

Case Study Wilson Hellaby

“Now we have barcodes and handheld scanners for our carcass products which allow us to track the source of the product, its weight and its destination. That means we can process meat more quickly and get it to the customers sooner, giving them more time to sell it.”

Bruce Fyfe, Group General Manager, Wilson Hellaby



The customer

There is a long and successful history behind the Wilson Hellaby group of companies. The Hellaby family has been in the meat trade since 1873 while Wilson Foods has operated in the local market since 1946. Wilson Hellaby Limited was formed in 1998 by the merger of Hellaby and Procter Meats and the meat interests of Wilson Foods. It employs over 600 people across three business groups and is a large New Zealand meat procurement, processing and provisioning firm.

The challenge

The Wilson Hellaby Group comprises a number of different companies that buy livestock, process the carcasses and then sell the resulting meat into the retail sector. This system was largely underpinned by Microsoft Dynamics NAV, which supported the core financial and sales system, however, the version was out of date and needed to be re-implemented more widely across the business.

“We were using different systems for inventory and production which was not ideal but we didn’t have full confidence in Dynamics NAV for inventory because it couldn’t provide the necessary detail,” explains Bruce Fyfe, Group Commercial General Manager at Wilson Hellaby. “Meat export is the second most highly regulated market in the world after the arms industry and a lot of tariff systems depend on very accurate inventory systems that can detect disease outbreaks for example.”

Wilson Hellaby had been using Fujitsu MeatPro for Dynamics NAV in livestock purchasing for many years so when it came to upgrading its inventory and distribution platform, it was a natural fit. The company also wanted to introduce RF scanning functionality to its carcass business to provide integrated inventory management across the entire business.

“It was an ambitious vision that would overhaul our inventory system for better visibility and efficiency,” adds Fyfe. “As Fujitsu had already proven itself as a partner, it made sense to extend that relationship into other areas of the business. It has the ability to ensure that Dynamics NAV can meet the needs of the business.”

The solution

Fujitsu MeatPro for Dynamics NAV is a comprehensive multispecies processing solution providing Wilson Hellaby with an all-encompassing solution for margin management covering all facets of the business including Procurement and Payment, Sales and Export and Slaughter Management. MeatPro has attained formal CFMD status (Certified for Microsoft Dynamics) with Microsoft.

The customer

Country: New Zealand
Industry: Food production
Founded: 1998
Employees: 600
Website: www.wilsonhellaby.co.nz



The challenge

Wilson Hellaby wanted to upgrade its existing Fujitsu MeatPro solution while also extending it into the inventory management side of the business.

The solution

Fujitsu MeatPro for Dynamics NAV is a comprehensive multispecies processing solution providing Wilson Hellaby with an all-encompassing solution for margin management covering all facets of the business.

The benefit

- Handheld scanners track carcass inventory more accurately and reduce human error
- Stock can be more tightly controlled, extending the effective shelf life of carcasses to our customers
- MeatPro now includes functionality to track physical carcass and carton inventory as the master record keeper for inventory transaction
- Granular inventory control also enables the company to optimise carcass use and waste less meat
- Over 200 tonnes of meat is now processed every day using Fujitsu MeatPro

Products and services

- Fujitsu MeatPro Solution
- Microsoft Dynamics NAV integration
- Technical and Solution Consulting Services
- Project Management

The solution has a proven design that handles the specific business issues of the meat industry: tracking carcasses in multiple independent units of measure, sales by production date range and schedule/grid management. At each stage in the process, specific functionality is provided to streamline the entry and processing of information, providing exception condition reporting to maximise yield and quality output.

"Fujitsu had just launched the latest version of MeatPro that coincided with our plans so we upgraded it in our production site at the same time as extending it into our inventory business," continues Fyfe. "We also took the opportunity to add scanning capabilities on the line."

Wilson Hellaby and Fujitsu designed a five step deployment that would roll-out the new system in stages across the business. This enabled them to iron out wrinkles without disrupting the business. Employees were also offered training to get to grips with the new system.

"The entire project took in excess of 12 months – carcass management alone took three months to migrate – and Fujitsu was closely involved every step of the way," says Fyfe. "We are not particularly tech-savvy so we employed an external project manager who worked with three onsite Fujitsu developers to make sure we got the most out of the updated MeatPro solution."

The benefit

Wilson Hellaby now has a vastly improved integrated GL and inventory management system, allowing it to measure and track carcasses more accurately. MeatPro now includes functionality to track physical carcass and carton inventory as the master record keeper for inventory transaction, integrating with plant and warehouse users via an RF scanning solution that communicates with MeatPro constantly throughout each shift. With perishable goods, that is a critical advantage.

"We used to use edible crayon to mark the meat but now we have barcodes and handheld scanners which track the source of the product, its weight and its destination," comments Fyfe. "That means we can process meat more quickly and get it to the customers sooner, giving them more time to sell it."

Granular inventory control also enables the company to optimise carcass use and waste less meat by extending shelf life. Now, 42 concurrent users process over 200 tonnes each day using the new Fujitsu solution.

"It reduces human error and streamlines the whole process, giving us total visibility of each carcass," says Fyfe. "That makes us a much more efficient business overall."

Conclusion

Wilson Hellaby now has a robust, reliable and high-performing production and inventory management solution that has improved productivity across the business. Carcasses reach their intended customers more efficiently and the new solution makes stock rotation simple and transparent.

"We can look and see exactly where and how old every item is and prove it to our customers," concludes Fyfe. "That level of stock control is critical to a business like ours."

"The new Fujitsu MeatPro for Dynamics NAV has transformed how we manage and track our stock, making us more efficient and competitive."

Bruce Fyfe, Group General Manager, Wilson Hellaby

In collaboration with



Contact

FUJITSU New Zealand
Address: Level 12, 141 The Terrace,
Wellington 6011
Phone: +64 4 495 0700
Email: askus-nz@nz.fujitsu.com
Website: www.nz.fujitsu.com
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