



Customer Profile

Atria Group controls demand planning with Infor M3



Facts at a glance

Product: Infor M3

Industry: Food and Beverage

Country: Finland

“We have compared a number of applications for the food and beverage industry. We found Infor M3 superior to other solutions because of its functionality. Infor M3 was simply the best suited to our company.”

**—Jukka Mäntykivi, Director IT,
Steering & Logistics,
Atria Group PLC**

About the company

The Atria Group PLC is a forward-thinking company which is highly focused on the international food manufacturing industry. Atria is one of the industry's leading companies in Finland, Scandinavia, Russia and the Baltic region.

The Atria Group has about 4,900 employees. The Group is divided into four business areas: Atria Finland, Atria Scandinavia, Atria Russia and Atria Baltic. The roots of the Atria Group, listed in the Helsinki stock-exchange, go back to the year 1903, when the oldest owner-cooperative was founded.

Business uses

The manufacture and processing of perishable food imposes unique requirements on an ERP system. The Atria Group PLC needs a reliable solution to manage its operations precisely and efficiently.

The ERP system used by Atria, a company dedicated to meat processing and the production of ready-made meals, was no longer adequate for the task of managing and controlling the company's supply chain.

The production of perishable food carries many challenges, most importantly the need for highly precise management of operating procedures while maintaining optimum inventory levels. Sharp seasonal fluctuations, typical in this business sector, make advance planning difficult.

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Infor M3 was simply the best suited to our company”, said Jukka Mäntykivi, Director of IT, Steering and Logistics for the Atria Group PLC.

The most important business advantages arise from the real-time integration of business processes and supply chain management. Electronic orders, which make up 85% of the total, can now be managed much more efficiently.

Mäntykivi praised his own staff as and Infor as well.

“The commitment from both companies was truly remarkable. By cooperating we were able to solve many very difficult issues in a very short time.”

Why Infor?

The great majority of Atria's products are perishable, a fact that puts special requirements on its ERP systems. Perishable goods must be delivered on time and planned precisely while keeping stock at the lowest possible level. The production process and the logistic chain require strict control and supervision.

In addition, Atria needs the ability to seamlessly track production at all times. Before making a decision on a new system, Atria studied a number of ERP solutions. They concluded that Infor M3 was the best solution for its business process because of its industry specific functionality.

“Atria made a strong commitment to the implementation of Infor M3 and wanted to use the application to further develop its business operation. The application constitutes the basis of our business systems” says Mäntykivi.

Implementation

Atria implemented Infor M3 on a large scale. The components it currently uses include order processing, distribution management, stock and material management, tightly integrated automatic inventory management, supplier and production control, production reporting and monitoring, data storage, customer relationship management and an online ordering system.

Right from the launch of the new solution, Atria and Infor planned a carefully phased implementation to minimize risks. The challenge was to carry out a comprehensive implementation project that encompassed several operating procedures.

Atria began the project with successful implementations in the production and export sales departments. As they gained experience with the application, they moved on to other, more challenging departments that had higher transaction volumes and more complex operating models.

“The approach chosen proved to be wise. As a result, we were able to carry out the implementation of the phase critical to the business in a reasonably short space of time. The launch of the critical phase was at the beginning of April 2006 and by the end of May the operation was running extremely smoothly.”

Plans for the future

In the future Infor M3 will be extended to additional business operations as well as to cooperation with other interested parties. The solution will play a long-term role in the global system architecture of the group.

About the solution

Atria uses Infor M3 on a large scale to improve demand and supply chain management, supplier control, and production management as well as the company’s purchasing process.



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