



Microsoft Dynamics Customer Solution Case Study



Customer: Golden Bridge Foods Manufacturing Pte Ltd
Web site: www.golden-bridge.com.sg
Number of Employees: 130 (group)
Country or Region: Singapore
Industry: Food Service
Partner: Roedl & Partner Singapore Pte Ltd

Customer Profile

Golden Bridge is the leading processed meat manufacturers in Singapore, which produces Chinese waxed sausages, canned meat, Taiwanese-style sausages, European-style chilled sausages, hams and other cold cuts. Established twenty-four years ago, it employs 130 staff in its Singapore headquarters.

Software and Services

- Microsoft Dynamics
 - o Microsoft Dynamics AX 2012

Benefits

- Enhanced inventory management
- Streamlined procurement processes
- Enabled secured management of promotional price changes
- Accelerated time-to-market with research and development automation
- Enabled stringent quality-control processes
- Streamlining export documentation preparation
- Increased business visibility
- Cut month-end reporting by 50 percent

For more information on Microsoft Dynamics, visit <http://www.microsoft.com/en-us/dynamics/default.aspx> or email: mbsasia@microsoft.com

For more information about Roedl & Partner Singapore Pte Ltd call +65 65 6238 6770 or visit <http://www.roedl.com>

For more information about Golden Bridge Foods Manufacturing Pte Ltd call +65 6572 9200 or visit <http://www.golden-bridge.com.sg>

Rödl & Partner

Food Manufacturer Equips for International Expansion with Fully-Integrated System that Streamlined Processes and Enhanced Visibility

"As part of our strategic planning, we recognise the vital need to continually invest in our people, in procuring high-end machinery to boost our production efficiencies and in establishing a strong back-end infrastructure like Microsoft Dynamics, to help us build a high-volume, high value-add business."

-- Mr Tan Chin Aik, Director, Business Development, Golden Bridge Foods Manufacturing Pte Ltd

Golden Bridge Foods Manufacturing Pte Ltd wanted a fully-integrated system to better manage its huge product portfolio, streamline business processes and enhance financial reporting. With Microsoft Dynamics AX, Golden Bridge successfully enhanced inventory management, improved supply chain efficiencies, automated research and development processes, enhanced quality-control management and sharpened competitive advantage.

Situation

As the leading processed meat manufacturer in Singapore, Golden Bridge Foods Manufacturing Pte Ltd (Golden Bridge) is the country's premier supplier of dried Chinese waxed sausages, canned meats, Taiwanese-style sausages, European-style chilled sausages, hams and other cold cuts. Established twenty-four years ago, Golden Bridge is driven by its vision to be a world-class food company and an innovative market leader in the region. Its four brands of Golden Bridge and Kelly's, together with its halal brands of Kizmiq and El-Dina spearheaded by its ELLAZIQ subsidiary, are seeing high demand from leading supermarkets, hotels, restaurants, cafes and other food service outlets across the country. Golden Bridge Group employs 130 staff at its Singapore headquarters and have received certifications including HACCP, ISO22000 and an "A" grading by the Agri-Food and Veterinary Authority of Singapore (AVA). The company has also received consecutive Enterprise 50 awards in 2011 and 2012 in recognition of its business achievements.

With an eye on the international markets, Golden Bridge has been actively expanding its product offerings beyond its traditional

stronghold in dried Chinese waxed sausages. "In the next two years, we are looking at growing our export from the current 10- to 30-percent of our revenue. Besides persisting in our best practices in skilled manufacturing -- from the careful selection of meats, the formulation of seasoning, to the blending of these to create products with superior aroma and taste -- we believe in constant innovation to better meet fast-changing customer tastes and lifestyles," said Mr Tan Chin Aik, Director, Business Development, Golden Bridge Foods Manufacturing Pte Ltd.

Solution

Mr Tan said, "We strive to be early adopters when it comes to technology, as we see the value of leveraging technology to better streamline processes and improve productivity. With a fast-growing portfolio of products and a goal to roll out new products every six months, we needed a fully-integrated system to facilitate staff communication and enable better usage of critical business data. We also needed better capabilities to manage our varied inventory and capabilities to streamline period-end closing for better business visibility."





After evaluating leading ERP systems in the marketplace, Microsoft Dynamics came up tops for these reasons, "Microsoft Dynamics' user-friendly interface ensures familiarity, which eases user adoption. Its comprehensive range of modules ranging from manufacturing, financials to inventory management, offers an end-to-end system that fully integrates our front- and back-end processes. Its flexibility to integrate RFID and mobility functionalities in the future promises scalability as we grow," explained Mr Tan.

Roedl & Partner Singapore Pte Ltd (Roedl), a Microsoft Certified Partner with GOLD ERP and GOLD CRM Competencies, was chosen to manage the implementation due to their multi-disciplinary expertise in audit, legal and consulting. Mr Tan said, "We are impressed by Roedl's knowledge and implementation know-how in Microsoft Dynamics. They stood out amongst the rest with their multi-disciplinary setup, multi-dimensional skill-sets and international presence – all vital expertise we can tap on as we look beyond Singapore's shores." With Roedl's help, Golden Bridge implemented Microsoft Dynamics AX2012, which encompassed the Finance, Fixed Assets, Trade, Logistics, Warehouse, Projects, Manufacturing Planning and Production functionalities. The system went "live" in July 2012.

Benefits

Golden Bridge significantly streamlined supply chain efficiencies by improving stock-take, cutting work load and streamlining procurement processes. It also sharpened competitive advantages with automated research and development processes, enhanced responsiveness to changing consumer lifestyles and increased business visibility.

Enhanced Inventory Management and Cut Physical Stock-Take By 50 Percent

Inventory management is key when it comes to managing Golden Bridge's varied product range of more than 300 SKUs across 120 product lines and four brands – all with different shelf life and freshness guarantee. Prior to Microsoft Dynamics, Golden Bridge's disparate systems meant the constant need to verify actual stock levels in the warehouse before processing the sales orders. This was especially challenging for its chilled and frozen products which are stored in its cold room at a controlled temperature of -18°C.

"Previously, stock verification was constrained as our staff could only 'last' an average of 20 minutes in the cold room. With Microsoft Dynamics, we now have accurate stock figures at our fingertips – without subjecting our staff to sub-zero temperatures. Besides cutting physical stock-take from two full days to two half days, it has also speed up sales order processing," said Mdm Ong Chew Yong, Director, Operations, Golden Bridge Foods Manufacturing Pte Ltd.

Improved Supply Chain Efficiencies with 30 Percent Reduction in Work Load

With more than 12,000 monthly transactions, Electronic Data Interchange (EDI) for Microsoft Dynamics AX, which enables Golden Bridge's large supermarket customers to send through their orders electronically, has helped the company further streamline order processing. Upon receipt of the customer orders, the sales orders are automatically generated, which in turn triggers the delivery orders, pick and pack lists for the warehouse to start order fulfillment. Mdm Ong said, "To guarantee product freshness, we need to move our products, especially the chilled and frozen items, out of the cold room and onto the retailers' shelves within seven days. With a fully-integrated supply chain, we can now achieve this, while cutting work load by 30 percent without increasing staff strength."

Streamlined Procurement Processes

Procurement is a complex process, with purchasers dealing with fluctuating raw materials costs and a huge supplier list. This often resulted in over-reliance on experienced staff to advise on the specific items to buy. By activating Master Planning functionalities within Microsoft Dynamics AX2012, this has become a thing of the past. "With forecasts linked to supplies which enables accurate demand planning, our purchasers can now make procurement decisions independently. With the list of suppliers for each raw material and their standard pricing captured within Microsoft Dynamics, our purchasers' access to these critical information ensures procurement from the most cost-efficient sources," explained Mdm Ong. Only during seasonal periods, where certain raw materials need to be purchased in greater quantity, do the purchasers need management advice.

Gained Secure, Automated Management of Promotional Price Changes

A fully-integrated system also helps Golden Bridge to better manage seasonal promotions with its retailers. Golden Bridge can now plan ahead with the retailers and set a date in the system for the special pricing to take effect automatically. This is a significant improvement from previously, where one of the management staff had to remember to activate the special pricing manually. Mdm Ong stressed, "Microsoft Dynamics has sharpened our competitive advantage by increasing our

responsiveness in collaborating with our retail customers to roll out more attractive joint-promotions."

Accelerating Time-to-Market with Automation of Research and Development Processes

With dynamically changing lifestyles and preferences, constant innovation via research and development (R&D) is the key for Golden Bridge to leapfrog its competition. Mr Tan said, "Thanks to Microsoft Dynamics, which helped to eliminate the manual tabulation of varied product formulations, we can now shorten our product development process – from formulation, testing to tasting – to meet our goal of rolling out new products every six months." In addition, the security features help Golden Bridge guard highly-sensitive product formulas from non-authorized personnel, while the fully-integrated system enables easier pre-packing of required ingredients for each product formulation prior to production.

Enabling Stringent Quality-Control Processes and Streamlining Export Documentation by more than 50 percent

Through the setting of parameters which ensures data traceability, Microsoft Dynamics has helped to ensure quality assurance, while easing the preparation of the tedious documentation requirement for export – including health certifications, Certificate of Analysis (COA), Certificate of Conformance and more. "Previously, such export documentations were prepared manually with information pulled from various sources. With a fully-integrated system, the time taken to handle this has been cut from two to three hours per order to within an hour," beamed Mdm Ong.

Increased Business Visibility Cuts Period-End Reporting by 50 Percent

With Microsoft Dynamics' centralised database, Golden Bridge's management now enjoys real-time visibility into accurate data that reflects actual business performance and cash position at any one time. "Microsoft Dynamics has helped us cut month-end reporting by 50 percent, with monthly reports now ready on the seventh of the following month, instead of the fifteenth. Ad-hoc reporting is also much faster," said Mr Tan.

Looking Ahead

Moving forward, Golden Bridge is looking at integrating RFID in its warehouse and mobile access for its sales staff. "As part of our strategic planning, we recognise the vital need to continually invest in our people, in procuring high-end machinery to boost our production efficiencies and in establishing a strong back-end infrastructure like Microsoft Dynamics, to help us build a high-volume, high value-add business. We expect to reap even more returns on our Microsoft Dynamics investment, as our people get better acquainted with the new system and processes," concluded Mr Tan.