

# ANNATA 365 FOR MANUFACTURING CUSTOMER STORY MAREL

Manufacturing Management Solution for  
Microsoft Dynamics 365 for Operation



ANNATA 365  
FOR DYNAMICS



After relying on bespoke development for many of their processes in maintenance, service and contracts, Marel Food Systems decided to implement Annata Dynamics MFG for their customer centric service processes. With Annata Dynamics MFG, processes concerning servicing, contracting, and maintaining complex systems of food processing machinery are managed within a single system.

## CUSTOMER PROFILE

Marel Food Systems is a leading global provider of advanced equipment and systems for the food processing industry. Marel's internationally renowned brands include AEW Delford, Carnitech, Marel and Scanvaegt and in May 2008 Marel joined forces with Stork Food Systems. Marel Food Systems is a multinational company, with more than 3,700 employees worldwide. Eight business units make up Marel Food Systems. These are located in the Netherlands, Denmark, the United States, Iceland, Slovakia and Singapore. In addition, Marel's extensive global sales and service network spans more than 40 countries.

Marel Food Systems is a single source provider for food processors the world over. They are the global leader in integrated systems for the fish and poultry industry segments, and a major provider in the meat industry.

From harvesting raw materials, to packaging the final product (using a range of machines from standardized stand-alone units to all-inclusive integrated turnkey systems) Marel's products are designed to meet their customers' every need.

## SITUATION

Marel implemented Microsoft Dynamics AX in 1999. The system has gone through several version upgrades and as the company grew, it became apparent that relying on bespoke development was a burden on the upgrade procedures. With over 700 concurrent users in several time zones, upgrades needed to be better streamlined.

In 2008, Marel made a strategic choice of looking for certified Dynamics AX solutions for their needs, instead of relying on modifications and bespoke development. Marel's previous service, maintenance and contract modules had been specifically designed and developed for Marel with the accompanying burden of upgrades.

## SOLUTION

After a thorough examination of Annata 365 for Manufacturing functionality and capabilities, Marel became convinced that Annata 365 for Manufacturing would fulfill most of Marel's requirements for service, maintenance and contracts for their machinery and the accompanying software.

"The fact that we now have a standardized industry solution in place instead of heavy customization will greatly reduce our efforts in future upgrades" says Gudrun Lauga Olafsdottir, ERP specialist at Marel.

## MAREL'S SERVICES AND THE USE OF MFG

The MFG Device management module offers a hierarchical view of the machines that have been sold and are serviced by Marel.

The MFG Case Management module gives a good overview of all scheduled tasks, work carried out and the service history. Service orders are linked to contracts and carry the cost of each service contract while the revenues are collected from the contract module itself. For each clock in, the employee selects which job is going to be worked on from the job list. This gives the workshop foreman a good overview of jobs that have been carried out on each service order and a convenient view of the outstanding tasks.

With MFG Marel has up-to-date information about the configuration and software versions installed on each site. When a service representative is deployed on a maintenance job, they have all the information needed from the MFG module within Dynamics for Operation and can be confident that they arrive at the job site with the right set of software and/or parts to carry out the service.

Service and maintenance contracts play a big role in the day to day operations of Marel's service team. By using the MFG contract module, information is readily available about contract terms, contract items and what is included.

Since many of Marel's systems can be quite complex and extensive, the configuration of each device or system needs to be readily available when incidents are reported.

On the sales side, MFG has facilitated the setup and implementation process for a new machine. The sales order can consist of many different hardware and software components that must be installed.

Behind each component item number, a job list has been defined. From the sales order, the project manager creates different service orders for miscellaneous setup tasks, each with its own predefined job list which includes a task list for the setup work.

## BENEFITS

- Efficient creation process for devices
- Comprehensive device table including detailed information
- Efficient creation of service orders and job descriptions based on items sold
- Good visibility into sales and service history for each customer and equipment
- Hour registration down to each service order and task
- Improved overview of service contracts and statuses
- Good contract and collection process
- Maintenance plan scheduling



Managing service resources in multiple countries can be a complex task. Annata 365 for Manufacturing gives us a great overview of our resources and helps us dispatch them to the right place at the right time. The integration of cases, projects, devices and contracts helps make sure that our service personnel are equipped with the right information when they arrive at client site.

**Bjarni Bergsson, Service Manager at Marel**



Annata 365 for Dynamics is proud of being always certified for Microsoft Dynamics 365 on all new releases.

The certification program ensures that Annata 365 for Dynamics is tested to work seamlessly with Dynamics 365 for Operation. It also certifies that the overall user experience is consistent and in line with Microsoft user experience guidelines, that the solution is fully documented and is accessible directly from the users working processes.



Microsoft  
Dynamics 365

Certified

### **Annata 365 for Dynamics**

Annata 365 is a modern, cloud-based management solution for the automotive, equipment, rental and fleet industries that meets today's and future business and operational needs.

Annata 365 fully integrated with Microsoft Dynamics 365 and uses the standard features of Dynamics 365 for Operation, as well as extensive additional features specifically designed to support the automotive and equipment industries. It handles all key business processes during the entire vehicle's/equipment's life-cycle and allows to analyze it in a simple and readable way using Annata Power BI. It's extremely flexible architectural design are evidently proven in helping to meet our customer's rapid growth demands, enhancing the capabilities to meet market changes and competitions.

### **ABOUT ANNATA**

Annata is an international management consulting and technology services company. With the combination of deep industry experience and comprehensive capabilities within chosen technology areas, Annata works closely with customers and partners around the world to help them become high performance businesses.

Annata's strategy builds on our expertise in consulting and technology. Adding that to our industry knowledge and the industry specific solutions offering, we help businesses around the world to undertake high-impact business improvement projects. Through industry focus and relentless determination to deliver world class technology solutions we have gained trusted status with many of the world's best known companies. Locally we have earned the trust of businesses of all sizes in many industries. Annata enjoys strategic partnerships with local, regional and global partners who have embraced our technology solutions and created new business opportunities, earning them a preferred status on their own.

### **CONTACT US**

**Learn more about making Annata your trusted advisor and business management systems partner. Contact us today.**

**Please find further information on our website;**

**[www.annata.co.uk](http://www.annata.co.uk) or send an E-mail to [info@annata.co.uk](mailto:info@annata.co.uk)**