



Feedway Europe's logistics flows enhanced by new ERP system



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country: Belgium
sector: animal nutrition – additives

profile

Feedway Europe was established in 2011 after a management buy-out from the multinational company Azelis. Feedway specializes in the international distribution of a wide range of additives for the animal feed market. The sales organization of Feedway Europe is decentralized, with offices in Belgium and France, while the purchasing, quality and logistics departments are centralized at the Belgian headquarters.

challenge

Feedway Europe had a customized ERP package but the supplier stopped providing support. The company looked for new software for the

Feedway Europe, distributor of additives for the animal feed market, needed a new ERP system when the support for its old customized system came to an end. Now with Microsoft Dynamics NAV and ChemDis, the company's complex logistics flows run more efficiently. The users enter orders manually into the system, which initiates an automated sequence with the different steps of order confirmation, transport and delivery to invoicing.

Microsoft Dynamics NAV and ChemDis make it possible to add information to each document up to the product level. So transport companies know from the codes specified on the transport documents whether they have to transport certain hazardous products in a secure way. In addition, the extra product information allows for greater traceability.

Thanks to ChemDis, FeedWay Europe can closely monitor the profit margins for each order. So the company can adjust its prices whenever necessary. By working on tight margins the company, which is a newcomer to the competitive distribution market, will also be able to convince new customers more easily.

Microsoft Dynamics NAV

management and monitoring of orders right up to invoicing. They also needed a new tool for reporting.

solution

Harmonize It implemented Dynamics NAV, adapted to the needs of Feedway Europe. It also integrated its own software ChemDis into the ERP system. Harmonize It created a number of standard reports in Jet Reports, the new reporting software.

advantages

- Reduced risk of errors
- More efficiency
- Better service
- User-friendly
- Traceability of products
- Information at the product level for each shipment
- Overview of profit margins per order

software&services

Servers

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Dynamics NAV

Online Services

Microsoft Services

Microsoft Technologies

Microsoft Security

With just-in-time and secure deliveries, Feedway Europe wants to carve out a position in the highly competitive distribution market. The company distributes additives for animal feed and this involves complex, international logistics flows. So perfect tracking from ordering to invoice is essential. Recently this has been happening with ChemDis, developed by Harmonize It and based on Dynamics NAV. ChemDis and Dynamics NAV together form a single application that serves as the central work environment for the nine staff at the headquarters of Feedway Europe.

“We used to have an ERP system customized for distribution companies,” says Chantal Voets, Managing Director at Feedway Europe. “In addition, we also had customized software for reporting. At a certain point in time, the ERP provider wanted to stop the support for our application. So we had to find an alternative. This time we didn’t opt for a customized product but for a standard package from a stable supplier, so that we could count on continuing support. The initial investment is not as big as with a customized product and, what’s more, a standard package is easier to modify. The latter is not unimportant because Feedway Europe is a young growing company. With a customized product you always run the risk of reaching the limits of the application at some point.”

Feedway Europe decided to work with Microsoft Dynamics NAV as the ERP system and invited a number of Microsoft partners that could modify the standard package where needed. “We chose Harmonize It, like us a fairly small and young company, from which we expect extra drive and resilience,” explains Chantal Voets. “They modified the software for us by integrating options for our VAT returns and Intrastat declarations into Dynamics NAV, among other things. Then they installed the software on our server and gave us training. We entered all the data into the new system ourselves, so that we could clean them up at the same time. The switch to Dynamics NAV, during a weekend, went very smoothly and without any downtime. We went straight from the old system to the new one.”

Automatic workflows from ordering to invoice

All the – rapidly growing – data on customers, products and suppliers are now in the central database of Microsoft Dynamics NAV. The reporting is done with Microsoft Dynamics and Jet Reports software, in which Harmonize It created a number of standard reports.



Chantal Voets, Managing Director chez Feedway Europe: "Dynamics NAV makes it easier to trace the products of each order, which is an added value for the customer."

Orders come to Feedway Europe by e-mail or fax, and now they are entered manually into Dynamics NAV by the logistics staff. "From then on everything is automated, up to and including the payment of the invoice," explains Chantal Voets. "There is a complete workflow for selecting the transport company, notifying the warehouse, reserving products, and so on. We also print off the transport order from Dynamics NAV. When we receive the proof of delivery, we sign off the order in the system and then an order is sent automatically to accounting to prepare an invoice."

Information up to product level

Hendrik Bauwens, senior consultant at Harmonize It: "For Feedway Europe we also integrated ChemDis, software that we developed ourselves, into Dynamics NAV. This allows users to add information up to the product level to a shipment."

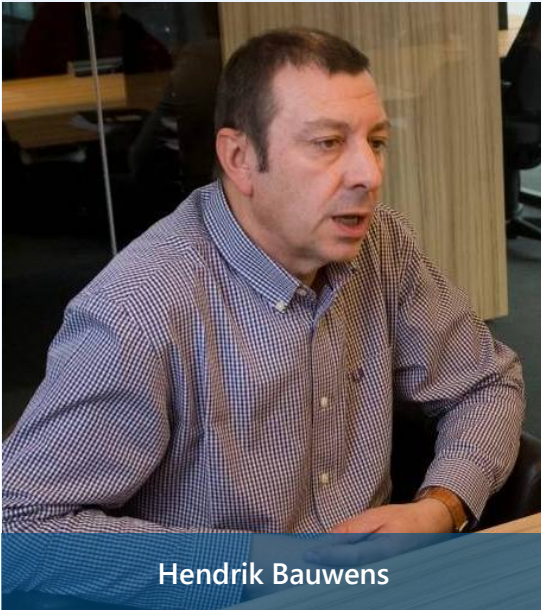
"We work with hazard codes that indicate whether a product is toxic or harmful," says Chantal Voets. So the transport companies that we work with also know how they have to transport these products in order to comply with the legal requirements relating to the transport of hazardous substances. ChemDis also attaches information on customs tariffs and import duties to every product in the order. Now this

extra information is automatically indicated on the order confirmation, transport documents and invoice. This makes it easier to trace the products of each order, which is an added value for the customer."

The products that Feedway Europe dispatches either come directly from the manufacturer, through Feedway Europe's own warehouse, or from another warehouse operated by third parties. "Our work is very international, and includes products from China, India and Malaysia that we deliver by container ship, lorry or air freight to customers in Europe, Iceland, Brazil and South Africa," says Procurement & Logistic Manager Kelly Van Asten. "Our purchases are almost always in dollars, but because of the dollar exchange rate the cost price per product can vary for a delivery outside Europe. The processing of these differences in exchange rates is also very complex," adds financial staff member Evy Dams.

Profit margins monitored closely

The profit margins in the market that Feedway Europe operates in are very tight. That's why the company also wanted to be able to see the profit margin per order. ChemDis makes this perfectly possible. "Now we see if there is an order with a loss, for



Hendrik Bauwens

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for more information

For more information about the Microsoft products and services described, call +32 (0)2 503 31 13 or visit <http://www.microsoft.be/cases>. There you will find other companies that use similar applications.

For more information about Harmonize It, call +32 (0)9 336 39 42 or visit www.harmonize-it.be

For more information about Feedway Europe, visit www.feedway-europe.com

example because a product is from old stock," says Chantal Voets. "And if a transport company adjusts its prices, then we change that in the system and we see what impact this has on our profit margins for orders. So we can adjust our own prices if necessary. A tight profit margin can also help to bring in new customers.

Proper tracking is also crucial for the services of Feedway Europe, which is why good automation is so important. "We cannot work without an IT system," says Kelly Van Asten. "What's more, we want to avoid errors as much as possible. Still, we are not automating everything, because we think that by continuing to carry out certain tasks manually we have a better feeling for our work and can respond with greater flexibility to urgent requests.

Responding quickly is our strength which makes us stand out in the market. As we grow, we will obviously have to find a balance between automation and manual work, without compromising on efficiency and customer-friendliness. Our flexibility, speed and customer-friendliness are perfectly supported by Dynamics NAV."