

George's Inc. is a fully-integrated poultry processor. An initiative to align business processes across plants and operating divisions at George's Inc. was hampered by the disparate technology environment, which included multiple line-of-business applications.

Manufacturing: Chicken Processor Responds to Growth, Aligns Business Processes and Maintains Quality with Microsoft Dynamics AX

From its modest beginnings delivering chickens out of a general store near Springdale, Arkansas, George's Inc. has grown into a fully-integrated poultry operation that processes more than five million chickens every week. George's Inc. poultry products are enjoyed on tables around the world.

Like any manufacturing operation, getting quality poultry products to market effectively depends on operational efficiency and visibility into all aspects of the business. George's Inc. has grown primarily through acquisition, adding plants and major operating divisions in Arkansas, Missouri and Virginia. While George's Inc. continued to thrive, the company knew is needed to align business processes across all operating divisions. It quickly became apparent that process alignment would require George's Inc. to first rationalize, and in some cases re-engineer, processes at the corporate level—and that the company's legacy infrastructure might stand in the way.

Business Challenge

The bulk of George's Inc. operations ran on an in-house-developed solution that handled core ERP functions such as accounts payable, accounts receivable, point operations, order entry, plant performance and sales. These functions were augmented by an array of disparate line-of-business applications from Infor and Oracle, plus dozens of Microsoft Excel spreadsheets and standalone Microsoft Access database applications used for specific tasks.

From a corporate perspective, even routine reporting required access to numerous data sources. Combined with the operational idiosyncrasies of the individual plants, there was no single version of the truth on which to base strategic decisions.



GEORGE'S®

George's Inc. is a fourth generation, privately held company, family-led chicken processor. The company continues to grow and its thriving operation spans multiple states with over 4,700 employees.

Key benefits:

- Continues to provide consistent quality poultry products worldwide every day
- Eliminates disparate IT systems and aligns business processes across plants
- Complies with regulations
- Projects savings of over US\$20K per year in software licenses
- Anticipates US\$250K savings in annual maintenance fees
- Helps to facilitate process improvements
- Creates a model for strategic decision making

Modules:

- Financials
- Production
- Sales & Marketing
- Procurement & Sourcing
- BI & Reporting
- Basic HCM
- Asset Management
- Manufacturing

The Solution

Modifying an aging codebase—originally written in COBOL—to reflect modern business processes was not the most effective use of George's Inc. IS&T resources, so the company began to look for a new enterprise-class ERP system on which to consolidate its operations. The George's Inc. executive team considered migrating its accounting and ERP function into a more manufacturing centric solution. In comparing the top enterprise-class ERP vendors, George's Inc. was impressed by the strategic roadmap, ease of use, licensing model and planned future enhancements of Microsoft Dynamics AX.

After discussions with both Microsoft and Microsoft Gold-Certified Partner Edgewater Fullscope, George's Inc. settled on Microsoft Dynamics AX. Dynamics AX will help George's Inc. centralize many of its disparate systems and critical business functions, significantly reducing the costs of its IS&T operations and delivering the single version of the truth that will enable the company to move forward strategically.

Business improvements

Licensing model contributes to low total cost of ownership

George's Inc. estimates that moving to Microsoft Dynamics AX will save at least \$20,000 per year—even with hundreds of additional user and device licenses for the solution, and including an Enterprise Agreement for SQL Server licenses.

Application consolidation leads to additional savings

George's Inc. plans to consolidate more than 75% percent of the company's line-of-business application infrastructure onto Microsoft Dynamics AX. In addition to considerably streamlining IS&T operations and maintenance, George's Inc. estimates that the application consolidation will save the company nearly \$250,000 in annual maintenance fees after the migration is complete.

Ease of customization facilitates process improvement

Although the company will minimize customizations, the executive team appreciates the ease with which George's Inc. can tailor the solution to its unique processes—or modify the solution as those processes change. For industry-specific functionality outside of Dynamics AX ease of integration with either ISV solutions or custom-developed code was a major consideration.

Model for strategic decision-making

George's Inc. anticipates that having all financial, specific operational and line-of-business data on a single platform will drive benefits in terms of operational insight and strategic decision-making. Dynamics AX will help the company gather, analyze and expose information at all levels of the business with much greater ease.

About Edgewater Fullscope

A division of Edgewater (NASDAQ: EDGW), Fullscope is an award-winning Microsoft Gold ERP Partner that focuses on selling, implementing and providing value-add services for Microsoft Dynamics AX.

Edgewater Fullscope is recognized for deep industry knowledge in process industries including food and beverage, life sciences and pharmaceuticals, specialty chemicals and primary metals as well as the discrete and mixed mode industries of industrial goods and equipment, fabricated metals, building products and medical devices. The company has over 200 manufacturing customers. Visit www.fullscope.com for more information.

About Zero2Ten

Zero2Ten has shown hundreds of companies that CRM doesn't have to be difficult or expensive. We are the only Microsoft Dynamics CRM firm that combines deployment and a proactive user-adoption road map into a single 100% fixed-fee program. Zero2Ten has implemented more Microsoft Dynamics CRM Online solutions than any other Microsoft provider worldwide. We continually fine-tune our process and user-adoption programs to give you the maximum return on your CRM investment. This commitment to stay with you throughout your CRM journey has earned Zero2Ten the highest CRM customer retention rate in the business.