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AGILE, CAPABLE AND COMMITTED



Foxy brand vegetables select Microsoft Dynamics AX and sa.global

Client **overview**

Based in Salinas, California, USA, The Nunes Company represents farmers growing a full line of quality Foxy brand vegetables. The company is known for being progressive in their methods and conservative in their practices.

Solution

Nunes leveraged Microsoft's Dynamics AX to take advantage of newer technology and revive their information technology infrastructure with software that offered future growth potential.

Results

With Microsoft Dynamics AX, Nunes could:

- Get real-time visibility into harvest estimates and pricing
- Streamline and improve business practices



“We look at Microsoft Dynamics AX as a solid platform for us to move the company forward... to streamline business practices and stay on top of changing industry-driven standards for product traceability and food safety.”

Barbara Rodgers

Director of Information Technology
The Nunes Company

Company overview

Headquartered in Salinas, California, USA, The Nunes Company, Inc. is a private, family-owned, international marketing organization that represents farmers growing a full line of quality Foxy brand vegetables. Nunes is known for being progressive in their methods and conservative in their practices. Nunes is a recognized leader in advanced technologies, which help growers to minimize water waste and pesticide use.

As established leaders in the American produce industry, Nunes continues to pioneer industry efforts toward the safest possible produce and support the fresh produce industry's efforts to protect the supply. With the Foxy® and Tubby® brand names, the company markets healthy, nutritious vegetables throughout the United States, and to dozens of foreign countries.



Visibility into harvest, inventory, and pricing

Fresh produce is an agricultural business that is driven by commodity markets and strict food safety regulations that require a business system with the ability to provide accurate real-time visibility into:

- Future harvest estimates
- Existing inventory levels
- Current market pricing

In the fresh produce business, product production, storage, and logistics requirements do not follow typical manufacturing and distribution models. The business is also highly complicated and is riddled with business challenges, such as:

- Attribute-based product definitions
- Rapidly fluctuating market pricing
- Quickly expiring inventory
- Fluid logistics requirements

As Nunes's business grew, their existing AS400-based business software was quickly becoming obsolete, which made ensuring their standards of service and support a challenge. In addition, Nunes needed:

- An industry-specific solution to provide visibility into daily supply and demand fluctuations, such as the sales board
- Special accounting algorithms to support grower contracts and pooled pricing
- Unique approaches to handle promotions, rebates, and long-term sales contracts



An industry-specific solution for **better visibility**

sa.global and Nunes worked together to enhance the base Microsoft Dynamics AX business logic to support the requirements of a full grown accounting system that handles the cooperative nature of produce farming, storage, sales and distribution, price pooling, cooler warehousing, and free-market trading.

"The flexibility of Microsoft Dynamics AX allowed us to implement several solutions specific to the fresh produce industry, including a sales board that provides real-time visibility into harvest estimates and market price fluctuations," stated Jan Dahl Sorensen, sa.global's lead consultant.





A solution to support **future growth**

Since going live with Microsoft Dynamics AX, Nunes has been able to handle their standard business volume levels. On its first day of operation using Microsoft Dynamics AX, Nunes filled 150 semi-trucks full of fresh produce. While this volume represents a normal business day, it is notable that service levels were sustained during the implementation.

As Nunes gained familiarity with Microsoft Dynamics AX, the ability to easily search, filter, and query data in Microsoft Dynamics AX exceeded the functionality of their previous business application. Nunes also sought to gain more access to Microsoft Dynamics AX's custom ad hoc reporting capabilities and to add dashboards and other management tools.

On a strategic level, Nunes saw Microsoft Dynamics AX as a strong platform to move their business forward. As a Microsoft solution, Microsoft Dynamics AX offers more options for future growth through the use of third-party products and customized add-on functionality.

As an ERP solution, Microsoft Dynamics AX enables improved business practices such as in-field product packaging. Nunes sought to eventually implement enhanced inventory control through the use of hand-held scanners and bar-coding.

"We look at Microsoft Dynamics AX as a solid platform for us to move the company forward," stated Barbara Rodgers, Nunes's Director of Information Technology. "Microsoft Dynamics AX gives us better access to critical business information, and the flexibility of the product gives us room to grow as we look to streamline business practices and stay on top of changing industry-driven standards for product traceability and food safety."

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INNERCIRCLE
for Microsoft Business Applications

info@saglobal.com 

www.saglobal.com 

Let's talk 

Americas: +1 302 858 0087 

EMEA: +44 (0) 2921 055902

APAC: +65 62084857