

Customer Profile

Rynkeby Foods Enjoys Sweet Success with Infor M3 and Demand Planning



Facts at a glance.

Solution: ERP

Products: Infor™ M3 and Demand Planning (Lawson) Industry: Food and Beverage

Country: Denmark

"Now we have the right system in place to improve the availability and accuracy of our key company data and information, providing overall reporting abilities for our management team."

—Steen Lund-Pedersen, IT Manager, Rynkeby Foods

About the company.

Founded in 1935, Rynkeby Foods is the leading Danish manufacturer of fruit juices and other fruit-based foodstuffs, including jam, wine products, iced tea, and stewed fruit. The company employs 250 people at its factory in Ringe, Denmark, and has grown steadily by buying and merging with other companies. Products are sold to large supermarket chains and exported to Sweden, Norway, Finland, and Germany. Rynkeby Foods is 100% owned by the dairy concern Arla Foods. For more information, visit www.rynkeby.dk.

Challenges.

- Replace an older, highly customized system with a more modern, standardized solution.
- Find a solution tailor-made for the food and beverage industry.

Benefits.

- Used Infor's StepWise method, a proven process that includes design, establishment, and execution phases, to achieve a straightforward, problem-free implementation.
- Experienced lower total cost of ownership by implementing a solution with built-in industry expertise and the user-friendly Infor Smart Office interface, resulting in more efficient processes.
- Met industry-specific requirements and helped avoid excess production or stock-outs.
- Gained the ability to download and install patches and other updates via the web.
- Identified additional steps for becoming more agile and efficient via Infor Mashup Designer and Infor Enterprise Search, which are currently being implemented.

"We also have a much more effective planning system in place with Demand Planner."

—Steen Lund-Pedersen, IT Manager, Rynkeby Foods

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