

CUSTOMER PROFILE

LAWSON AT MONDI FOODS



Lawson M3 Food and Beverage's integrated business processes contribute to improving lead times by 20 percent at Mondri Foods

The recent implementation of Lawson M3 Food and Beverage at Mondri Foods supports the company's strategy to become a major European manufacturer of processed red fruit for the food industry, focused on providing customized products, top quality produce and responsive service to customers.

Accurate information in real time has become a license to ensure optimal market forecasting, planning and response times and is now easily available and accessible to the entire organization, strengthening Mondri's market position in Europe.

"We have tuned our business processes to Lawson M3 and thereby reduced customization of the software to a strict minimum."

Peter Janssens, IT Director, Mondri Foods



“We have all the systems in place to provide prompt and accurate product information to our suppliers and customers in case of a potential product recall.”

Mia Schellekens, Quality Manager, Mondi Foods

Business Benefits

By setting major milestones for the its future, Mondi targeted specific goals in terms of customized products, consistent quality and service. Mondi realized that technology would play a significant role in this optimization process and opted to implement an integrated enterprise application.

“We wanted to provide an integrated database, allowing all users to have immediate access to consistent, real time information, which would support our process driven business approach,” Janssens explains.

Lawson M3 Finance was implemented first, and then Lawson M3 was introduced to all other areas of Mondi’s business, integrating information from finance, manufacturing, logistics and quality control, as well as interfacing with the company’s newly built cold store. “Even with an increased storage capacity of 12,500 pallets, we are now able to manage all stock entries within Lawson M3, without adding extra resources. This has contributed to improved customer service and more efficient and transparent communication internally,” says Janssens.

A joint project between Lawson and Methec, who provided a wireless radio frequency bar coding system, facilitates paperless order picking at Mondi’s cold store and registers all stock rotations within Lawson M3 eliminating the need for paper picking lists. Mondi now has a reliable integrated solution for complete order processing, reducing the number of errors associated with manual order entry. Lawson M3 automatically allocates all transactions, which results in improved stock rotation. The system sends out an immediate alert when a particular stock item drops below a specified minimum. This enables Mondi to forecast and plan more accurately, significantly improving customer service. As a result, lead times have gone down by 20 percent.

Lawson M3 also enables full traceability. All product movements, down to individual order lines, are now registered in Lawson M3. “Tracking and tracing is part of Mondi Foods’ quality program,” comments Mia Schellekens, Quality Manager. “We have all the systems in place to provide prompt and accurate product information to our suppliers and customers in case of a potential product recall.”

The Company

More than 40 years ago, Mondi Foods began as a pioneer in fruit trading and has now grown to be one of Europe’s largest industrial processors of red fruit, operating from its production plant and headquarters in Rijkevorsel, Belgium. The main product categories include frozen fruits, fruit puree/pulp and fruit juice concentrates. Mondi’s storage facilities in Belgium, Poland and Serbia combined have a deep freeze storage capacity of more than 15,000 tons, supplying major European multinational food companies mainly in Benelux, Germany and the UK.



“Based on the most relevant KPIs for our business and with the implementation of Lawson M3 Business Performance Warehouse we’ll be able to retrieve very detailed, fast and varied reporting which will provide our management with a higher level of information and better understanding of our profitability.”

Peter Janssens, IT Director, Mondi Foods

Why Lawson?

When Mondi started a selection process to find an appropriate partner and business solution to meet the company’s changed business goals, it soon became clear that it needed one integrated solution. Some systems were in place, but others, such as LIM and manufacturing, were not. This meant that detailed consolidated information and prompt reporting was difficult to obtain.

After Lawson was short-listed with other vendors, Mondi’s key users made a final decision in favor of Lawson M3. This decision was based on their conviction that the product matched Mondi’s industry-specific requirements by having the broadest scope of functionality and full traceability to ensure complete quality control throughout the supply chain. “The availability of traceability within standard Lawson M3 Food and Beverage has been an important and strategic driver in our decision making process,” says Schellekens.

About the Implementation

Mondi Foods started with the implementation of Lawson M3 version 11, yet almost simultaneously, version 12 was announced, featuring a business critical enhancement in attribute management. During the implementation process, Mondi upgraded to version 12. “It has been a bumpy ride, but we are now pleased with the decisions we made,” Janssens says. “We even delayed our go-live by two months, in order to properly enter the required data and product structures, securing a truly stable environment before going live. This is vital to a successful implementation.”

Lawson M3 Finance was implemented in 2002 because Mondi did not have an accounting system in place that complied with Belgian law. Once Lawson M3 Finance was in place, Lawson M3 Food and Beverage was rolled out and went live in March 2003, providing full support for all of Mondi’s business processes.

Acting as a reference for other companies, Janssens speaks frankly about this experience. “I stress the importance of the human factor involved,” he says. “Any implementation is time and energy consuming, and it is vital you allow your company and key users time to become fully acquainted with the system. Mutual understanding and close interaction between the project teams involved plays a major role in a successful implementation.”

About the Future

Janssens acknowledges that Mondi has come a long way and that the layers around core Lawson M3 still store a great deal of unexplored potential. Yet, in order to reap the benefits of the implementation, the company has granted itself over a year of consolidation. Based on the beneficial experience in Belgium, a roll out to the company’s production plants abroad is being considered.

“We will only gradually introduce optimization projects. I believe a project of this scope requires at least a year of stabilization and routine, before we can actually make a thorough ROI calculation. Based on the most relevant KPIs for our business and with the implementation of Lawson M3 Business Performance Warehouse we’ll be able to retrieve very detailed, fast and varied reporting which will provide our management with a higher level of information and better understanding of our profitability,” Janssens says.



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About the Solution

Lawson M3 Food and Beverage version 12.4 supports some 50 users in all core business areas including: finance, procurement, manufacturing, forecasting and planning, sales, warehousing interfaced with Methec's data collection system in the company's cold store, distribution.

About Mondi Foods

Mondi Foods, headquartered in Belgium, is one of the major European processors of red fruit products with annual revenue of EUR 54 million. Mondi currently employs some 360 people for the group, of which 90 work in Belgium. With sales and representation offices in the UK, Poland and Romania, and production facilities in close proximity to Europe's leading fruit-growing regions in Belgium, the Netherlands, and Poland and in Serbia and Montenegro, Mondi's customers include leading multinationals in the food industry.