



Zeelandia spol s.r.o.

COLLECT® WMS Provides Zeelandia with Real-Time Visibility into Inventories to Enhance Manufacturing Productivity, Better Serve Customers and Better Manage Suppliers

"I was new to the company, but not to the challenge," says Michal Rada, Finance Director for Zeelandia's Czech Republic Operations. "Large scale food processing operations like Zeelandia cannot afford to run on paper. By the time you circulate a paper report, it is no longer reflective of reality. We needed an Enterprise Resource Planning system that incorporated the most current data collection devices so that management could be equipped with reliable, REAL-TIME information upon which to base decisions about operations. The ERP as then installed had everything we needed except for the warehousing capabilities. Since these were crucial additions, we opted for the COLLECT®. The results have exceeded even our most optimistic expectations."

Getting Started

It was the spring of 2008. Zeelandia C.R. had just decided on its purchase of Symbol hand-held bar code readers to use in its warehousing operations. But they had not yet decided on how to integrate this new capability with their installed ERP system. Michal Rada's first major task after joining the company was to qualify vendors and recommend the selection of a new partner. He determined that the best choice was to add functionality from Manufacturing Systems Corp, COLLECT® WMS. That decision made, it was time to select outside consultants to guide and manage the implementation. It was soon apparent to Michal that this first team was insufficiently expert with COLLECT® to manage a proper integration with the ERP. Michal contacted his ERP supplier for recommendations and they recommended that Zeelandia enlist the developer of COLLECT®, Manufacturing Systems Corp. of Toronto, Canada. After that, things moved fast. MSC assigned Eugene Wysoczanski to manage the work on-site. Eugene got the project on track in his first two weeks on site and four weeks later, the system had its Go-Live on schedule.

No Down Time

Food Processors are in a very competitive, fast-moving business, trying to set and keep up with trends, managing relationships with suppliers on the one end and distributors on the other. Companies like Zeelandia which produce their own brands and perform private label manufacturing for others are particularly vulnerable to work stoppages, materials shortages and other related risks. They have to guard against both production losses and losses to raw material inventories. Traceability and lot tracking, both forward and backward to ingredient sources, are essential to successful operations. At the core of these quality-related issues is having absolute control of inventories. Food Processing Manufacturers



certainly cannot tolerate much downtime or even much inefficiency if they want to remain competitive. So the introduction of a new system and new processes, procedures and technologies cannot be allowed to result in down time. The first four months the new system was in use were more than a little traumatic for all concerned as their planning had not anticipated more than a fraction of the challenges they'd face. Nonetheless, they prevailed and Mr. Rada reported "Four months after Go-Live we had made enough modifications to the base iScala and COLLECT systems to achieve 90% of all our goals for the upgrade. And as time went by, we moved far beyond the 100% mark because new doors were opened for us in terms of manufacturing, inventory and transportation system productivity.

Now versus Then



How would you describe operations now versus then? Eugene Wysoczanski of MSC noted several additions to Zeelandia capabilities. "We've assisted with the integration for planning shipments with PLANTOUR® software and Zeelandia has a very efficient picking and shipping process now in place. There are processes in place for transfer of intermediates between warehouses to accommodate more timely order filling, physical inventory has been dramatically improved and the company is utterly confident in inventories, real time." Asked the same question, Michal Rada said "We had to be just a little courageous to declare 'Go-Live' so early when we knew we'd have to scramble to make everything work. It was a challenging four months but we would never go back. We have optimized processes, improved decision-making and made dramatic strides in improving equipment and human resource effectiveness. We are proud of the outcome."

A Word to the Wise

Asked what he'd recommend to others, Michal said "You had better do thorough planning up front, and have a test plan developed before you even start initiating any changes. And you need to have an open mind about your existing processes and procedures. Sometimes industry best practices incorporated into advanced functionality like COLLECT® are superior to what you have in place. Be ready to embrace changes. Expect disruption and plan for it in advance. Get your key players on board and assigned to tasks that require them to stretch and grow."

Success Highlights

Challenges and Opportunities

- Complete, reliable inventory information for real-time decision making
- Improve management of in-process and finished goods inventories
- Align production with available materials and current demand
- Integrate inventory management with machine control in production
- Allocate inventories appropriately over four plants for efficiency
- Optimize trucking and other transportation to meet and exceed customer expectations

Solution

- COLLECT® WMS

Why COLLECT® WMS ?

- Domain expertise in providing complete ERP solutions to the Food Processing industry
- Effective integration with leading vendors of process control and materials handling equipment and applications
- Fast, flexible and error free shipments
- Superior options for advanced materials management, especially with emerging bar code technologies

Benefits

- Instant management access to inventory information (state, location, prior commitments, available to commit) and equipment status (idle, in process, under repair, scheduled maintenance) to optimize plant throughout
- Entirely reliable system with bar code capabilities that assures proper customer labels, international documentation and efficient shipping processes

Company facts



- Locations in Czech Republic: Main Plant and 3 satellite warehouses. The new technical center in Malsice is the company's Educational Center for all the European Union with a new bakery, confectionary and kitchen studio and conference facilities
- Other locations: Zeelandia Groep b.v. has operating companies in more than 20 countries. Zeelandia develops, produces and distributes baking ingredients for the bread and confectionery business. The company's industry-leading products are sold in over 60 countries
- Employees: 1,600
- Web site: <http://www.zeelandia.com/>