

SWEET SUCCESS

For Mother Murphy Labs, the time for change had come. After years of running a leading process manufacturing application, the company found that its current system had not kept up with the technology needs of today's process-based organizations. An upgrade was needed - one that would more tightly integrate production with accounting and provide employees the real-time information they needed to do their jobs better.

"We were looking to take the next step," explains Robin Conner, MIS Manager. "With Microsoft Dynamics™ as our financial core, we wanted a solution that would both improve production efficiency and allow our front office and production facility to communicate better."

For Conner, the search wasn't just for a software product, but for a partner that understood the business. "We didn't want to buy a solution off the internet," says Conner. "We were looking for a partner relationship that would last."

They found that relationship with Vicinity and By Design Consulting. As a local Vicinity reseller, By Design worked with Mother Murphy Labs to review and analyze

Flavoring manufacturer Mother Murphy Labs integrates front office and production facility - improving operations from initial order to final invoice.



the situation. By offering the latest in process-based technology. By Design knew Vicinity would be a great fit - and Mother Murphy Labs agreed.

"We knew Vicinity was built specifically for process manufacturers," explains Conner. "Even more importantly, we knew that with By Design, we had a partner that would listen to our changing needs, and ensure that Vicinity would address those needs in future releases of the product."

"Vicinity takes a strong distribution program in Microsoft Dynamics™ and extends it nicely to be a terrific fit for our business."

-Robin Conner, MIS Manager, Mother Murphy Labs

Once the green light was given, the Vicinity solution was up and running in under three months. The By Design and Vicinity team handled all data conversion from the existing system and gave Conner the quick-start training she needed to take the reins. "It was one of the most painless conversions I've ever been involved with."

