



Food & Beverage Manufacturing

Creating safety and efficiency for greater profitability



The food and beverage industry is remarkably diverse. Thousands of different products and many types of processes—fresh, frozen, chilled, and long shelf-life goods—are produced to serve customers ranging from mega-retailers to small chains, independent stores, catering services, restaurants, and exporters.

Juggling all these products, processes, and customers creates serious issues. Food and beverage manufacturers have to respond to the demands of retailers, especially the large retail chains that exert ever growing influence on process requirements and technology, such as RFID, real-time visibility into operations, tighter shipment schedules, and lower pricing that squeezes profit margins.

Consumer buying habits add to the challenge. Food trends require you to stay abreast of what's happening next—low fat today, low carbs tomorrow—and the increasing sophistication and choosiness of consumers who have ample choices.

And then there are the complexities of managing supply chain processes. You have to make sure that delivery times and schedules are tightly coordinated, technologies such as RFID are properly integrated into enterprise systems, and food safety is continually managed.

With the right technology on hand, you can meet these challenges with faster product development cycles, better responsiveness to customer trends, more efficient management of the supply chain, and appropriate tracking and tracing to continually deliver a safe product to the market.

Meet retailers' demands

Responding quickly to retailers' demands is key to a successful manufacturing business. Having the right technology tools helps make this possible.

For instance, a flexible IT system will allow you to meet and exceed the requirements placed on you by large retailers. Whether the issue is RFID, specific packaging, special delivery requirements, or opening visibility to your manufacturing operations, a food and beverage manufacturer must be able to quickly take advantage of its IT systems to meet the demands placed by today's retailers.

A tightly integrated customer relationship management (CRM) and financial management solution can help you become a trusted advisor to your retailer customers. Why? Because you can access a comprehensive view of each customer, which facilitates customer service issues such as locating order status, product availability, current product promotions, and detailed product information.

Retailers also demand quality and consistency. Coordinating all aspects of the production process through integrated business solutions can provide managers and sales personnel with fast access to the right information when it is needed. Having well-integrated solutions also helps coordinate all aspects of a customer when multiple personnel are communicating to them.

Respond to consumer trends

Technology plays an integral role in helping you respond to—or better yet, anticipate—consumer trends. By reviewing current sales and market data, you can make real-time decisions that will make a difference to your bottom line.

A big benefit is shortening product development times and speeding time to market by efficiently integrating recipes, manufacturing, financials, and procurement. Product development information can also be carried through to the FDA-mandated labeling on the product. Additionally, you can reduce the time from development to manufacturing by speeding the process with easy-to-use cross-company collaboration tools.





With shelf space at a premium, it is more critical than ever to develop products that will be relevant to the consumer. Well-integrated IT systems can help you collaborate with retailers to discard poor ideas before ill-conceived products are manufactured.

Improve supply chain operations

A transparent supply chain is crucial to your success. To respond quickly to changing demands, you and your customers need easily accessed, relevant information—whether it's product availability, prices, expiration dates, or promotions information. In addition, information gathered throughout the supply chain can help you realize your business goals, generate more profits, and determine where new business possibilities can be found.

Robust technology solutions provide the kind of supply chain transparency that can help you analyze your business to gain better control of costs and quality. Implement support for a Demand Driven Supply Network (DDSN) to respond quickly to real-time demand signals from your customers. Integrate RFID technologies along with global data synchronization and vendor managed inventories to help you track inventory by quantity, weight, and expiration date for better inventory control and accurate customer-specific reporting. The right IT systems can also support your pull-based manufacturing and delivery processes with suppliers instead of working from inherently inaccurate forecasts.

When using the right tools in your supply chain processes, you can gain the transparency needed to maximize profits by obtaining more effective and relevant data about your suppliers in commodity markets.

Monitor food safety

Food processors around the world follow safety regulations based on Hazard Analysis and Critical Control Point (HACCP) standards or other requirements, such as FDA compliance, EU regulations, and the International Food Standard. Food safety procedures require superior recording of each procedure in an operation and close monitoring of established control points. Industry-specific software and solutions can help you implement the best practices required to support and automate key safety requirements like HACCP and legislative compliance acts.

Robust IT systems can also enable the automatic tracking and tracing of raw materials and products at all stages of production, processing, and distribution. While this capability has become a regulatory requirement, it is also a key component in maintaining and building customer relationships and brand strength.

Just as important, having the right business solutions in place can facilitate an automated recall process that can be completed in hours instead of days or weeks. Knowing quickly which lots include the ingredient or finished good in question, knowing their location and scope of distribution, and then automatically notifying stores to begin the replenishment process can enhance your reputation for quality and service.

Optimal performance with Microsoft Dynamics

Microsoft Dynamics™ offers a set of strong applications that deliver a compelling suite of technologies for manufacturers. Our integrated tools can help give your organization the critical capabilities you need to meet and exceed the demands of retailers and consumers by delivering integrated development environments, powerful manufacturing, and

financial and CRM solutions that support lean business processes while significantly improving customer service.

Our technology platform will enable your organization to assemble a complete, integrated set of leading-edge business applications. These integrated applications can be deployed quickly and inexpensively without complicated customizations and drawn-out implementation projects. Microsoft Dynamics products and solutions deliver lean manufacturing and accounting solutions that can help you meet government regulations requiring product traceability, help you speed the time from concept to shelf, remove waste from operations, and meet ever-changing demands from large retailers.

Innovative integration

Microsoft Dynamics is built with the goal of delivering a flexible set of solutions that can be easily adapted to your operational needs. Built on the Microsoft® Windows Server™ platform, Microsoft Dynamics helps you take advantage of technologies such as Microsoft Windows® SharePoint® Services for knowledge management and collaboration, Windows Terminal Services for extending access to data and processes, and Web services that help you see into retailers' and raw material suppliers' systems. Microsoft SQL Server™ delivers a solid foundation for collecting, analyzing, and reporting data across your company's systems. And deep integration with Microsoft Office System applications, such as Microsoft Excel®, Word, Outlook®, Internet Explorer, SharePoint, and Visio®, help you understand inventory, manage production and lead times, design reports, and use data required to make accurate and cost-effective decisions. Microsoft is committed to designing and delivering the integrated systems that will give your organization the greatest ability to work efficiently and reduce operating overhead.

TRANSPARENCY

Partners with industry expertise

Microsoft Dynamics solutions are delivered by a network of partners with expertise in food and beverage manufacturing. They can provide local, personalized service—from planning and implementation, to customization, to ongoing support and education. That means you get world-class business solutions from professionals who understand your business and will be there as your business conditions change.

Plan for growth

Organizations need systems that can deliver a strong return on investment (ROI) in meeting current needs, while providing for the opportunity to scale dramatically to account for organic growth, acquisitions, changes in business focus, and other foreseeable future changes to the business. Microsoft Dynamics, along with Microsoft server technologies and productivity solutions, offers tremendous flexibility and scalability to implement the solution to meet today's requirements and to allow for substantial future growth and change.

To learn more about Microsoft Dynamics integrated solutions that can help food and beverage manufacturers succeed, visit www.microsoft.com/dynamics/FoodBeverageManufacturing



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Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. Built to work with Microsoft technologies, it works easily with the systems your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, helping increase the productivity and effectiveness of your business, and helping you drive business success.

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