



Rijnvallei ready to face the future with Adifo-Milas-AX as its universal platform for the animal feed sector

Rijnvallei produces and supplies animal feed, seed for sowing, fertilisers and crop protection products. As a cooperative, Rijnvallei also provides its members with professional advice. The various business activities operate as independent companies within Rijnvallei Holding BV, which also provides them with centralised accounting and administrative services.

Precisely to update the admin side of its business, Rijnvallei went looking for a progressive ERP solution. It selected Adifo-Milas-AX, the sector-specific module provided by IT partner Adifo, grafted on to the broadly-used standard platform of Microsoft Dynamics AX.

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Overview

Country: Netherlands

Sector: Agricultural products



Profile of Rijnvallei

The Rijnvallei cooperative produces animal feed and supplies seeds for sowing, fertilisers and crop protection products. In addition, Rijnvallei also provides professional advice to its 2,300 members. Rijnvallei employs a staff of 330 and generates a turnover of 215 million EUR.

Challenge

Rijnvallei was looking for an open ERP package focused firmly on the future and featuring the sector-specific functionality of MILAS3, its existing ERP solution.

Solution

Rijnvallei opted for the phased implementation of Adifo-Milas-AX, Adifo's specialised ERP solution, to work on top of the forward-looking Microsoft Dynamics AX platform.

Benefits

- Single integrated finance and logistics system
- Future-oriented standard platform
- Strong multi-company functionalities
- Flexible reporting
- A partner with sound knowledge of the sector

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The Rijnvallei UA cooperative, based in Wageningen, produces and supplies top-quality products for agricultural businesses, ranging from animal feed and crop protection products to fertilisers and livestock shed design and development. Rijnvallei also provides its 2,300 members with expert information and advice on how best to use its products. "As a cooperative, our main aim is not to maximise our own profit, but to ensure quality and maximum returns for farmers," says Adri Spelt, controller of Rijnvallei. "We are not salesmen, but advisers. For example, our business advice department assists our members in developing their business, which might include helping them to apply for any permits they need."



The cooperative's various business activities operate as independent companies within Rijnvallei Holding BV. The company employs 330 staff and has a consolidated annual turnover of approximately 215 million EUR. The focal point of Rijnvallei's business activity is in the central Netherlands region, although the company also operates nationally.

A long history with Adifo and MILAS3

The administrative side of all the operating companies within the cooperative is handled centrally by Rijnvallei Holding NV. To enable it to provide optimum support for its administrative and financial tasks, Rijnvallei has been using MILAS3 since 1995, which is the specialised ERP solution for the animal feed sector provided by the cooperative's IT partner Adifo.

"We were delighted with Adifo from the outset on account of their extensive knowledge of the sector," continues Mr Spelt. "They are every bit as driven as we are and so

things clicked straight away. MILAS3 also features everything that an animal feed producer could want.”

On the purchasing side, Rijnvallei needs to have unambiguous management of its forward buying arrangements (volume, price), as well as a list of positions for each raw material, including what has already been called on, taken up or invoiced. On the sales side, the program handles a multi-faceted discount structure that includes details of any bulk and annual bonus discounts. Sales to each customer at various invoice addresses also need to be tallied and monitored.

“MILAS3 enables us to respond very quickly to any new requirements from customers. You don’t have to worry about whether or not it’s possible with MILAS3.”

The search for an upgrade

In 2007, Adifo suggested to Rijnvallei that it upgrade to the latest version of MILAS4. This provided Rijnvallei with the ideal opportunity to take a good look at what the IT market had to offer at the time.

“We wanted to be totally up to date with what was going on in our sector so that we could make a carefully considered choice for the future,” says Mr Spelt.

There were plenty of must-haves on the list: in particular, Rijnvallei wanted to have a single integrated system for its finances and logistics that could also be linked easily to other software and all of the sector-specific functionalities in MILAS3.

“We invited a number of companies to give us a demonstration. Two things became clear: we liked Microsoft Dynamics AX because it was easy to use; it had a modular, expandable standard platform, as well as import and export capabilities to Microsoft Office. But none of the providers could hold a candle to Adifo in terms of know-how.”

Adifo-Milas-AX: the best of both worlds

When Rijnvallei informed Adifo of its dilemma, the company was in for a pleasant surprise: “Adifo told us that in addition to MILAS4, they also wanted to take on Microsoft Dynamics AX in their range and that they were currently in the process of creating all of the MILAS functionalities in AX. This new product was called Adifo-Milas-AX. We were very pleased to hear that our positive working relationship with them did not have to come to an end and that we would still be able to enjoy many years of their professional support.”



“The success of the implementation can be attributed to Adifo’s excellent knowledge of the sector and its tight methodology, as well as the flexible development environment of Microsoft Dynamics AX. Response from our staff has been unanimously positive.”

Adri Spelt, Controller of Rijnvallei

Because Adifo had both packages available, Rijnvallei was able to migrate step by step to Microsoft Dynamics AX. By July 2009, after barely five months, implementation of the financial side of the business had been completed. This process included customer and supplier management, banking management, membership administration, electronic banking, ledger, analytical accounting, interest rate calculation, budgeting, fixed assets, consolidation and extensive intercompany administration. Seamless integration was also developed with the logistics modules of MILAS3, the Arco Information document management system and the project management system provided by ENK Software.

“The success of the implementation can be attributed to Adifo’s excellent knowledge of the sector and its tight methodology, as well as to the flexible development environment of Microsoft Dynamics AX. Response from our staff has been unanimously positive. Adifo-Milas-AX is very easy to use and as controller, I am extremely pleased with

For more information

For more information about the Microsoft products and services described, call +32 (0)2 704 30 00 or visit <http://www.microsoft.be>.

For more information about Adifo, call +32 (0)50 303 211 or visit www.adifo.be.

Additional information about Rijnvallei's products and services is available from the company website www.rijnvallei.nl.



how straightforward it is to export to Excel. Reporting is also a good deal more flexible than before.”

Future plans

From 2010 onwards, Rijnvallei will also be migrating the other processes still handled in MILAS3 gradually to Adifo-Milas-AX: incoming and outgoing invoices, stock management, order processing, price calculating, etc.

“We are also closely involved in all new developments to Adifo-Milas-AX,” says Mr Spelt. “The new software will feature lots of standard functionalities, whereas MILAS3 consisted mainly of customised modules. That is good news for any future upgrades.”

Conclusion

“Microsoft Dynamics AX is multidisciplinary, integrates financial and logistical processes seamlessly, is a future-oriented platform and offers strong multi-company functionalities. Combined with Adifo’s extensive knowledge of our sector, this means that Adifo-Milas-AX provides a cast-iron guarantee for our future,” concludes a happy Adri Spelt.

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