



How can the information system be put at the core of a performance-improvement strategy?



Advanced Distribution



for Microsoft Dynamics AX[®]



Established in the Vendée area of France since 1904, *Fleury Michon is a group that has a turnover of €598 million with 3,715 employees.*

Out of its 11 production sites, 4 are located abroad. A logistics platform centralises the processing of orders for all of the activities in France. It is one of the main food-processing suppliers for volume retailing (own brand (85%) and private label (15%)).

The development of Fleury Michon is built around three strategic policies: superstores and hypermarkets in France (87% of turnover), international (7%) and non-domestic catering (6%).

The Fleury Michon brand constitutes exceptional capital for the strategy. It represents 74% of overall turnover.

ITS BUSINESS:

Designing and distributing food products providing natural pleasure, with respect for people and products.

THE CHALLENGES OF THIS SECTOR:

- Traceability and food safety
- Constant innovation
- Improvement of competitiveness and cost reduction
- The development of new prospects

A PROJECT FOCUSED ON BUSINESS PROCESSES IMPROVEMENT:

Fleury Michon has chosen Advanced Distribution for Microsoft Dynamics AX (ADAX) to 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 with a highly configurable tool that allowed us to deal with our business problems and specific organisation, and which provides great accessibility to information* » **said Florence ROUY, Director of the project for the business divisions of the Fleury Michon group.**

The project lasted one year with the partners TVH Consulting and ANTEOR.





The immediate benefits of ADAX for the Food Processing industry :

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« To return consistency to the entire information system, to make the data more integrated, to recover flexibility and to move towards technologies that are fully mastered internally, ADAX (Advanced Distribution for Microsoft Dynamics AX) proved to be the most appropriate solution. We first developed a core model with TVH Consulting, then we deployed the Finance, Management Control and Sales Management modules (95% of orders by EDI) » **said Christophe ROUX, Research Manager at the ERP division and Project Director for the information systems department.**

For Stéphane LOPEZ, CIO, it is important that the ERP solution is *« internationally oriented: we wanted a standard solution capable of being deployed in our foreign subsidiaries by our skills centre internal to the group, but with local trusted partners. »*

THE 9 STRONG POINTS of the ADAX solution integrated by TVH Consulting

- › the management of master data at the level of the business system has provided improved reliability in item data and in its use in the order-taking process
- › simplified configuration through pre-configured business processes, the management of complex commercial conditions and the management of special offers
- › a solution to the problem of catch weight
- › lot tracability management and regulatory compliance (genetically-modified organisms, additives, labelling, claims, etc.)
- › ongoing customer knowledge at all stages of the relationship between sales personnel and central purchasers (customer segmentation, customer hierarchy with an application date, cascading sales terms, rebates, etc.)
- › optimised transport of fresh products with supporting carrier selection and improving the supply chain
- › a solution that allows international development
- › a solution appropriate to the development of new market segments
- › a scalable solution that follows the company's strategy and intention to modernise production facilities and soon, the warehouse management systems

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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
- An ERP solution that is intuitive, open and adaptable to companies' businesses, with pervasive interoperability with the Microsoft environment (MS Office and SharePoint)
- A worldwide network of distributors



2010 Microsoft Dynamics
ISV of the Year
France



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TVHconsulting
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