



Success story of an F&B Manufacturer

Case Study

Animal Nutrition & Feed
Milling Giant Empowers
Manufacturing Operations
with Infor M3

FORTUDE

The Client

Countries: Singapore & Malaysia
Industry: Animal Feed

Established in Singapore in 1953, our client is a market leader in animal nutrition and manufacturing of scientifically balanced animal feed in Asia.

Today, it is one of the largest privately owned agribusinesses in the region, employing 2,400 people in 22 production facilities across 10 countries.

With an annual milling capacity of nearly three million tonnes, the company offers a wide range of products for both the livestock and the aqua industries, including young animals and hatchery feed, premixes, concentrates, and compound feed.

The Business Challenge

The company's rapid growth during recent years created several challenges in improving productivity, increasing efficiency, decreasing costs, and streamlining processes. Our client required a comprehensive system in order to:

Gain a holistic view of its entire business across all operational levels and fully integrate multiple sites to better manage inventory, sales processes, manufacturing, and supply chain activities.

- Work seamlessly across 10 countries and support over 2,400 users.
- Transform time-consuming, error-prone, 50-year-old manual legacy workflows into a new system that employees can easily learn and adapt to.
- Identify inventory and cost variances, and potential improvements that can be adapted to their manufacturing processes.
- Bring all sub-systems under a scalable central system.

- Change over to the new system without disrupting existing business operations.

Our Solution & Approach

Fortude was contracted to facilitate the implementation and subsequent roll-outs of a comprehensive ERP (Enterprise Resource Planning) solution across five countries.

Evaluation & Recommendation

Following a detailed initial assessment of the complex operations at the client's organization, it was established that the Infor M3 Food & Beverage solution would successfully address the client's challenges.

Infor M3

Infor M3 is an ERP system designed for companies that make, move, or maintain products, and its ultimate flexibility in operations, technology, and scale was considered ideal for our client who required a multi-site, multi-country solution.

As a trusted Infor Alliance Partner of Infor, Fortude has many years of expertise and dedicated resources in offering Infor M3 consulting, business improvement consulting, and enterprise software development solutions to manufacturers around the world.

The implementation kicked off in September 2014 with a dedicated team that comprised a project manager and four functional consultants (sales, supply chain, finance, and manufacturing) supported by additional offshore resources.

In the first phase of the project, the goal was to successfully implement Infor M3 ERP solutions for three local mill locations, the head office and a number of holding companies in two countries (Malaysia and Singapore).

The implementation saw the integration of four external systems and the introduction of an automated workflow solution to monitor processes and handle approvals.

As part of the implementation, training was provided for the core team, end users, and system administrators, with on-site support after go-live to further stabilize the implementation.

The solution was delivered in just 10 months time. In the successive phases, Infor M3 will be implemented in the remaining locations using the template designed as a foundation during the initial implementation.

Impact

The successful implementation of Infor M3 ERP by Fortude has benefited the purchasing, manufacturing, warehousing and logistics, cost accounting and finance operations of the client's company.

The implementation also included integrating feed formulation, weighbridge, and dEPM applications under one main system

Centralized Global Operations

With the pilot implementation in Malaysia, it was observed that the M3 ERP implementation created a centralized portal for the company to easily manage its many business entities spread over five countries and the manufacturing plants within each country.

Improved Access to Financial Data

The Infor M3 ERP solution provided an overview of various rapidly changing financial information such as inventory and cost differences, and manufacturing losses at a glance, enabling the company's management to make critical financial decisions quickly.

Enhanced Reporting & Analytics

The ERP system integrated the ordering, manufacturing, inventory, sales, and finance functions. In addition, it streamlined and leveraged the reporting and analysis capabilities of existing systems.

Scalability and Flexibility

The scalability of the Infor M3 solution allowed the company to converge their sub-systems under one central system. The facilitated scalability also provided the potential to integrate new business modules, catering to new business needs and future growth.

About Fortude

Fortude delivers Infor M3, Infor BI, Business Intelligence Services, Enterprise Software Development and Business Improvement Consulting services across the Fashion, Food & Beverage, Manufacturing and Healthcare domains, to a growing portfolio of global customers. Fortude has grown into a team 200+ extensively qualified, multi-skilled, experienced professionals, working in offices in the US, Sri Lanka, and Australia. We are a Global Alliance Partner of Infor and Microsoft Gold Partner, which means that we are a trusted implantation partner that is passionate about achieving optimal business impact for our clients. Our teams have international, multi-industry experience and are Infor-certified. Fortude maintains a proven track record of delivering customer value and maintaining customer relationships.