Haunted by Dick and Mavis Hazeldene in 1957, Hazeldene’s is a major regional poultry processor which has enjoyed compound growth of more than 5% annually over the past five years. The company employs around 500 staff and annually processes millions of chickens in its plant near Bendigo, Victoria. Hazeldene's supplies the wholesale and retail markets with a wide range of whole birds, portions and valued added items. ISO 9002 Quality Assurance, free-range accreditation and a best practice hatchery attest to the pursuit of quality throughout its operations.

Situation
Hazeldene’s proprietary software was at the end of its life, struggling to cope with the company’s growth and lacking the features required by a new IT strategy.

Hazeldene’s sought an integrated, web-enabled ERP solution which could deliver long-term benefits including better analysis and reporting, higher quality financial and customer information and improved customer service.

When the company realised its old system could not support continuing growth, Hazeldene’s spent two years identifying the IT foundations needed in an ERP system. Overall requirements were:

- A web-enabled integrated solution which could facilitate current and future e-commerce initiatives
- Better analysis and decision making through a central, integrated database of customer and corporate information
- Better management and access of common customer and financial management information and greater ability to share information between business areas
- Better delivery of customer services, including the introduction of web services, e-commerce capabilities and unified communications
- More effective and efficient management of customer information that would assist in delivery of improved customer services.

Solution
After a lengthy process of identifying new IT foundations and shortlisting potential solutions, Hazeldene’s concluded that Fenwick Software Pty Ltd and Microsoft Dynamics NAV provided an integrated ERP solution that included: centralised database, efficient processes and increased flexibility.

Benefits
- More rigorous financial reporting with greater clarity
- Up to 20% productivity improvement through minimising data re-entry
- Improved accuracy and productivity in managing pricing changes
- Further opportunities for improvement identified

“NAV has proven to be a robust framework upon which we can make incremental enhancements over time, matched to our business needs.”

—James Thompson, Hazeldene’s General Manager
potential issues in data transfer and test identify data requirements, highlight data workshop was scheduled to flush out any unique processes. A perform everyday tasks so they could Fenwick consultants watching operators in the key areas of Hazeldene’s, with Detailed discovery meetings were held for successful implementation. benefits and objectives as a benchmark fleshed out the client’s business A rapid project-planning workshop “Data conversion can be a major risk in IT projects, and it’s important that clients fully understand their involvement in it,” says Fenwick Software’s Steve Langmaid. “We include this process to mitigate risk and keep costs under control, and provide templates so clients can upload data.” Workshops were also held on processes and requirements for each functional area, and on documents and reports. Hazeldene’s exacting approach to the project ensured that staff were fully trained before go-live. More than 20 training sessions were conducted over three weeks, and two trial go-live simulations enabled the final cutover to be smooth and seamless. “There had been problems with a previous IT installation some years ago, and the directors were understandably nervous,” says James. Benefits Six months after implementation, Hazeldene’s has achieved 90% of business benefits sought and is extremely happy with the new system. Benefits include: • NAV’s high degree of flexibility • More rigorous financial reporting with greater clarity • Up to 20% productivity improvement through minimising data re-entry • Improved accuracy and productivity in managing pricing changes • Further opportunities for improvement identified. Ongoing improvements Hazeldene’s IT enhancement committee continues to identify opportunities that will create even greater efficiencies and improvements in the company’s operations. “The committee meets every week and has identified a lot of enhancements, particularly in pricing systems and despatch, which we couldn’t have realised in the specifications or project implementation,” says James Thompson, Hazeldene’s General Manager. “This is a work in progress – it’s only in the shakedown and use of the system that we can see new opportunities for improvement that suit our business model. “It’s a good thing, and NAV has the flexibility to deal with that.” Hazeldene’s has already achieved 90% of the business benefits it sought,” James says.

An exacting process
Hazeldene’s approach to replacing its old “very closed and clunky proprietary system” was exacting, from its use of an external advisor in the development of a new five to 10 year IT strategy through to extensive staff training sessions. Consequently, the company was extremely happy with the final cutover and staff acceptance of the new system.

“You’ve got to spend time, money and effort on the foundations of the house,” James says. “We did that, and it was a credit to Fenwick Software, our project manager and staff that the changeover went extremely well.”

NAV flexibility
Microsoft Dynamics NAV is a flexible system which can be modified to meet specific business needs.

In Hazeldene’s case, the base reporting function of NAV was insufficient, and the ZAP Business Intelligence software was added to enable reports to be produced quickly and efficiently.
“Ultimately, the strength was in the project management and in the essential foundation of training before going live. We spent a lot of time and money on that, and it was a credit to Fenwick, our project manager and staff that the changeover went extremely well.”

—James Thompson
General Manager

Fenwick Software and Microsoft Dynamics NAV

When you partner with Fenwick Software you’ll find people who care about your business. We’re not interested in supplying and implementing software for its own sake. Our approach is consultative and collaborative. We build enduring relationships that create long term benefits. We’ve been doing this since 1976.

Our team of consultants are highly experienced and understand business as well as technology. Microsoft Dynamics NAV is our ERP system of choice because it offers unparalleled functionality, flexibility and cost effectiveness. It means we can customise the system to suit exactly what you need, and continue to adapt this over time as your needs change. Microsoft Dynamics NAV has more than 86,000 customers, over one million users worldwide, and is available in more than 40 country versions. Powerful software, Fenwick’s team of committed experts and your business – together we’ll create a system that works.