



## INDIAN BROILER GROUP

### OPTIMIZING POULTRY FARM-TO-FORK PROCESSES TO NOURISH GROWTH

#### QUICK FACTS

##### Industry

Consumer products – food (poultry) production

##### Revenue

Rs 1,200 crore (US\$266 million)

##### Employees

1,800

##### Headquarters

Rajnandgaon, Chhattisgarh, India

##### Web Site

www.ibgroup.co.in

##### SAP® Solutions and Services

SAP® Business All-in-One solution

##### Implementation Partner

Intelligroup Asia Pvt. Ltd.

Indian Broiler Group (IB Group) is a highly diversified food production company that focuses on the poultry industry. Other business areas include livestock feed and fertilizer manufacturing, solvent extraction, edible oil refining, fish feed, and dairy farming. IB Group implemented an SAP® Business All-in-One solution to integrate processes across its poultry business, enabling the company to improve both operational and financial performance.

#### Key Challenges

- Track operational costs and revenue to assess and improve flock-related performance
- Establish consistent inventory measures for the flock and materials among business units
- Amortize breeder stock from laying phase
- Track flock age for entire lifecycle
- Improve visibility of payment processes
- Gain better control of feed inventory levels

#### Implementation Best Practices

- Harmonized processes among 22 remote production locations
- Leveraged ASAP Focus methodology to deploy the solution in 16 weeks (including 4 weeks of extended support after go-live)
- Transitioned to new software over a 2-week period to confirm validity of data
- Trained 25 software users on poultry-specific business processes

#### Financial and Strategic Benefits

- Acquired better control and visibility across breeding facilities and production farms in remote locations
- Increased efficiency of supply chain and distribution network to reduce time to market and increase profit margins
- Gained better insight into flock performance through managerial reports
- Achieved greater agility and therefore improved competitive advantage through specialized functionality for the poultry industry

#### Why SAP Was Selected

- Proven leadership in the software market
- Support for industry best practices
- Organizational stability
- Scalable solution that supports growth
- Opportunity to integrate software with other SAP® solutions
- Availability of a skilled SAP channel partner

#### Low Total Cost of Ownership

- Reduced IT maintenance cost and effort by minimizing customization and using templates preconfigured for the poultry industry
- Achieved operational IT support cost of 1.5% of total revenue by using an in-house IT team and implementing standard software
- Ensured competency through ample training
- Adopted a scalable and comprehensive solution to support future growth

#### Operational Benefits

Key Performance Indicator	Impact
Materials inventory	-10%
Availability of hygiene audits of sheds	+100%
Automated calculation of bird age	+100%

“Our SAP Business All-in-One solution has helped us gain better control and adapt more quickly to dynamic market trends. Specialized reports and features have enabled us to increase efficiency across our value chain.”

**Bahadur Ali**, Managing Director, Indian Broiler Group

## Poultry Pioneer Hatches Business and Efficiency

Nestled in the small town of Rajnandgaon in central India is the headquarters of Indian Broiler Group (IB Group). Launched twenty years ago by two brothers of humble origins, the company has grown to become a highly diversified, world-class enterprise with production facilities across India. IB Group's operations include poultry breeding, hatching, processing, and marketing. The group operates over 100 retail outlets and transports live-stock with a fleet of over 100 cage trucks.

As the company grew, its software infrastructure did not keep pace. IB Group was running disparate legacy software with no central source of data. Materials had different inventory numbers, and its flock was recorded in different units of measure. Management was spending too much time and effort reconciling data and running reports to gain operational insight.

“We wanted to increase visibility across our enterprise and ensure the consistency of production-related information and data from our regional offices” says Bahadur Ali, IB Group's managing director. “With an integrated software solution, we would be better able to measure our operating costs and project growth for the company.”

## Implementing SAP® Software

After considering several software options, IB Group chose an SAP® Business All-in-One solution that

was tailored for the poultry industry by Intelligroup Asia Pvt. Ltd., an SAP channel partner. “We liked that Intelligroup's Poultry360 solution had functionality and reports specific to our industry and was offered at a fixed price,” Ali adds.

IB Group worked with Intelligroup to facilitate a quick implementation by following the ASAP Focus methodology. “The implementation team gathered business requirements during an evaluation phase, established configuration settings during the realization phase, and performed unit and integration testing using test scripts,” Ali explains.

IB Group transitioned to the new solution over a two-week period, confirming the validity of data before going live with the software. Training was held for 25 users who work in purchasing, production, quality control, finance, and sales. The implementation was completed within 12 weeks, integrating processes and enabling visibility and access to real-time information across 22 remote production locations.

## Improving Performance and Profitability

With its new software, IB Group has been able to gain better visibility into and control over the business. “By streamlining operations, we've been able to increase the efficiency of our supply chain and our distribution network, which results in a reduced time to market and better profit margins,” Ali says.

Improved managerial reports provide better insight into flock performance to enable positive changes. “The software

has functionality specific to our industry, so it makes it easier for us to track profits, distribution, and waste,” Ali adds. “We can manage our business more proactively to improve our competitive advantage.”

Centralized data, improved financial management processes, and industry-specific functionality have yielded positive operational outcomes, including reduced materials inventory, shorter financial closings, and improved flock performance. With greater efficiency and increased profitability, IB Group has more time and resources to do what it does best – focus on its flocks and find opportunities to hatch new business.

## Implementation Partner

Intelligroup, an SAP channel partner, is a systems integrator that provides consulting, implementation, testing, application management, and other IT services worldwide. The company possesses deep expertise and proprietary tools in industry-specific enterprise solutions.



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