




# DynamicsFood

ERP software for the Food and Beverage industry

8 sure-fire signs  
that your business  
software has passed  
its sell-by date

Of all the types of manufacturers out there, Food & Beverage processors and distributors are subject to the some of the greatest business pressures and requirements of them all.



You have to deal with materials that can spoil, changes in weight and have to comply with a variety of regulations. Mistakes can cost your organisation greatly in fines and public perception.

Whilst your existing accounting and order processing solution has served you well to date, as your business grows it may not be able to keep up. There are sure-fire signs you've hit the limits of your current systems and when those signs start to show up, it's likely your future growth is at risk.

In this 'eBook', we have compiled a list of the top 8 growing pains Food & Beverage processors and distributors face that will help you identify whether it's time for a change to a more comprehensive business software solution.

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1

# Your business information isn't very informative

You need to have confidence in your reporting and analysis to make the right decisions for your business. Reports that rely on Excel workarounds and manual adjustments are prone to error and take too long to prepare.

You need instant access to tailored dashboards that enable you to drill down for more information and analysis and give you insight into current performance and developing trends. No more looking at reports limited to information on past performance - that are only available days after month end.

When things outside of your control change unexpectedly, like the currency in which you buy raw materials, you need to be able to quickly work out what the impact is on your business. You need to establish what products, orders and contracts are affected – and what can be done to minimise any impact on your margins and cashflow.





Reliable and real-time analysis of profitability and delivery performance by customer is also essential for your regular reviews with the major multiples and other key customers.

**“We’ve got real time financial reporting, real time stock visibility and we now have full P & L capability for each customer which is something we never had before. We can now make better investment, pricing, customer and management decisions because of all of this.”**

Gary Smith, CEO, Bounce Foods

# 2

## Weak traceability puts your business at risk

All Food & Beverage producers and processors need to have full traceability from farm to fork.

Traceability managed in spreadsheets or databases separate to the main processing or production software just leads to delay and inaccuracy – and often a lack of confidence in the results.

If you can't quickly identify all the raw material batches and equipment used to manufacture your finished products in response to customer audits or product recalls – you could lose a major customer, your British Retail Consortium (BRC) accreditation and put your entire business at risk.





# Top challenges facing Food & Beverage Manufacturers

The better news is that many of the processes used to optimise productivity through your supply chain are the same that record traceability.

48%

**Ensure compliance to current and future regulations**

32%

**Reduce the risk of product recalls**

24%

**Respond to competitive pressures**

24%

**Need to respond to customer demand**

24%

**Enable product sales in global markets**

16%

**Concerns about high cost of avoidance**

Source: Aberdeen Group, April 2016

# 3

## Your quality control is out of control


Robust quality control and compliance relies on regular, scheduled product tests taking place at any stage in the process - from the inbound arrival of raw ingredients, through to the production process and even at pick/ship/despatch.

Results, and any follow-up actions, need to be quickly recorded and easily available to all who need them. Customer-specific product specifications (ingredients and nutrition analysis) also need to be automatically produced along with Certifications of Analysis (COAs).

The quality control capabilities in Dynamics Food enables you to perform outgoing quality inspections. Outgoing inspections apply to all outbound logistics activities such as picking inventory or warehouse shipment. The outgoing inspection functionality requires you to enter a quality control for all these transactions. In this way, goods can only be shipped if they have been approved.





A hand with pink nail polish holds a blue pipette, dispensing a drop of orange liquid into a clear plastic jar. The jar is part of a row of similar jars on a tray, each containing a different type of nut or seed. The jars are labeled with barcodes and numbers. The background is a blurred laboratory setting with a person in a white lab coat. The entire scene is set against a light blue background with a diagonal split.

Of course, you will have a range of instruments you use for conducting product inspections.

It is important that the upper and lower limits for these instruments are properly indicated.

Therefore, in calibration registration you can specify how much of a product is to be tested, how the test is to be conducted, who will perform the calibration and what the ultimate limits are within which the product can be approved.

# 4

## You can't exploit the latest technology to your advantage

Whether you trade with the major multiples, independent retailers or distributors, the trading channels are changing for everyone. Electronic Data Interchange (EDI) is demanded by the major multiples and online ordering is being used more and more by the independents and small restaurant/coffee shop chains.

Whilst you may be driven to implement EDI to meet the needs of your customers, if you can't also exploit these technologies for your own benefit, it just adds complexity and cost to your own operations.

The latest business software solutions provide integrated EDI out-of-the-box i.e. as standard and pre-integrated to the core business software. That means when you come to implement EDI, it streamlines order processing, improves accuracy and reduces the cost per transaction – without adding significant cost.

### Why process manufacturers replace their ERP solutions

41%

Obsolete technology foundation or infrastructure of ERP system

Lack of features

31%

13%

Cost of maintenance and support

Lack of support from ERP vendor

13%

Source: Aberdeen Group, April 2016

“Our integrated EDI solution enables us to receive daily EDI orders as late as 1:30pm and still have the lorries loaded and on-route to the retailers by 4pm the same day.”

Andy Robey, IT Manager

For short shelf life products in particular, integrated EDI means you can be much more responsive to changes in customer demand. EDI orders can be automatically imported to your business software, passed to warehouse for picking and be ready for shipping in less time than it took to print the original EDI order and assess the changes.

Dynamics Food already supports customers trading via EDI with most of the major grocers and distributors including, Asda, Batleys, Blakemore, Booker, Costcutter, The Co-operative Group, Costco, Iceland, Morrisons, Musgrove Group, Nisa, Ocado, Sainsbury's, Tesco and Waitrose.

When it comes to offering online ordering for your smaller customers, Dynamics Food's integrated eCommerce capabilities makes it easier for both current and prospective customers to do business with you. They can place their orders, check invoices and statements, even pay their bills at a time that suits them best – in the evening, after the lunchtime rush etc. And you get their orders straight into your business system without lifting a finger!



# 5

## Delivery complications drives you to distraction

With the increasing use of Third Party Logistics (3PL) companies , the need to keep track of stock in separately managed warehouses is on the rise.

Your stock movements need to be controlled and directed by your business software/ERP system but there also needs to be regular, automated communications between your systems and those of your 3PL - so those stock movements can be executed. Integrated EDI that passes information directly between both systems is the key. And with the added complications of tracking food stock movements by batch/use by/sell by dates, paper-based systems just won't cut it!

Another area for misalignment and confusion in delivery is in Goods Received at your 3PL or major retailer. You say you have shipped 1000 items and invoice for 1000 items, then the GRN (Goods Received Note) says only 990 were received. As it's small amount, you decide not to contest the difference and just write it off. Normally that means multiple, time consuming changes across your business system to reflect the new information. With Dynamics Food, everything can be updated with a single click.



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## A lack of catch-weight is fudging the numbers

Whether you are processing or distributing food & beverage products that naturally vary in weight, shrink or are sold in one unit of measure whilst priced and costed in another – a lack of integrated catch-weight capability in business software means accurately measuring margins/profitability is a challenge.

From goods receipt, through to production, managing shrinkage/wastage and shipping, product weights need to be captured at various stages throughout your business processes - with or without the use of integrated scales – to ensure you are accurately measuring business profitability.

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## New opportunities don't always deliver the profit they promise

In pitching for new customers, flexibility in your existing business software is needed to ensure you can meet new customer-specific requirements for pricing, promotions (such as BOGOF) packaging and delivery (such as call and shipment days) - and still make a profit. Already tight margins don't need to be further stretched because of manual workarounds.

Even once things are set up, the challenge doesn't always stop there. Last minute customer demands can mean you need to use another production routing/recipe, delivery method/route or price. For short shelf life products, your outbound calling to independent retailers, pubs and restaurants has to be linked to delivery planning, fast-order entry and stock availability/visibility – to ensure you maximise efficiency as well as increase sales.



A glass of orange juice with orange slices on a wooden table. The glass is filled with bright orange juice and sits on a rustic wooden surface. Several slices of orange are scattered around the glass, some in the foreground and some in the background. The lighting is warm, highlighting the texture of the wood and the freshness of the fruit.

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## You can only grow by adding more people

If your current business software is difficult to learn and use, held together by lots of re-keying of data, relying on too many spreadsheets and paper-based outputs, then your business growth is significantly hampered.

Dynamics Food is an integrated Microsoft business solution specifically designed for the needs of Food & Beverage processors and distributors. It looks like, and works with, the tools your staff already use each and every day – Microsoft Office – so it's easy to pick up and simple to use.



**Combined with Office 365, it gives you a complete “plug and play” business solution.**

Imagine being able to go from “quote to cash” without leaving your inbox. Or being able to create customers, suppliers and quotes as well as process orders and submit invoices without switching applications. All of which makes it easy for everyone in your organisation to execute transactions in a more familiar and productive manner.

Your team can also work when and where it suits them best - at the office, at home, or on the road on their mobile device of choice. The deployment of Dynamics Food can be on your own servers or in the Microsoft cloud, giving you the flexibility to choose what’s best for your business.

An integrated solution means you only enter data once so that it’s accessible to all when they need it. Ultimately that delivers accurate information and improved productivity – so you can grow without adding headcount.

# Enhance performance with Dynamics Food from Technology Management



We help manufacturing and distribution businesses enhance performance with Microsoft Dynamics.

Dynamics Food is our offer of Microsoft Dynamics 365 to provide a complete end-to-end business software solution for Food & Beverage distributors and processors.

As a Gold Certified Microsoft Partner for Microsoft Dynamics, Technology Management has a strong track record and unrivalled pedigree.

Some of our key food industry clients include Bounce Foods, Copernus, County Confectionery, David Berryman, Faccenda Foods, Forza Foods, Gressingham Foods, Kent Foods, Laila's fine Foods, Nantwich Cheese, Neal's Yard Dairy, Pipers Crisps, Rondanini and Zeina Foods.

**Business Critical Support from 8am-6pm, Monday-Friday**

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