

CASE STUDY Dawn Farm Foods

MICROSOFT DYNAMICS™ NAV



BACKGROUND

Dawn Farm Foods is reaping the benefits and operational savings from the implementation of Microsoft Dynamics™ NAV, a fully integrated management information system, provided by Sysco Software Solutions.

One of the country's leading food processors, Dawn Farm Foods produces a range of cooked meat products for supply to the retail and food service sectors, as well as individually quick frozen (IQF) and chilled cooked meat ingredients for supply to ready meals manufacturers, frozen and chilled pizza manufacturers, and the sandwich industry.

To keep pace with the company's expansion, Dawn Farm Foods required a fully integrated management information system that would link the different areas of its business. To interface with production software in streamlining and automating various transactions and with van sales hand-held devices to control customer, product data, stock transfers and receive billing information. The new system was also required to interface with various EDI modules, and enable easier communication with HTML and fax software integration. The system was to be deployed across two separate but closely knit companies sharing Purchasing, Sales and Marketing, Sales Order Processing, Product Development and Warehousing resources and had to be flexible enough to cater for each company's current and future particular requirements.



Noel Donohoe, Project Manager, Dawn Farm Foods

WHY MICROSOFT DYNAMICS™ NAV

The decision to implement the new system was taken in July 2001. Flexibility and ease of customisation was the priority, and after evaluating the solutions available, Dawn Farm Foods chose Microsoft Dynamics™ NAV provided by Sysco Software Solutions. Dawn Farm Foods decided on Sysco as its solution partner, based on its strong reputation and local presence.

*"We knew Microsoft Dynamics™ NAV was proven and would do what we wanted."
Noel Donohoe, Project Manager*

"It was fairly strong in the food industry and we knew it would interface well with our production software and EDI modules."

THE SOLUTION



Wraps from the Dawn Farm Food range

The improvements that the system has brought to Dawn Farm Foods' working practices are already evident, points out Noel Donohoe. "Our Customer Interface department working alongside with Sales, Planning, Logistics, and the Warehouse departments, perform a pivotal role within the business. They have replaced their manual processes for a much more automated routine and have full visibility now over strategic and operational data. Together we designed the forecasting, sales order processing and ship schedule modules, using built in controls with change logging and NaviMail keeping the relevant people in the loop."

The Purchasing function also uses NaviMail extensively with user workbench forms. This reduces the cost of purchasing in terms of both effort and stress, as everyone chips in.

A custom written module has also been implemented for the operation of the warehouse, which has more than 5,000 pallet spaces. Similarly, Microsoft Dynamics™ NAV has facilitated the smooth and efficient running of the cold store operations because of the speed and accuracy of workflow and its real-time updates. "As the cold store operations need to evolve to meet the changing requirements of customers, Microsoft Dynamics™ NAV has shown that making modifications is not an ordeal and can be performed in a timely manner," remarks Noel Donohoe.



Sample of the Dawn Farm Food range

The system has, of course, been adapted to cater for a number of areas specific to the food industry including compliance with Department of Agriculture requirements, traceability and QA control of raw and finished products. Product development is a vital element of Dawn Farm's strategy for growth. Working from its centralised research and development facility, a specialist team of 20 technologists are constantly developing new products. For them, we are currently rolling out Recipe and specifications Modules. The Recipe module will give them complicated calculations and costing at the push of a button. This has already helped in the development our Foodservice brand comprising of 28 products, launching in April. Along with the Specifications Module, the production crew are better informed with real-time data regarding detailed procedures and process to accurately complete their task.

In addition, Dawn Farm Foods is benefiting from EDI links with two of the largest retailers in Ireland, as well as links with customers in the UK.

As part of the business deals with van sales and uses hand-held devices to transact, Microsoft Dynamics™ NAV interfaces with these to update sales and stock movements. This provides Dawn Farm Foods with a more visible and reconcilable solution. Separate menus and functionality were also written for the Maintenance department to facilitate more effective monitoring and control of activities and costs.

SAVINGS

The savings Microsoft Dynamics™ NAV has brought to Dawn Farm Foods are measurable in all areas of the business. "We have removed a lot of the off-line ancillary systems on spreadsheets, etc. From the integration with the General Ledger, the purchase order workbench the shipping schedule and warehouse functions, we know it has saved us a lot of work. From the controls we put in to our transaction process improving accuracy, and extensive reporting it has given us, we know it's working," says Noel Donohoe. Above all, Dawn Farm Foods values the flexibility of the system. "You get what you spec almost without compromise," he adds.

Dawn Farm Foods is now looking to the future and it expects Microsoft Dynamics™ NAV and Sysco to play a significant role in its plans.

For more information about Microsoft Dynamics™ NAV and Sysco Software Solutions visit www.sysco.ie