



Case Study

# Infor M3 Managed Services for a Leading Animal Feed Manufacturer

**FORTUDE**

# The Client

Country Established: Singapore  
Industry: Animal Feed

A market leader in animal nutrition and manufacturing of scientifically formulated animal feed in Asia.

It has the capacity to produce 2.5 million tonnes of animal feed annually. Wide range of product offerings in livestock and aquafeed segments; including hatchery feed & young animals compound feed, concentrates and premixes.

2,400 people are employed throughout 20 production facilities, across 7 countries.

## Business Challenge

With limited in-house experience in using information systems it was important for the client to partner with qualified Infor M3 Managed Services provider, who had equipped with the insight necessary to ensure a smooth transition.

One of the key challenges faced during the transition onto M3, was to ensure there was no disruption to daily operations and revenue.

The business comprised of a mature workforce with 50 years of experience, used to manual workflows. This posed a challenge when grooming users to adapt to an ERP solution.

The client needed a managed services team to resolve the following ongoing challenges:

- Upgrade and implement ongoing configuration changes, add-on programs, and other functional enhancements
- Service new requirements for monthly reporting
- Provide more visibility on incoming and outgoing material
- Facilitate efficient financial reporting
- Reduce the number of tickets (defects) in applications
- Complement the customer team with specialist technical skills at critical times

## The Solution

The managed services solution was implemented across 4 countries providing support for over 272 users.

Change management and global support were important factors that were considered once the initial system was delivered. This required an offshore support structure consisting of Infor M3 functional and technical consultants to provide support services for the following modules:

- Customer Order Management
- Supply Chain Execution – (Procurement, Warehouse and Logistics)
- Manufacturing
- Financial Accounting & Controlling
- System Administration

## Business Impact

Fortude (Formerly Brandix i3) provided post-migration managed services to ensure Infor M3 system is performing optimally. With services managed by Fortude, the customer was able to focus on their core business. The customer was also able to reduce the order processing time, resulting in increased productivity and revenue.

In addition to the smooth and cost-effective transition of operations, the customer gained the following benefits:

- Improved stability
- Better and efficient business reporting
- Better inventory management
- Data integration
- Access to certified consultants who have technical and functional capabilities
- A knowledge base that provides solutions to changing business needs

## About Fortude

Fortude delivers Infor M3, Infor BI, Business Intelligence Services, and Enterprise Software Development services across the Fashion, Food & Beverage, Manufacturing and Healthcare domains, to a growing portfolio of global customers. Fortude has grown into a team of nearly 180 extensively qualified, multi-skilled, experienced professionals, working in offices in USA, Sri Lanka, and Australia. We are a Global Alliance Partner of Infor and Microsoft Partner thus making us a trusted implementation partner, passionate about achieving optimal business impact. Our teams have international, multi-industry experience and are Infor certified. Fortude maintains a proven track record of delivering customer value and maintaining customer relationships.

### US

Fortude Inc.  
70 East Sunrise Highway  
Valley Stream, New York  
NY 11581

+1 516 323 8628

[www.fortude.co](http://www.fortude.co)

### Sri Lanka

Fortude (Pvt.) Ltd.  
146 Kynsey Road,  
Colombo 7

+94 11 453 1531

### Hong Kong

Fortude  
Unit 3246, 32nd Floor,  
Tower 1, Millennium City 1,  
Kwung Tong

+852 9778 3649

### Australia

Fortude Pty Ltd.  
504 -12 Claremont Street,  
South Yarra , Victoria 3141

+61 478890921

[talk-to-us@fortude.co](mailto:talk-to-us@fortude.co)