

Food & Beverage Industry Today

They say that “the taste is in the pudding.” However, in a rapidly changing market place, it takes a lot more than good taste to compete effectively and successfully in the food & beverage industry. Prototypical of a “push” industry, when raw materials are ready, so must the production lines. Working with perishable products with razor-thin margins, the information that you use to manage your business must be accurate, timely, and complete. Add to the mix stringent regulated guidelines, health-conscious consumers, ease of preparation, and ethnic oriented products and you have significantly increased the complexity of operating profitably in the food & beverage industry. With a significantly large number of consumers becoming more discerning, various factors such as change in lifestyle, increased customer demand for new flavors and taste experiences, changing dietary habits, customer convenience, and compliance with externally regulated standards are making the playing field anything but level.

As a result of these and other trends, manufacturers of food & beverage products are confronted with a number of challenges. The prominent among them are:

- Need for accurate and timely forecasts of customer demands.
- Capability to respond quickly to the availability and changes in raw materials.
- Facility to easily scale formulas and recipes based on inventory levels.
- Ability to maintain brand equity and increase market position through superior quality and value-added services.
- Visibility to and analysis of real-time, enterprise-wide information throughout the supply chain.
- Support for creative, promotional pricing tailored to a region, class of customers, or product lines.
- Continual streamlining of operation processes to minimize manufacturing costs and maximize yields.

Faced with this dynamic landscape, the manufacturers are left with little choice but to adapt to the marketplace while being responsive to changing customer preferences. Successful manufacturers are effectively and efficiently leveraging technology to respond to these challenges and to satisfy current demands while anticipating future requirements.

Through its ERP offering, **ORION™ Advantage@Food & Beverage, 3i Infotech** understands the unique requirements of Food & Beverage manufacturers and uses software technology to meet these challenges. **ORION™ Advantage@Food & Beverage** is a comprehensive, affordable, and full-featured process manufacturing solution that enables our customers to increase their global competitiveness while decreasing the cost of running their businesses.

When the tomatoes are ripe for picking and the oranges are at their juiciest, you need software that is responsive and immediate. You need **ORION™ Advantage@Food & Beverage**.



Food & Beverage Industry

Demand Management	Pricing Promotions	Order Management	Distribution & Fulfillment	Return Processing
Material Management	Procurement	Inventory	Location	Distribution & Fulfillment
Manufacturing Management	Multiple Formulas & Pack Recipes	Collaborative Forecast Planning	Scheduling, MRP, CRP	Production Work Orders
Asset Management	Planning & Requisition	Procurement Build & Overhaul	Operations & Maintenance	Decommission & Retire
Financial Management	General Ledger	Accounts Receivable	Accounts Payable	LC & PDC
Implementation Tools	Menus & User Group Administration	Screen Customization	Workflow Configuration	Data Migration



Manufacturing

ORION™ Advantage@Food & Beverage enables you to improve manufacturing productivity and streamline operations, thereby helping you achieve more with less.

Features

- Extensive ingredient and finished goods tracking and reporting.
- Visibility to and consideration of expiration dates.
- Easy to use formula management, maintenance, and scalability.
- Flexible, customizable routings, processes, and elapse times.
- User-defined analysis codes.
- Flexible management of WIP, static and dynamic finished goods.
- Automated and custom UOM conversions.
- Tank storage management.

Benefits

- Facilitates product recalls and compliance with the regulatory guidelines
- Ensures that the right ingredients and products are issued at the right time.
- Enables the handling of diverse, complex product lines based on available ingredients.
- Controls the complete process flow from raw materials, mixing, proofing, baking, slicing, and wrapping.
- Facilitates yield variance review and reporting at a detailed level.
- Provides management and control of static and mobile stock whether on conveyor belts, trolleys, and trucks.
- Accommodates variable ingredients whether solids or liquids.
- Provides visibility, management, and storage of intermediate liquids in tanks and vessels.

Sales and Marketing

ORION™ Advantage@Food & Beverage enables you to manage the sales and marketing functions effectively and efficiently through handling promotions, pricing decisions, and building production plans based on customer feedback, thereby assisting to react quickly to market conditions.

Features

- Creation of customers with single bill-to addresses and multiple ship-to addresses.
- Pricing based on a single customer or a range of customer; a single location or a range of locations; or a combination of both.
- Repeat customer templates.

Benefits

- Facilitates selling to supermarket and food chains that do centralized purchasing.
- Permits tailoring pricing strategies by customer and/or location to gain market share or penetrate new markets.
- Designates order templates by customer for repeat orders or to ensure standard products are not overlooked.

Inventory Control Management

ORION™ Advantage@Food & Beverage provides you with the facilities to manage, pick, and control your inventory in the ways most conducive to how you do business and optimize results.

Features

- Dimensions and specifications maintained with items.
- Physical and cycle inventory counting with optional use of bar-code readers.
- Multiple locations for same item.
- Separate units of measure (UOM) for stock keeping and stock issuing.
- Built in triggers and alerts.

Benefits

- Allows intelligent slotting of material by matching item and location dimensions or consideration of special factors such as temperature and pressure controls.
- Decreases time and increases accuracy through the use of state-of-the-art technology.
- Maximizes the use of warehouse space.
- Permits you to buy and store in bulk and issue in pieces.
- Better inventory management resulting in reduced carrying costs.



Supply Chain Management

ORION™ Advantage@Food & Beverage helps you streamline your supply chain processing using on-line, real-time functionality to provide accurate and timely information, optimize inventory levels, and reduce overall costs.

Features

On-line visibility to sales orders, production orders, and shipments to track work-in-process activities by vendor and customer.

Timely and accurate production planning information for your vendors.

Lot tracking of ingredients and expiration dates along the production and distribution chain to the retailer level.

Benefits

Helps to ensure customer satisfaction at least possible costs.

Decreases inventory carrying and overhead costs.

Facilitate compliance regulated guidelines and policies.

Procurement and Accounting

ORION™ Advantage@Food & Beverage assists you in keeping your financial house in order by automating procurement and accounting transactions, thereby ensuring that data at each step of the process is accurate, complete, and auditable.

Features

Account-wise receivables and payables reporting.

Request for quote (RFQ) process and blanket and contract PO.

Online, real-time visibility to accounting and costing transactions.

Support multiple methods of cost accounting to include actual, standard, and weighted average.

User-defined chart of accounts and structure.

Benefits

Promotes effective financial control and management.

Ensures best pricing through RFQ and analysis process for large or first-time purchases and enforces guaranteed pricing for repeat orders.

Provides better and timelier information on which to base decisions, promoting proactivity rather than reactivity.

Provides the flexibility and information to assist you managing your production costs in the most suitable way possible.

Allows you to use your existing account codes or define a new structure that best represents your business and practices.

Implementation Tools

ORION™ Advantage@Food & Beverage is deliverable with four world-class tools to facilitate the implementation process and to ensure the expected benefits of the software are realized on time and within budget. Furthermore, these tools can be used without any programming changes to the underlying code or technical support.

Features

Menus and sub-menus can be tailored by activity and by user group.

Aesthetic and user-requested changes can be made to any screen to eliminate unused fields, reposition fields, add buttons for frequently used Windows-based features (like the calculator, NotePad, and Excel), and change field captions and help text.

Standard, "best practice" workflows can be modified or new workflows can be created to conform to your existing processes.

Legacy data can be electronically and repeatedly imported through standard layouts or customer-defined mappings.

Benefits

Enables menus to be developed with options for a specific group of users to ensure efficiency, control, and security.

Makes user acceptance and training on the software easier by using familiar terms and overall appearance of the screens.

Facilitates user training and allows your organization to keep processes in place that give you a competitive advantage in the marketplace.

Eliminates the need of costly and time-consuming conversion programs or the manual entry of legacy data, allows the pilot database to be easily refreshed, and greatly simplifies the cut over to a live, production environment.

ORION™ Advantage for the Food & Beverage Industry

The **ORION™ Advantage@Food & Beverage** is a comprehensive, affordable, full-featured ERP solution for the food & beverage Industry.

In addition to satisfying the general needs of food & beverage manufacturers, the **ORION™ Advantage@Food & Beverage** is designed specifically to meet the unique and complex challenges facing the food & beverage industry such as bulk processing capabilities, expeditious and variable formulation handling, customizable processing flows, and extensive end-to-end lot control.

Our software solution is suited for all sizes of businesses ranging from the small, single location business to the medium-size business with multi-location, multi-division operations with numerous production lines and product mixes. You now have the power and technology to effectively and efficiently manage your business today and grow it in the future.

Having implemented the **ORION™ Advantage@Food & Beverage**, our customers, as you will, have realized real and tangible benefits and savings such as:

- Flexible and creative product pricing
- Decision support tools for complex analysis
- Compliance with federally regulated guidelines
- Improved visibility and fulfillment of real-time customer demand
- Reduced manufacturing costs and overhead expenses
- Increased resource utilization
- Improved analysis of production yields
- Streamlining of the procurement of raw materials
- Extensive, end-to-end lot tracking
- Support of catch-weight functionality for pricing and costing
- Tank storage, management, and control
- User-defined quality control specifications
- Multi-currency valuation and conversion
- Collaborative portal for supply chain management
- Web-enabled customer ordering
- Efficient operations and elimination of duplicate and inaccurate data entry
- Extensive back office support for administrative and logistical functions

See what ORION™ Advantage@Food & Beverage can do for your business, how they can improve your bottom line, and spice up your profits.

About 3i Infotech

3i Infotech provides a range of information technology solutions for manufacturing, contracting, retail, distribution, banking, finance, insurance and e-governance. Its software business is SEI CMM Level 5 compliant and is ISO 9001:2000 certified for its infrastructure services.

Using its domain knowledge and through continuous investment in technologies, 3i Infotech helps corporations in their businesses through its expertise in enterprise-class software solutions, software services, information security consulting, IT infrastructure and disaster recovery solutions. 3i Infotech serves customers in more than 45 countries and has a presence across 4 continents.

For almost two decades, we have been servicing the Middle East and Africa region. Our list of more than 500 customers includes those in the GCC countries, Sudan, East & West Africa, South Africa, Mauritius, the Central Asian Republics and the Mediterranean countries.



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