



Background

Wm Carr & Sons Ltd is a long established family-run business specialising in the manufacture and distribution of a range of premium seafood products. The company prides itself in its reputation for both product and service quality and for new product innovation. In the Irish market, the Wm Carr customer base includes many of the major retail multiples, Dunnes, Musgraves, Supervalu, Superquinn and Aldi as well as many nationwide independent retail outlets. Wm Carr also has a vibrant export business servicing several European and Scandinavian countries.

Brief

Wm Carr required a full ERP system that could be used by all functions in the organisation to effectively manage internal operations and in particular to fulfill the many requirements associated with dealing with retail multiples. Traceability was also an important requirement for Wm Carr as all fish is required by law to be fully traceable from 'the sea shore to the supermarket shelf'.

Diomac (aka NeoTech) was appointed to provide a single system that would fulfill all the standard requirements of a food manufacturing operation but also to offer extensive flexibility with regard to customer specific pricing and 'special offers'.

Execution

The Diomac development team worked closely with key Wm Carr personnel to design and implement the ERP system according to the requirements of the business. For Wm Carr the key features of the system were the customer specific pricing facility and the provision of complete traceability for all raw materials and finished products. Other important functions were the creation of EDI files, segmentation, stock management and batch processing. A full suite of reports was developed to provide product management with sales analysis, stock usage and profitability reports.

Result

Wm Carr & Sons operates in a highly competitive and dynamic business sector which is in a constant state of change. In this challenging environment it is vital that tight control is maintained over cost and selling prices to ensure profit margins are maintained. In addition there are external demands both legal and commercial that require conformance to certain IT requirements, for example EDI, Intrastat and Price matching portals. The Diomac ERP system has ensured that Wm Carr has kept pace with changing supplier-customer business processes and also kept their finger on the pulse of their business through the provision of timely and accurate management information.