

Sweet Success

CASE STUDY

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

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 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."

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



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—Robin Conner, MIS Manager, Mother Murphy Labs

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."

The impact on day-to-day operations was immediate. Sales orders are now generated in Microsoft Dynamics and batch tickets are entered into Vicinity. Vicinity automatically updates finished goods manufactured and the raw materials needed to produce them. Batch tickets are then posted to Microsoft Dynamics with a touch of a button, perfectly synchronizing accounting and production, from materials purchasing to final project invoicing. "Vicinity takes a strong

Now batch tickets are posted to Dynamics with the touch of a button, keeping production and accounting in perfect sync.



distribution program in Microsoft Dynamics and extends it nicely to be a terrific fit for our business,” explains Conner. “Microsoft has a great combination with Vicinity and Microsoft Dynamics.”

The new system has been a success with employees and with customers as well. “We actually demo Vicinity to our customers to show our capabilities,” says Conner. “The software has become a selling point for winning new business.”

With its flexible Microsoft .NET™ platform, Vicinity has the potential to pay dividends for years to come. The solution supports 3rd-party products including Microsoft CRM and web ordering technology, giving Mother Murphy Labs the opportunity to improve communication up and down the supply chain with customers, suppliers and partners.

For now, the goal is to make big improvements with small steps. And whatever the next move, you can bet Vicinity will be a key ingredient.

The premier software developer for the formula manufacturing industry, Vicinity Manufacturing offers the first solution in a decade built specifically for mid-sized process manufacturers. The company maintains an international network of reseller partners, offering clients the business and technical expertise to ensure successful implementations and rapid ROI. Vicinity integrates to Microsoft Dynamics products.

Our sole focus is on the unique issues of formula manufacturers. Go ahead, put us to the test. We're ready to mix it up with anyone. Call Vicinity Manufacturing at 770-421-2467 or visit us online at www.vicinitymanufacturing.com



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(770) 421-2467
VicinityManufacturing.com