

# Advanced Distribution

for Microsoft Dynamics AX <sup>©</sup>

**How can business processes be harmonised in an international environment**



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## A EUROPEAN LEADER IN FRESH, READY-TO-EAT VEGETABLES AND GREEN SALADS,

Florette, a subsidiary of the Agrial group, employs more than 3,000 persons on 11 production sites, produces 77,000 tonnes of finished products and sells one million units every day.

Its customers are mostly large food supermarkets and the non-domestic catering sector.

**Under its Floris project** (Florette Information System), the company has chosen the Dynamics AX+ADAX<sup>®</sup> solution, the ERP package from Microsoft and the vertical solution from TVH Consulting, with as a main objective the harmonisation of all of its business processes for all of its subsidiaries (3 sites in France, 3 in Spain, 2 in the United Kingdom, 1 in Italy and 1 in Switzerland). The final goal is to support Florette's growth and to harmonise production processes in all European business units, with the help of one single solution.

### ITS BUSINESS:

Manufacturing and selling fresh and ready-to-use vegetables and green salads to large food supermarkets and non-domestic caterers throughout the whole of Europe.

### THE CHALLENGES OF THIS SECTOR: JUST IN TIME SUPPLY CHAIN X 4

- Just in time upstream (European supply),
- Just in time manufacturing,
- Just in time distribution,
- Just in time marketing (Expiration date 5 to 7 days).

### HOW CAN BUSINESS PROCESSES BE HARMONISED THROUGHOUT THE WHOLE OF EUROPE ?

*«Each business unit was functioning in a different way, using incompatible systems, and it was necessary to create common processes, based on best practices, in sales, manufacturing, purchasing and finance», explains Hervé Petit, Chief Information Officer. «The approach adopted with our strategic partner TVH Consulting was the creation of a unique European core model, developed in functional workshops hosted with the key users from our main subsidiaries.»*





## The immediate benefits of ADAX<sup>®</sup>

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This approach allowed the Florette group to replace all of the heterogeneous systems from each subsidiary and to develop a common project for the company. The roll-out took place in 2 phases («finance and purchasing» and «sales and production management»). Currently, there are more than 500 users in Europe simultaneously using Dynamics AX+ADAX<sup>®</sup>. TVH's approach consisted of setting up a gradual skills transfer towards Florette's IT teams, to allow our internal teams to roll out the solution to other sites in the group.

*«The Floris project, after the go-live phase, now gives Florette total control of its solution.» The project will be rolled out to the European units by Florette's internal teams.*



**For more information:**  
[contact@tvhconsulting.com](mailto:contact@tvhconsulting.com)  
Tel.: +33 (0)1 34 93 17 27

## THE 8 STRONG POINTS of the ADAX solution applied to the food- processing sector

- › Management of customer hierarchies (with a validity date)
- › Management of sales terms applied to each transaction, advanced pricing and discounting, management of special offers, rebates and accruals, etc
- › Traceability and quality control at all stages, with the materials being monitored until they reach the final customer
- › Blocking of quotations/orders that do not correspond to your best practices (e.g.: credit limit exceeded, insufficient margin, discount too high, exceptional order, etc.)
- › Definition of replenishment rules applicable to each item, to avoid stockouts of items in the supply chain
- › Marketing management, targeted marketing campaigns, private labels, etc
- › Customer schedules, raw material purchasing and optimisation of carrier management
- › Production management with finite and infinite scheduling capabilities

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## The benefits of a partnership with **TVH Consulting & Microsoft Dynamics**

- TVH Consulting's own R&D team developing vertical solutions on Microsoft Dynamics AX
- Internal teams that scrupulously apply Microsoft's best practices in terms of technical and functional audit, translation and development
- A clear roadmap from Microsoft on the development of the future product and the guarantee from TVH Consulting concerning new versions of its vertical solutions
- The long-term sustainability of TVH Consulting and Microsoft
- The reliability and loyalty of TVH Consulting's teams and significant experience in rolling out international projects
- Expertise in the use of a powerful technology for customising requirements in the food-processing sector
- An ERP solution that is intuitive, open and adaptable to companies' businesses, with pervasive interoperability with the Microsoft environment (MS Office and SharePoint)



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For more information:

[contact@tvhconsulting.com](mailto:contact@tvhconsulting.com) / Tel.: +33 (0)1 34 93 17 27

**TVHconsulting**  
*the ERP expert*

**TVH CONSULTING**

22 rue Guynemer - BP 112  
F - 78601 Maisons-Laffite Cedex  
Phone: + 33 134 931 727  
[www.tvhconsulting.com](http://www.tvhconsulting.com)  
[www.adax-erp.com](http://www.adax-erp.com)

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