



GRAAL GROUP CONSOLIDATES AND GROWS WITH IFS APPLICATIONS™

With IFS Applications™ Graal Group, Poland, has consolidated its business data in a single, easily accessed solution. This has streamlined the management process, making it more efficient, and given the Group a much more accurate, up-to-date view of costs and material consumption.

ERP TO SUPPORT ACQUISITION-DRIVEN GROWTH

Since 2004, Graal S.A. Group has participated in the consolidation of the fish processing market in Poland and has extended its operations abroad. “At a certain point, we realized that rapid growth cannot be carried out solely through organic growth. We have adopted a strategy of acquisition in Poland, both manufacturing companies and those with their own distribution channels and a significant market share. After two years, we began to take over companies with products that were not fish-based. Differentiation has given us a competitive advantage,” says Robert Wijata, Financial Director of Graal Group.

After its dozen years of operation, Graal has established a group of companies with their own brands. It also manufactures private brands for chain stores such as Tesco, Carrefour, Kaufland Netto, and Aldi, Intermarche, and Auchan. Graal exports its products to many European countries, as well as to the U.S.A., Canada and Mexico.

With the Group developing dynamically and the acquisitions needing to be consolidated, management saw the need for a common set of IT tools. A solution was sought that would make it easier to monitor the operations of subsidiaries on an ongoing basis.

NEEDS GROW AS GROUP GROWS

Although Koral, part of the Group, already had its own business applications, Graal management decided to implement a different ERP system in 2006, which could subsequently be implemented in all its subsidiaries. Among the reasons behind this decision was the fact that Koral’s software did not have sufficiently developed functionality.

“We needed to be able to use information at managerial level. This required us to take another big step – to reorganize the entire company in such a way that the sales process could be brought under full control. Our structure had become so complex that we could no longer use systems with poorly developed functionality. The new system would develop together with our needs,” Robert Wijata comments.

ABOUT GRAAL GROUP

Graal Group is the largest producer of fish preserves and one of the leaders in the fish processing industry in Poland. At present, Graal Group is composed of nine companies: Graal S.A., Superfish, Kordex, Kooperol, Koral, Polinord, Gaster, Ruskij Caviar, and Agrofish. The Graal Group has been using IFS Applications™ since the beginning of 2008.

“From a small, family company, Graal has quickly grown into a Group composed of 9 companies. Each company was a separate organism and used various IT tools. It was necessary to find a solution that would make it easier to continuously monitor the activities of each of the Group’s companies. IFS Applications™ made this possible. The reasons behind the decision were rich functionality, flexibility and the competitive price of IFS Applications™”

Bogusław Kowalski,
President of the Board
of Graal Capital Group S.A.



Photo: Graal

Another vital reason for changing the system was the need of integration and effective information flows within the group. Data was generated in various locations and departments, and data coherence was unsatisfactory. It was assumed that as the Group developed, the system would be expanded, so attention was paid to the quality of services offered by the provider. The decisive factors behind the selection of the IFS Applications™ were its rich functionality and agility.

ONE SYSTEM IN THREE COMPANIES

The first implementation stage, starting in early 2007, involved three companies belonging to the Group: Graal S.A., a trading company, Polinord, manufacturing fish processed goods, and Superfish. To streamline the implementation process, Graal Group and IFS established a steering committee. A leader was appointed and the areas related to particular IFS Applications™ components were divided among the team. Implementation in all three companies was smooth and successful due mainly to way both parties collaborated with other. In Graal Group, the newest version of IFS Applications™ was implemented—including software for financials, distribution, manufacturing, maintenance and human resources management with payroll functionality—for 150 users.

ENHANCED ACCESS TO INFORMATION

The main benefit derived from implementing IFS Applications™ is that information is stored in a single location and is easily accessible, regardless of where it is generated.

Other benefits include streamlined operations related to finance, manufacturing, purchasing, logistics and equipment reliability maintenance.

IFS Applications™ allows records to be kept in the solution of recipe and product structures used in finished goods production (tinned food and fish products) and semi-finished products (sauces, ketchups and mayonnaises). This component also allows production costs and current consumption of raw materials to be monitored in detail. Moreover, the distribution component ensures support for sales of products to Graal Group clients, including large chain stores. Document exchange, such as orders or VAT invoices between Graal companies and chain stores, is handled electronically (EDI).

SYSTEM DEVELOPMENT PERSPECTIVES

“We plan to implement the system in other companies—Kooprol and Koral. The human resources management and payroll functionality have not been implemented in all of the companies yet. As we use a unique, very flexible salary system, we must develop the way in which it will be reflected in IFS Payroll™. We are learning the possibilities offered by IFS Applications™ better and better, and we have new ideas of how we can use it to benefit our current work. We are thinking about implementing other new functionality. In other words, our system is living and developing all the time,” emphasizes Robert Wijata.

BENEFITS

- All information in one place regardless of source
- Easy access to information
- Streamlined management of financial, manufacturing, purchasing, logistics and equipment reliability maintenance
- Streamlined document flow
- Online monitoring of raw materials use and production costs

SOFTWARE

IFS Financials™

IFS Distribution™

IFS Manufacturing™

IFS Maintenance™

IFS Human Resources™

IFS Payroll™