



# Perfection from **FARM** to **PLATE** and **BEYOND**

## PROJECT OVERVIEW

The company is a leading brand, making Potato Flakes & Instant Snack Mixes, in the ready to cook market. It offers 100% classic Indian, vegetarian snacks which require only a tenth of the cooking time and effort, while retaining the authenticity and pleasure of traditional cooking. By implementing Infor ERP and Infor CRM both, it was able to manage the entire business cycle precisely in synchronization with changing demand and cope with abrupt seasonal obstacles.

## FACTS AT A GLANCE

Industry : **FMCG**  
 Location : **India**  
 Solution Focus : Retail Marketing, Manufacturing & Inventory Traceability  
 Products Implemented : **Infor ERP LN, Infor CRM**

## SOLUTION

The entire business operation improved using two key applications -

- ✓ Infor ERP helped streamline the entire operation from laboratory stage to production , including traceability of Inventory.
- ✓ Infor CRM helped streamline operations from Marketing and then distribution to the end customer.



## CHALLENGES

From the day one, finding perfection in every aspect from 'Farm to Plate' was the only challenge. Given below are the areas that required perfection.

- **Laboratory:** Managing laboratory operations where the seed is genetically modified or produced under controlled environment.
- **Land bank:** Managing the land bank (own land/leased land/contract farming) was difficult without the desired set-up.
- **Crop cycle:** Monitoring crop cycle plan from sowing to production and cold storage before taking it to the market.
- **Post-production stages:** Managing the entire operation of food produced throughout different stages, for instance, potato flakes' production to its packaging and then distribution to hotels/restaurants, OEMs, retailers, exporters, etc.

## BENEFITS

- Deployed applications helped finding the overall Synchronization among different functions.
- The company was able to manage all operations from the laboratory stage to land bank and the crop cycle from sowing seed to receiving crop. Soon after receiving the crop, it is kept in cold storage to manage the outcome.
- Deployed solution helped keep control of Production of food products, packaging and its distribution to different customers.
- The solution was designed in such a way that it could forecast the future weather conditions to keep the weather in check.