



// CUSTOMER STORY

ABI PRODUCT

Technology with Flavor



“THE BEST
REGIONAL
PROJECT 2018”
in the Central
Federal District
according to
Global CIO

ABI PRODUCT

BACKGROUND

ABI PRODUCT is one of the largest meat processing companies in Russia with a full production and distribution cycle.

As part of the optimization of the holding company management, ABI PRODUCT has migrated to a new ERP system, strengthened warehouse management action and improved customer service.

RESULTS

- A reliable technology platform for growth and development
- Operations risk minimization due to high productivity as well as continuity and availability of the main ICT service
- Reduction in warehouse logistics costs
- Increase in volume of product shipment
- Customer service improvement
- Reduction in time and labor costs on electronic veterinary certificates execution (an integration with Mercury Federal System)

Cooperation with GMCS continues.

THE MEAT EMPIRE

ABI PRODUCT owns and operates three facilities located in Russia and produces sausage goods, frozen pre-made and ready meals for consumers with different taste preferences and income level. Company's distribution network covers almost all the regions of Russia as well as the Customs Union countries - Kazakhstan, the Republic of Belarus and the Republic of Abkhazia.

TECHNOLOGIES FOR GROWTH

Along with the steady increase of production capacities and assortment, ABI PRODUCT pays very special attention to technological empowerment of business. The company has been using ERP system based on Microsoft Dynamics AX for many years. Market challenges, logistics development and increase in production volume have generated a need for its modernization. The system was supposed to be upgraded from Axapta 3.0 to Microsoft Dynamics AX 2012 R3 and automate new business processes. In order to meet the challenge, ABI PRODUCT has approached GMCS, Microsoft Gold Partner.

Under the first project stage, the company's central office in Vladimir and the warehouse complex in Yaroslavl automated their business processes on the basis of Microsoft Dynamics AX 2012 R3.

PROJECT INCLUDED:

Warehouse logistics:

- Warehouse topology has been optimized and revised;
- Competence requirements for warehouse personnel have been reduced;

// QUOTE //



ALEXANDER BALABANOV,
INDEPENDENT EXPERT
(ABI PRODUCT, IT-MANAGER
AT THE MOMENT OF
THE PROJECT LAUNCH):

“The project became a significant evolutionary step in the IT strategy implementation of our company and alongside with warehouse management system and transport logistics it included ERP automation based on the updated platform. The new system was supposed to exclude operational risks for business related to underproductivity of a former ERP solution.”



- All warehouse operations are performed by personnel with a portable data collection terminal – finished product acceptance and placement, product mix and packaging, shipment, inventory, etc.;
- Optimal product placement has been provided, compression of warehouse areas and product stickering in order to meet individual customers' requirements.

Transport logistics:

- Delivery and cargo site management has been automated: order routing and auto registration in accordance with arrival/departure time;
- Provided flexible customization of primary documents for counterparts, conformity of primary documents to external and internal requirements, high printing speed after the completion of packaging through weigh scales.

Sales and Customer Service Management:

- Contract and customer trading environment management;
- Customer service management, including flexible customers prioritization for order distribution and order volume reduction in case of a shortfall;
- Price management, including reconciliation and basic price lists, discounts and individual prices, TMA prices, price analysis for every order line, retention of sales orders with irrelevant contract terms and prices, initial entry of prices and approval within the system;

- Sales orders management: orders receiving through various channels, automatic request check for correctness of goods, customers, contract particulars, prices, inappropriate order blocking and notification, tools of error control, financial checks of payment and receivables, etc.
- An equilibrating mechanism that allows reserving automatically remaining commodities in storage or transit in accordance with the customer's demands.

Financial management:

- Financial transactions recording;
- Credit management;
- Management of receivables monitoring process.

Transition to the new system has been carried out without interruption in conditions of 24/7 operating warehouse and the highest volumes of finished product shipment. GMCS continues to cooperate with ABI PRODUCT in system development and technical support.

CERTIFICATION IS OBLIGATORY

In accordance with the legalization of the Russian Federation, starting from June 1, 2018 all animal products should be subject to obligatory electronic veterinary certification through Mercury Federal System. For data transmission via Mercury Federal System and electronic veterinary certificates execution, ABI PRODUCT has chosen GMCS "VerEx. Veterinary" solution, which is a part of the VerEx Platform. The integration has been implemented through the universal gateway Vetis.API version 2.0. Coordinated work of a joint project team has enabled to avoid interruptions in product shipment and delivery from the first days of solution launch.

// KEY INDICATORS //

During the period from June 30, 2018 to July 31, 2018 approximately 1,195,000 electronic veterinary accompanying documents were issued for ABI PRODUCT through Mercury Federal System.





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For more information, please visit:

WWW.GMCS.RU/EN/

GENERAL INFO

GMCS – a leader in business applications implementation, software development and application management. GMCS is a member of Sovcombank Group, one of the largest privately owned banks in Russia.

GMCS helps customers accelerate their digital transformation using technologies and solutions from leading suppliers, as well as the company's proprietary solutions. Founded in 1997, the company has extensive experience working with major companies in various sectors and countries. GMCS is a partner of the leading Russian and international software vendors (Microsoft, IBM, SAP, Qlik, MECOMS, UiPath, River Logic, AnyLogic, BOSS. Personnel Systems, etc.).

GMCS is a developer of VerEx Platform – solutions designed for enterprise management automation. VerEx Platform is included in the Unified Register of Domestic Software.

The company is headquartered in Moscow, branches - in St. Petersburg, Penza, Perm and Kazan.