



Junction Solutions

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## **Southern Fulfillment Services Selects Junction Solutions and Microsoft Dynamics® AX**

*Unique, vertically-focused solutions provide complete visibility throughout the enterprise to enable business growth and improve business processes*

**LINCOLNSHIRE, IL**– Junction Solutions, a provider of vertical-specific software applications and services built in Microsoft Dynamics® AX today announced that Southern Fulfillment Services, a leading fulfillment and logistics services company, has selected Junction Solutions to deliver its end-to-end solution sets for the Multi-Channel Retail and Food & Beverage industries. These solutions will be implemented with Microsoft Dynamics® AX, which will provide the company with an integrated Enterprise Resource Planning (ERP) solution.

Southern Fulfillment Services (SFS) is a privately owned Florida-based company with production facilities in Vero Beach, Florida, Harlingen and Palestine, Texas. SFS currently owns multiple catalog brands related to citrus and gourmet food categories. Southern Fulfillment Services also provides private label fulfillment for national catalog and internet companies.

The company contended with outdated systems that limited the organization's ability to meet its business growth goals, while operating as efficiently as possible. They realized they needed to consolidate their ERP system and would need additional capabilities specific to both the Food and Beverage and Retail industries.

“We understood Southern Fulfillment Services' needs and were able to offer them a complete, end-to-end, vertically-focused solution that enables us to address the complexities that manufacturers with retail operations, such as Southern Fulfillment must handle from both a technical and strategic perspective,” said Jeff Marker, Senior Vice President, Multi-Channel Retail Practice, Junction Solutions.

Junction Solutions offered its end-to-end, vertically-focused solution sets, JunctionMCR™ for the Retail industry and JunctionF/B™ for the Food and Beverage industry. The combination of Junction's strong industry references and dual focus on both Retail and Food and Beverage made the partner a fit to provide Southern Fulfillment with the capabilities it needed, built in Microsoft Dynamics® AX. JunctionMCR and JunctionF/B will provide Southern Fulfillment Services with the visibility it needs to streamline business processes and improve how it services its customers.

“Junction Solutions had the flexibility we were looking for to meet our business objectives and enable a rapid implementation,” said Becky Martin, Vice President, IT, Southern Fulfillment Services. “Their ability to provide a complete solution for both our manufacturing and retail operations mirrored what we felt was most important in an implementation partner to ensure we got the greatest value from our investment while also supporting our ability to expand our business.”

“The visibility into our direct marketing operations that will be enabled by the JunctionMCR solution is going to greatly improve how efficiently we are able to manage our promotions, program tracking and distribution management from within Microsoft Dynamics® AX as well as how we can service our customers,” said Bob Daberkow, Vice President, Business Intelligence, Southern Fulfillment.

### **About Southern Fulfillment Services**

Southern Fulfillment Services (SFS) is a privately owned Florida based company with production facilities in Vero Beach, Florida, Harlingen and Palestine, Texas. SFS currently owns multiple catalog brands related to citrus and gourmet food categories, including Hale Groves ([www.HaleGroves.com](http://www.HaleGroves.com)), Pittman & Davis ([www.PittmanDavis.com](http://www.PittmanDavis.com)), Citrus Country Groves ([www.HolidayCitrus.com](http://www.HolidayCitrus.com)), Eilenberger Bakery ([www.EilenbergerBakery.com](http://www.EilenbergerBakery.com)) and others. Southern Fulfillment Services also provides private label [fulfillment services](#) companies of varying size, including national catalog and internet companies.

### **About Junction Solutions**

Junction Solutions provides vertical-specific software applications and services that help organizations enhance operational performance, reduce costs, expand delivery channels and strengthen relationships. Built on Microsoft Dynamics® AX and designed specifically for Food & Beverage and Retail companies, Junction Solutions’ innovative offerings focus on enterprise resource planning, (ERP), supply chain management (SCM – demand, order, warehouse, yard and distribution management), human capital management, merchandising, order entry management, call-center management, eCommerce engagement, and fulfillment. For more information, please visit [www.junctionsolutions.com](http://www.junctionsolutions.com).

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