

Beamish & Crawford Upgrades to Infor ERP System21 Aurora System



customer success story

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Beamish & Crawford

Irish brewer and alcoholic beverage distributor Beamish & Crawford has invested over 150,000 Euros in Infor ERP System21 Aurora, a next-generation enterprise resource planning (ERP) system with real-time business process management capabilities from Infor. The system is expected to improve Beamish & Crawford’s manufacturing and logistics capability, enhancing interaction between the company and its suppliers and clients. The system, which will run on an IBM iSeries model 520, is expected to go live by September 2005.

Beamish & Crawford will use process.connect, a business process management application within Infor ERP System21 Aurora, to provide clients with visibility into deliveries and stock levels via the Web. Infor process.connect is designed to enable clients to check on Beamish & Crawford’s stock levels to ensure the deliveries they are about to receive will be complete. Beamish & Crawford may also check on a client’s allocated stock levels and, if required, initiate the order processes to replenish them.

Dave Dilloughery, IT Manager, Beamish & Crawford, explains how the technology promises to improve client relationships: “By enabling us to check on their stock levels, key, large-scale clients can spread the responsibility of maintaining stock levels. This style of vendor-managed inventory is key to our business strategy because it creates a very strong relationship between us and our customers.”

Dave Dilloughery continues: “The order capture application is a big bonus for us as it will enable us to develop a much more comprehensive customer database without having to use additional CRM software packages.”

“We plan to use the system to make proactive calls to clients based on their order history, which will help us further develop each relationship.”

Internally, Beamish & Crawford expects to use Infor ERP System21 Aurora to remodel and review business processes, removing any stages that do not directly add value. Dilloughery explains how the functionality of Infor ERP System21 Aurora will drive these streamlined processes: “Workflow capabilities within Infor ERP System21 Aurora will enable us to trigger not only software processes but also people-based actions. For instance, if we recognise an order cannot be immediately fulfilled due to a lack of stock, we can rectify the situation immediately. Infor ERP System21 Aurora enables us to prevent problems before a customer is affected by them, so it will be crucial in our drive to further improve customer satisfaction levels.”

Aidan Keogh, Managing Director, Infor System21 Ireland, said: “Beamish & Crawford have recognised the rich product functionality in Infor ERP System21Aurora which will help to maximise customer satisfaction and support key business strategies. We are delighted to extend our long standing relationship with a leading player in the drinks industry in Ireland.”



focus on essentials

Infor takes pride in the 20 years of experience we have in the manufacturing industry. Using our deep base of industry knowledge and proven communications and planning applications, we help suppliers and manufacturers achieve their business goals.

We are passionately focused on providing comprehensive solutions that meet the unique challenges of the manufacturing industry on a global scale. Our solutions are comprehensive, open and modular, giving you the optimal choices to meet today's challenges and leverage tomorrow's opportunities.



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