

Gold Ochsen Brewery GmbH

FRITZ & MACZIOL: INFOMA® developed an integrated trade solution

For many years, Gold Ochsen GmbH has been a hardware and system integration customer of FRITZ & MACZIOL. In 2005, the partnership was extended to include INFOMA®, the reason being a business solution based on Microsoft Dynamics NAV that FRITZ & MACZIOL:INFOMA® developed jointly with the brewery. The objective was to provide structured imaging of all business processes. The new solution became necessary because the previous application had reached its performance limit on the IBM AS/400. The complicated expansion or adjustment to changed processes and requirements as well as missing opportunities for the future presented the Ulm-based company with increasingly bigger problems.

After an intensive selection phase, Microsoft Dynamics NAV crystallised as the best solution. On the one hand, key points were **the open Navision platform**. With an integrated solution, it facilitates coverage of all business sections including production, CRM, etc. At the same time, third-party systems are easy to integrate. On the other hand, Gold Ochsen GmbH placed great importance on the proven service and regional proximity of their longstanding IT partners who had already impressed the company in the pre-selection phase with their professionalism, the quality of their workshops, presentations and sound process analyses.

Using **Microsoft Dynamics NAV**, an individual application was created which included all relevant areas such as financial accounting, purchasing, sales and contract management. The first positive changes emerged during the test phase. As an example, operations especially those in sales, purchasing and transport chain management have become significantly more transparent. Moreover, improved structuring of storage management, contract management and simplification in pricing have also resulted. Based on the diversity of functions to be integrated, the project has turned out to be a special challenge for all parties involved. However, the structured project procedure is ensured by implementing a consistent conceptual design together with interim acceptance and subsequent implementation followed by training provided by the FRITZ & MACZIOL:INFOMA® team. With nothing now standing in the way, live operations can begin as scheduled in early 2008.

Information

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FRITZ & MACZIOL : INFOMA® Group of Companies

FRITZ & MACZIOL is the leading provider of software, systems and related services in Germany, Austria and Switzerland. Together with its sister company, INFOMA®, FRITZ & MACZIOL develops and sells software and system solutions for local authorities (newsystem® communal), medium and largesized companies (VAS® dispatch automation and LAP for the bulk goods industry, F&M Groupware & Application Suite based on Lotus Notes/Domino and IBM WebSphere). In addition, as an IBM Premier Business Partner – and winner of the IBM BestSeller 2006 Award – the company offers its clients the complete IBM, Microsoft, VMware and CITRIX product portfolios as well as a comprehensive service package focusing on consulting and system integration.

Founded in 1987, FRITZ & MACZIOL:INFOMA® currently have over 1,900 clients from local authorities, industry, trade, services as well as banking and insurance. The Group achieved a total turnover of around 190 million euros in the 2006/2007 business year. There are currently about 485 employees at 17 locations in Germany, Austria and Switzerland.