



FD Systems Enable
Organic Growth at

Rachel's Organic Dairy

The West Wales success story **Rachel's Organic Dairy** has enlisted the services of Cardiff based **FD Systems** to provide a new business management system to support further rapid expansion plans.

Rachel's Organic Dairy originated at the Rowlands family farm in Brynlllys,

West Wales and was Britain's first certified organic dairy and a real success story for the Rowlands family.

The products are uniquely made using only fresh liquid milk sourced from approved organic farms, with the philosophy that well-cared for animals reared in a natural environment will deliver healthier and better-tasting yogurts and other dairy foods.

Rachel's fast-growing business has boosted the local economy in a predominantly rural area, and in April 1999 the business underwent a quantum leap when it was taken over by America's top organic milk producer Horizon Organic Dairy.

The Challenge

Not so much of a problem – more of an opportunity! Following the takeover, the rapid growth that **Rachel's Organic Dairy** had been enjoying started to accelerate and this led to the relationship with **FD Systems**.

John Rowlands, one of **Rachel's Organic**

Dairy's Directors summarises the key reasons the business needed to change software systems:

"Every aspect of our organisation experienced continual growth over a period of years, but our business systems had only evolved as a reaction to immediate needs rather than as a result of any strategic direction. In simple terms we had outgrown the capacity of our systems to support our internal and external requirements."

The team got together to identify their needs. These included the following requirements:

- A true multi-user client server solution, fully Windows compatible.
- A scalable solution that could easily grow with the business.
- Fully integrated Electronic Data Interchange to enable dealings with the major supermarket chains.
- Fully eCommerce enabled.
- Dynamic but simple to use reporting tools.
- A solutions provider that could understand **Rachel's Organic Dairy's** business, provide a professional service and fully support the system going forward.

FD Systems were recommended by **Rachel's Organic Dairy's** hardware provider because of their reputation within the Sage marketplace and were duly appointed.

The Solution

FD Systems moved swiftly to install a configured and multi-user sales-driven production management system with integrated EDI to satisfy the needs of the supermarkets. The systems core components consisted primarily of Sage Line 500 software that operates on a Microsoft network with SQL server 2005 as the database and Sage Business Intelligence as the reporting tool.

The system also has a fully integrated financial control solution for the dairy and a stand alone Head Office system for Horizon Organic Europe.



The Benefits

Rachel's Organic Dairy are now using the system to support a more effective production process. The next step will be to utilise the system's latent capacity for management reporting and shop floor data collection, enabling more accurate profiling of buying patterns and more efficient production and distribution.

Nigel Griffiths, Commercial Director of **FD Systems**, commented:

“...we have provided Rachel's with a high-quality, added value business system which will enable them to move forward...”

Nigel Griffiths, Director, FD Systems



“It is always a pleasure to win a project through recommendation, and we are very proud of our relationship with **Rachel's Organic Dairy**. We believe we have provided the company with a high-quality, added value business system which will enable them to move forward.

“We are delighted to be associated with an organisation which we believe can dominate the organic dairy market in Europe.”

FD Systems

FD Systems is one of the largest Sage business partners in the UK. Our expertise covers the full breadth of the Sage product range. In order to service our expanding customer base we have strategically located offices throughout the UK and Ireland. We focus on developing strong relationships with our customers that are built on high levels of expectation and continual delivery of added value.

To find out more please speak to one of our solutions advisors on **0870 873 4387** or visit www.fdsystems.co.uk

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