. “The powerful, agile and simple solution is unparalleled for its industry-specific ability to streamline and integrate current business functions and adapt to future needs.”

Lyons Magnus has selected the JunctionFB solution set, as well as Junction Solutions' Genetic Optimizer (GO) for Production Scheduling Optimization, Trade Promotions Management (TPM), Wireless Warehouse and Direct Store Delivery to support the entire financial, operational, product manufacturing, packaging and distribution lifecycle and to streamline processes. And because the solution operates in the familiar Microsoft touch-screen format, staff training is minimized.

“We realized we needed to partner with an organization with a proven track record of success in the food and beverage industry, and we also identified Microsoft Dynamics AX 2012 as the preferred platform,” said Jon Parker, Lyons Magnus vice president of information technology. “Junction Solutions was actually referred to us by Microsoft and we were impressed with their knowledge of our industry as well as the functionality of

JunctionFB. Not only can JunctionFB meet our current business requirements and integrate information from all of our manufacturing and sales locations, but it can easily be adapted as our company continues to grow.”

About Lyons Magnus

Founded in 1852, Lyons Magnus develops and markets quality value-added fruit, beverage and chocolate products with innovative packaging to meet the needs of foodservice, ingredient and international customers. Headquartered in Fresno, CA, the company is directly involved at nearly every level of its industry, including the growing and processing of key raw materials, process engineering, manufacturing, warehousing and transportation. For more information, please visit. www.lyonsmagnus.com.

About Junction Solutions

Junction Solutions provides vertical-specific on-premise, hosted and cloud-based software and services that enhance operational performance, reduce costs, expand delivery channels and strengthen relationships. Built in Microsoft Dynamics® AX and designed specifically for food and beverage, multi-channel retail and distribution companies, Junction Solutions' portfolio includes enterprise resource planning (ERP), supply chain management (SCM—demand, warehouse, yard and transportation management), production and scheduling optimization, trade promotions management, direct store delivery management, merchandising, order entry and call center management and mobile/web-enabled product sourcing and traceability. For more information, please visit www.junctionsolutions.com.

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