

The Fleury Michon group is deploying the Advanced Distribution for Microsoft Dynamics AX© (ADAX ©) solution from TVH Consulting to develop its information system

Paris, 17 January 2012 – As part of the renewal of its Information System, the Fleury Michon Group is deploying the Advanced Distribution for Microsoft Dynamics AX solution from TVH Consulting, a company specialised in consulting, implementation, integration and support for ERP solutions.

Established in the Vendée since 1904, Fleury Michon is a Group that makes €598 million in revenue with 3,715 employees. Out of its 11 production sites, 4 are located abroad. A logistics platform centralises the processing of orders for all activity in France. It is one of the main food-processing industry suppliers to volume retailing (own brand (85%) and retailer brand (15%)). It is essential for the group to be able to meet the challenges of its sector: traceability and food security, constant innovation, improvement of competitiveness, cost reduction and the development of new markets.

The Fleury Michon group has therefore chosen the ADAX (Advanced Distribution for Microsoft Dynamics AX) solution from TVH Consulting to improve its processes and meet its business requirements.

"The ease of getting started with ADAX, with very intuitive use, contributed to the success of its deployment. Our previous solution, which was composed of several independent applications, was advantageously replaced by a highly configurable tool that provided a solution to our business problems and our own organisation. ADAX provides great accessibility to information", says Florence ROUY, project manager for the business departments of the Fleury Michon Group.

For Stéphane LOPEZ, Information Systems Manager, it was important that the ERP solution was *"focused on international business: we wanted a standard solution capable of being deployed in our foreign subsidiaries by the skills centre internal to the group, but with local and trusted partners"*.

The ADAX solution meets the problems specific to suppliers for volume retailing (management of special offers and complex pricing conditions, complete management of customer supply infrastructure, etc.), and the logistical challenges relating to fresh products.

About TVH Consulting:

Founded in 2003, TVH Consulting is an independent company specialised in consulting, implementation, integration and support to Information Systems through major international ERP software solutions. With 2010 revenue of €13 million, the company now has nearly 100 staff including seasoned consultants and project managers who have acquired sound experience and expertise in business, functional and technological aspects.

With its own research and development centre in Maisons-Laffitte, TVH Consulting is developing clearly-targeted vertical approaches in the fields of specialised retailing, fashion, food processing, project management, suppliers for volume retailing, and multi-channel retailing.

TVH Consulting works mainly in Europe but also on other continents (United States, Canada, South Africa, etc.), thanks to a sound network of international partners. It keeps full control of the management of its projects and of support to all its installations and gives an irrevocable commitment to its results.

For more information: www.tvhconsulting.com / www.adax-erp.com

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About Fleury Michon

Fleury Michon's vocation is to improve the daily diet through food services that bring the pleasures of eating well to everyone: food that is always fresh, healthy and balanced.

The development of Fleury Michon is built around three strategic areas: GMS France (87% of revenue), international business and non-domestic catering. The Fleury Michon brand is an essential capital in the Group's strategy. Present in three self-service markets in volume retailing (cooked meats, fresh delicatessen and seafood delicatessen) it is one of the great French food brands, with 100% consumer-awareness and a presence in more than 74% of French households. Its positioning as a supplier of natural products to enhance pleasure and taste meets the expectations of today's consumers.

Internationally, Fleury Michon is developing the know-how that it has acquired over the last 30 years in fresh ready-made dishes, both through acquisitions and joint ventures. In non-domestic catering, Fleury Michon uses its know-how in ready-made dishes to offer solutions adapted to office and travel catering, and also for events.

www.fleurymichongroupe.com/