

**Customer Success
Hardys & Hansons**

Hardys & Hansons, a leading brewery, wholesaler, and retailer in the United Kingdom, wanted to modernize its business processes for greater cost efficiency and add e-commerce functionality to its retail channel. To sustain an annual growth rate of nearly 20 percent while managing 1,800 employees, wholesale operations, and more than 250 pubs, Hardys & Hansons updated their business management software to the Microsoft Business Solutions platform, in part because of its ease of integration with legacy systems. For implementation, Hardys & Hansons turned to Helios-IT, a Belgium-based Microsoft Business Solutions partner, and their Drink-IT® solution, an add-on module designed specifically for the beverage industry.

Because the Drink-IT solution was fully tailored for producers, distributors, and wholesalers in the beverage industry, Hardys & Hansons implemented it without paying for additional brewery-specific customizations. Item tracking functionality provided Hardys & Hansons more accurate inventory data, and they realized immediate cost benefits by requiring employees to enter information only once. In addition, Hardys & Hansons can easily add new functionality, such as automated purchase invoice scanning and matching and pursue an e-commerce solution that can be integrated directly with its manufacturing operations.

"With its open development environment and feature-rich application areas, Microsoft Business Solutions makes it easy to speed up decision making, so we can respond more rapidly to new competitive challenges and seize new market opportunities."

**David Cooke :: IS Manager
Hardys & Hansons**

**Customer Success
Prime Food**

Since its inception in 1999, Prime Food has become one of the leading meat processors in Poland, specializing in the slaughter, processing, and marketing of beef and pork products. Today, their staff of 570 handles more than 8,500 pigs and 300 head of cattle weekly to produce more than 32,000 tons of pork and beef products each year. Prime Food has long pursued a mandate of producing the highest-quality meat products at reasonable prices, and realized that they needed a comprehensive ERP system to continue to meet this goal while capitalizing on their growth in a competitive industry. Working with Maersk Data Food & Agro, Prime Food implemented NAVI meat, specially developed for the meat processing industry and built on the Microsoft Business Solutions platform.

The traceability and transparency of the NAVI meat solution gives Prime Food a competitive edge. NAVI meat is crucial for production planning, which ensures that orders are delivered on time and that waste is minimized. Management can also instantly obtain exact cost and price information, often while the customer is waiting on the phone.

"The tools in NAVI meat related to calculating and updating the cost prices of our finished goods are very valuable to me and this impacts my bottom line directly."

**Jens Damgaard Hansen :: CEO
Prime Food**

The Way to Grow

The food and beverage industry represents a diverse set of products and processes: fresh, frozen, chilled, and long shelf-life food and beverage products are manufactured, distributed, imported, and marketed to consumers, retailers, catering services, and other manufacturers. Companies must be able to respond to the cost pressures and complexities of global markets while surpassing the expectations of consumers who demand products of increasing quality, value, safety, and ethical responsibility. These challenges require the ability to plan, control, and optimize an increasingly complex supply chain.

Microsoft® Business Solutions enables your business to achieve the traceability, transparency, and efficiency needed to succeed in the food and beverage industry.

Traceability

Companies in the food and beverage industry have a rapidly changing business environment that is driven by international regulations and the buying power of large retailers. Improving the traceability of production lots has become both a regulatory requirement and a key component in maintaining and building customer relationships. Adherence to food safety standards requires that companies be able to trace raw materials and products at all stages of production, processing, and distribution. Customers also demand quality and consistency in what they buy, which requires that products be produced from quality raw materials using well-defined processes for production, transport, and storage that meet or surpass regulations.

Microsoft Business Solutions supports improved traceability by enabling you to maintain microbiological, chemical, and physical data of raw materials and packaging components so these records can be reviewed for any production batch should they be needed and so any problems can be traced. In fact, each time this type of product information is sent out, a log entry is made so that quality assurance or regulatory departments know exactly what information has been sent and to whom.

Maritech, a Microsoft Gold Certified Partner, developed WiseFish, a total end-to-end solution for the food and aquaculture industries that enabled Brim Seafood, one of the

largest seafood companies in Iceland, to access essential product information at the touch of a button, at any point during the process. The traceability functions within the WiseFish solution allow for full and complete traceability from origin lot to final product destination. Brim is now better able to both comply with current and upcoming EU regulations surrounding traceability and provide its customers with any specific product information they may require.

Transparency

A transparent supply chain will be the key to success in the food and beverage industry in the years to come. To be able to respond quickly to customers' needs and changing demands, companies must have relevant information at their fingertips, whether it is product availability, prices, expiration dates, or product information. In addition, information gathered throughout the supply chain can help companies to realize their business goals, generate more profits, and determine where new business possibilities can be found.

Microsoft Business Solutions enables transparency by giving you the ability to analyze your business to gain better control of costs and quality. Catch-weight management helps you track inventory both by quantity and by weight for better inventory control and accurate profitability reporting. Quality records for both raw materials and finished products can be stored easily and analyzed to determine where product improvements and cost optimizations may be found.

Citronas, Holland's largest importer and distributor of fruits, implemented Microsoft Business Solutions while employing custom modules developed specifically for the fruit and vegetable industry. Now, because of the integration between financial systems and supply chain details, Citronas' sales people have a clear view, at any given time, into the overall status of a shipment. By using transparency provided by this trading tool to determine real-time prices, Citronas is able to maximize profits in their commodity markets.

Efficiency

Because most food and beverage companies operate on marginal profits, even small improvements in business processes can have a significant impact on the bottom line. With the growing internationalization and fierce competition, companies are forced to focus on the cost-effectiveness of core activities.

Microsoft Business Solutions improves cost efficiencies by automating complex and time-consuming business activities. Product data, such as nutritional values, potential allergens, and production costs can be calculated automatically based on your production formulas. Raw material and packaging quality data can be automatically verified against predefined standards. Products rejected by your quality department can be blocked for sales, assigned to a specific order, or reworked in production. Transport management enables you to meet customer expectations while minimizing delivery costs.

Stonewall Kitchen, the number one specialty food manufacturer in the United States, implemented Microsoft Business Solutions to drive growth. Up to 50 percent of Stonewall's annual business is logged in the fourth quarter, and much of this work involves a process known as "picking and put-away," where products are picked from inventory and stored in the warehouse according to incoming or anticipated orders. During this extremely busy period, the company is able to efficiently manage this process to provide efficient distribution and order-processing, resulting in greater accuracy and improved profit margins.

Food Safety

Food processing plants across the globe follow safety regulations based on Hazard Analysis and Critical Control Point (HACCP) standards or other requirements, such as FDA compliance. HACCP standards require that each production environment must have at least one HACCP-certified employee and that process control points—with established critical limits—be in place throughout a production system. HACCP certification prompts a demand for better recording of each procedure in an operation and better monitoring of established control points.

Microsoft partners have developed the industry-specific software and implemented the best practices required to support and automate key safety requirements like HACCP and legislative compliance acts. Advanced applications based on Microsoft Business Solutions trigger generation of product samples during the production process for quality control checks at Laboratory Information Management Systems (LIMS). A failed batch initiates a lot-blocking process and quarantine, preventing issuance of a Certificate of Analysis without a complete and approved sample process.

While many organizations do not have the process or controls to properly recall product from store shelves—spending weeks recalling more product than necessary—Microsoft Business Solutions enables an automated recall process that can be completed in hours. Know immediately which lots include the ingredient or finished good in question, know their location and scope of distribution, and then automatically notify stores and begin replenishing your stock.

Competing to Win with Microsoft Business Solutions

Together, Microsoft and its partners deliver powerful, targeted, and cost-effective solutions for the food and beverage industry that offer all the advanced functionality needed to stay ahead of the competition. The technology platform from Microsoft Business Solutions enables small- and medium-size firms to create an integrated set of leading-edge business applications that can be deployed quickly and inexpensively without complicated customizations. Whatever the focus of your business, Microsoft Business Solutions provides a wide range of specialized solutions to help you win in the food and beverage industry.

To learn more about how affordable, integrated Microsoft Business Solutions capabilities can help food and beverage companies stay ahead of the competition, visit: http://www.microsoft.com/BusinessSolutions/industry/food_and_beverage.aspx.