



# Food and Beverage

*Microsoft Dynamics NAV  
Solutions for Food and Beverage Companies*





ADAPT

## *Regulatory Compliance— What's Your Strategy?*

Regulatory compliance is costly, especially for small and midsize companies. But it's also an opportunity—an opportunity to improve your business processes, provide comprehensive service, and deliver significant value to your customers.

The question is how do you adapt your business to meet customer and regulatory demands in an affordable way, but still grow your business?

Successful food and beverage companies are taking advantage of technology to build agile business processes and transforming the challenge of compliance into a competitive advantage. And a flexible, adaptable business management solution—such as Microsoft Dynamics™ NAV—is the cornerstone of their strategy.

Microsoft Dynamics NAV is an integrated business management solution specially designed for growing small and midsize companies. It is ideal for companies looking for one solution they can implement rapidly, learn and use easily, and customize and maintain with minimal disruption to their business.



## *Turn Compliance into a Competitive Advantage with Microsoft Dynamics NAV*

Microsoft Dynamics NAV gives small and midsize companies an efficient, attractively priced way to streamline processes, increase productivity, and focus on growing their business. Microsoft Dynamics NAV enables food and beverage companies to:

- Gain control over compliance and business processes.
- Achieve critical business insight by capitalizing on compliance data and information.
- Improve customer service.

Microsoft Dynamics NAV can help your company not only meet, but go beyond the demands of customers and industry regulations—and realize business success.

*“Without [Microsoft Dynamics NAV], we could not be where we are today.”*

**Bill Deutsch, Chairman and CEO,  
W.J. Deutsch & Sons, Ltd., an award-  
winning wine distributor**

# COMPETE







MONITOR

## *Track and Trace with Flexible Processes and Fast Access to Accurate Data*

Tracking and tracing—the ability to collect, record, organize, and retrieve product details accurately and at a moment's notice—is at the heart of most regulations and requires flexible, automated business processes.

### **Find product details fast**

Microsoft Dynamics NAV enables you to track and trace product details easily and quickly by connecting information and processes across your organization. Integrated applications enable easy drill-down to detailed information from anywhere in Microsoft Dynamics NAV, providing quick, simultaneous access to real-time data on everything from production orders and expiry dates to Immediate Previous Source (IPS) and Immediate Subsequent Recipient (ISR).

### **Respond quickly with precise information**

Regulatory compliance requires accurate data. Microsoft Dynamics NAV has a centralized database for financial, manufacturing, distribution, and CRM functionality, meaning information is entered only once and the chance for errors and inaccurate information is

greatly reduced. You can easily drill down to individual transactions and information about particular events. Your employees can find the information they need and respond quickly and accurately to customer and industry demands.

### **Increase the accuracy of inventory data**

Microsoft Dynamics NAV enables you to track and trace items at any time during the sales, purchase, or transfer process, and afterward with serial and lot numbering. Microsoft Dynamics NAV helps you increase and maintain the accuracy of your inventory data throughout your company with features such as item tracking and an Automated Data Collection System (ADCS). Stock data can be captured and registered automatically. You can allocate unique barcodes to products and materials which can be traced back to the original supplier or source. These barcodes can be scanned by sensors and computer terminals on forklift trucks, and this data is also automatically recorded in Microsoft Dynamics NAV. You'll be able to track and monitor mission-critical events, potential item shortages, production processes, and cash flow issues.



## *Transform Compliance Data into Valuable Business Insight and Lower Your Costs*

The detailed information required for compliance can also be analyzed and transformed into decision-driving intelligence. The business analysis capabilities of Microsoft Dynamics NAV enable you to turn your data into business-critical information you can use to increase product quality and manage costs.

### **Analyze data the way you want**

Microsoft Dynamics NAV enables you to analyze the data you want, the way you want with flexible data views, graphical key performance indicators, and rich drill-down capabilities. For example, you can view, analyze, and compare product quality data, sales and profitability trends, inventory movement, orders and fulfillments, and more. Easy-to-use tools for online analytical processing (OLAP) enable you to extract, analyze, and present data from across your entire business while working within a familiar Microsoft® Office Outlook®-style interface.

You can also attribute characteristics to the information you record in your daily work, and set up dimension value hierarchies. These capabilities can help you gain a thorough understanding of cost details and where improvements can be made.

Today, regulators and retailers are not the only ones who care about compliance. Your customers care too. And, unless they trust your brand, they will not buy your product. With Microsoft Dynamics NAV, it's easier to build and strengthen your customer relationships through proactive communication and collaboration. Microsoft Dynamics NAV enables you to personalize your relationships by managing requests for compliance information, order information, or shipping details with a complete view of buying histories, user-defined profiles, and customer-specific criteria.

### **Make it easy for your customers**

Microsoft Dynamics NAV makes it possible for you to harness the power of the Internet to streamline your commercial interactions with customers and suppliers. External online users can view appropriate, precise information from across your business as they place orders or plan to collaborate within their supply chain.

Your customers and partners can serve themselves easily and efficiently through Web-based self-service and XML-based computer-to-computer interaction. It reduces the risk of error and the amount of time spent on entering data, such as purchase and sales orders.

# ANALYZE









PARTNER



*“[Microsoft Dynamics NAV] has brought tremendous benefits. The company can virtually track produce from when it is plucked from the ground to when it is eaten. This kind of business intelligence helps Citronas make planning decisions based on detailed and relevant information.”*

**John Triel, IT Manager, Citronas (Fruitmaster Group), one of Holland's leading fruit importers**

## *Realize the Value of Compliance with a Business Partner Who Understands Your Business*

Microsoft has a global network of Microsoft Certified Partners who help food and beverage companies leverage the benefits of information technology. And they can help you, too.

### **A local partner who speaks your language**

These partners choose to specialize in the food and beverage industry. They have the knowledge, experience, and expertise required to develop a Microsoft Dynamics NAV food and beverage solution that fits the way you do business and that complies with the industry requirements specific to your region and market. They speak your language and appreciate the complexities of your processes.

What's more, they know Microsoft technology and Microsoft Dynamics NAV. The open development environment, developer's toolkits, and industry-specific templates in Microsoft Dynamics NAV make it a flexible and scalable solution that is fast to implement and easy to use, upgrade, and maintain. So, you can adapt your solution as your business grows—without increasing costs.



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**About Microsoft Dynamics:**

Microsoft Dynamics is a line of financial, customer relationship, and supply chain management solutions that help businesses work effectively. Delivered through a network of channel partners that provide specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

**For more information:**

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For more information about Microsoft Dynamics NAV, please visit [www.microsoft.com/dynamics/nav](http://www.microsoft.com/dynamics/nav).