Adelaide Poultry Fresh Choice …
Managing production growth in real-time

Adelaide Poultry Fresh Choice

Located at Wingfield in South Australia, Adelaide Poultry is one of the nation's fastest growing chicken processors and distributors. It supplies frozen, fresh and value added poultry products with its output exceeding 400 individual product lines and variations. These include: whole chickens; bone-in pieces such as wings and drumsticks; bone-out pieces including breast and thigh fillets; marinated pieces; heat and eat fully cooked burgers; nuggets; schnitzels; and fresh cooked chicken meat.

Customers include supermarkets, distributors and a large number of hotels, caterers, butchers shops and specialty retailers.

Technology

HP Proliant ML Dual Xeon Server

Windows 2000 Server

TCP/IP based networking

Symbol Hand Held Wireless Terminals

Specialist "touch-screen" Wireless production terminals

PROMADIS Eclipse for 20 users

PROMADIS EDI

PROMADIS RF terminal interfaces

PROMADIS Central Server

PROMADIS Imagine

D3 database server

Background

Established in 1999, Adelaide Poultry had recorded a 600 percent business increase in its first five years of operation. And with its sights confidently set on continued growth – planning a further doubling of its output over the next five years – the company became convinced that IT should play a key role in its expansion strategy.

It also recognized that its existing computer systems were very much the Achilles heel in its business development ambitions. Indeed, as Adelaide Poultry general Manager Mr Dada Hu explains: "Our business expanded so rapidly we outgrew our IT systems".

The company did use IT across its key business activities, from finance to the factory floor. But using rudimentary standalone systems had created "islands of data", limiting the ability of managers to extract maximum efficiencies from the business.

"We work in a highly competitive, volatile and 'fresh' industry that is characterised by low margins and multiple variables. Effective financial and production management is thus of paramount importance.

"And the key to that control is live information. Because of our diverse customer base, different customers have different needs, meaning that the product variations are enormous. To serve its purpose, information has to be in real-time", Mr Hu says.

Business objectives

When Adelaide Poultry commenced its search for a new IT solution, it had very firm views on what it was looking for. It had to:

- be fully integrated, effectively linking all operations together from one end of the business to the other

- support or adapt to existing business processes

- reflect the very specific complexities of Adelaide Poultry's industry

- allow for unpredictable demand cycles that govern production

- drive factory floor production changes on a minute by minute basis

- respond to production recommendations as they occur

- automatically provide management with totally up to the moment management information

- provide real-time advice to the entire supply chain, to maintain adequacy of supply and streamline customer deliveries

The solution

After examining a range of options, Adelaide Poultry decided to install a comprehensive PROMADIS computer solution based on PROMADIS' well proven family of core financial, distribution and manufacturing modules. These were then customised to precisely meet Adelaide Poultry's exact requirements, business operations, industry challenges and strategic goals.

Under this highly consultative implementation program, PROMADIS business analysts worked with key Adelaide Poultry management and team members over a period of some 12 months.

During this time there was continuing business process analysis, project management and systems development and then a structured and phased 'go live' program.

In the plant and warehouse, the system uses wireless broadband and barcode technology to track the poultry throughout production

and dispatch. The wireless system includes special mobile computers and RF (radio frequency) handheld terminals.

After delivery, the completed proof of delivery dockets are scanned back into the system to 'close the loop' of the supply and provide end-to-end audit fo the order / supply cycle.

Business outcomes

Measurable outcomes that have been achieved since the inception of PROMADIS Eclipse include:

- substantial sales increase while reducing sales order entry staff. It is estimate that without the system such staff would need to have doubled

- directly helping to increased sales on a client by client basis

- full traceability of product

- full reporting on every business week, to Sydney head office, by close of business each Friday

- monitoring production variances so that if any nominated variance exceeds pre-set limits, it can then be immediately notified

- daily consolidated sales reporting including clients, product mix and profitability

- management monitoring of yield, profit, sales and production

- improved debtor and creditor control

Ongoing success

"Our success had been due to two primary factors. Firstly, our processing operations. Over the preceding four to five years we had focussed on production flow, upgrading machinery and buildings, and that delivered clear benefits.

Secondly, our choice of product and product mix was important. If we're not making money (on a product line), we walk away from it", say Mr. Hu, also citing "quality, customer service and people" as contributors to his company's success.

Now with the support of the new PROMADIS system, Adelaide Poultry had a growing business, with a cohesive IT system to keep pace with that growth, and even help drive it. The company now uses IT in all key business activities in one integrated system, from finance to the factory floor.

Future plans include extending the system to the farms so that product can be traced from "paddock to plate".

The final word

As Mr. Hu notes: "Anyone can tell us what happened yesterday. We need to know what is happening right now."

"If you do not have the information you need, you cannot properly manage your business. Our system gives us that information when we want it and in the way we want it .We have access to totally current key data every minute of the day."

PROMADIS

delivering business information
precisely when you need it