



Fonterra Brands (Malaysia)
Shah Alam, Malaysia
www.fonterra.com

Industry:

Consumer Products

Annual Revenue:

US\$101-150 Million

Employees:

320

Oracle Products & Services:

JD Edwards EnterpriseOne

Financial Management

Accounts Payable

Accounts Receivable

General Accounting

Distribution

Inventory Management

Sales Order Management

Purchase Order Management

Sales Order EDI Interfaces

EDI to 3rd party Warehouse

Management system

Manufacturing

Product Data Management

Shop Floor Control

Product Costing

Manufacturing Accounting

Implementor:

Sunway Business Applications

“The JD Edwards EnterpriseOne platform is a valuable business management tool. We have better control over every aspect of our operations and increased insight into the drivers of our business.” – Ritchie Lim, IS Manager

Fonterra Brands (Malaysia) Strengthens Management

Established in 1975, Fonterra Brands (Malaysia) is a subsidiary of the world’s largest dairy exporter, New Zealand-based Fonterra Co-operative Group Limited. The Malaysian organization is made up three groups: Fonterra Brands, Dairymas, and Solivite. Fonterra sells powdered milk, yoghurt, cultured milk, and cheese. Malaysia is the Fonterra group’s largest consumer milk powder market in South East Asia with sales of more than \$100 million.

Challenges

- Replace obsolete legacy system with a single, integrated enterprise-resource planning (ERP) platform
- Increase efficiency of order processing, inventory management, and distribution
- Improve data quality; ensure the timely delivery of information
- Simplify system management and reduce costs

Solution

- Provided enterprise-wide view of performance by implementing a range of JD Edwards EnterpriseOne applications to integrate financial, sales, manufacturing, and distribution processes
- Cut sales and delivery order data entry times from 30 minutes per order to less than 10 minutes
- Reduced month-end closing time from nine days to five days
- Improved information accuracy and currency by establishing a single data entry point and reducing manual data handling
- Strengthened decision-making and strategic planning by ensuring the previous day’s performance figures are available to senior managers the following day
- Enhanced cost control by giving staff the ability to track costs against set budgets
- Introduced self-management information for performance measurement
- Supported business growth without increasing costs
- Used lessons learnt from implementation project to inform similar JD Edwards deployments in other Fonterra subsidiaries