



## Intelligroup Poultry360: Tailored for Success

### Preconfigured Solution for Poultry Companies

#### Solution Overview

**Poultry360** is an affordable pre-packaged business software solution for small & midsize organizations. This solution provides the customers in the poultry business line to track profits, distribution and waste and deals with relevant processes such as feed manufacturing and the poultry breeding. Poultry breeding constitutes the production of day old commercial layer and broilers, rearing of commercial broilers and trading of poultry related products

Based on SAP ERP and SAP Best Practices with industry experience built-in, the prepackaged solution may be implemented in as few as **10-12 weeks**. It helps boost productivity and business flexibility while reducing costs and risk.

#### Business Benefits: Poultry360 Solution

- Poultry specific best practices to streamline end to end process (Farm to Fork cycle)
- Framework that is 70% done & then focus on the 30% that's unique
- Flexibility & Re-usability of fully Pre-configured prototype
- Visibility into transactions
- Cost and risk reduction
- Time Savings (10-12 weeks) excluding the Go-Live support phase
- Incorporate world-class business practices
- Tailored to the industry needs (designed in accordance with the requirements of Poultry manufacturers)

#### Key Features & Functionalities

**Agriculture:** Poultry360 integrates departments such as, financials, costing, procurement, farm and sales enabling the user to measure and compare the actual performance with set breed standards.

**Farm:** Poultry360 provides the ability to compare the age of the flocks and their performance against standards and other growers, thereby improving quality and performance.

**Hatchery:** Hatchery reports record and track the age of fertilized eggs in a particular flock and analyze their performance with the breed standards supplied by the vendors.

**Slaughter Manager:** The *Pre-planning Tool* is a forecast simulator that *helps the planner meet the demand of the particular SKU* say, breast fillet and what are the different cutups (chicken parts) obtained. The planning cockpit captures the demand and automatically produces the cutups to the stock.

**Feed Management:** Feed & medical transactions *record the consumption of different varieties of feed at breeder and broiler farms*. Feed traceability, costing and analysis is captured in the solution with FIFO valuation.

**Accounts:** Full *visibility and traceability of all financial transactions* relating to the flock wise performance of birds. All the expenditure incurred during the rearing and laying stages are captured. Amortization tool updates the week wise cost of the bird from laying stage based on the actual cost till the growing stage.

**Breeder Planning:** Breeder management involves housing of the flock from rearing to laying farms, age calculation, actual egg flow and its comparison using standards based on breed, focusing on the house performance.

**Farm Management (Breeder & Broilers):** Farmers can now *instantly compare actual daily production results against standards*. All the parameters like bird weights, water consumption, feed, mortality, FCR, PBC are immediately available and compared against standards.

**Breed Standard Management:** Poultry360 understands that production standards are a key tool for all elements in the supply chain to enable performance measuring and planning. There are custom built transactions that capture all key variables for different breeds.

**Poultry Reports:** The reports span across all areas of Poultry360 package including Farms, Hatchery, Slaughter, Accounts, Feed, Medical and Supply chain tools.

**Poultry360** indeed augments the efficiency in supply chain and distribution network resulting in reduced time to market and increases profit margins.

Poultry360 implementation covers the following core business processes.

## Financial Accounting

Poultry360 provides real-time access to the information you need, boosting the effectiveness of your company's financial department.

The package supports the following processes:

- General ledger management
- Balance sheet and profit-and-loss statement (financial statements)
- Accounts receivable
- Accounts payable
- Bank accounting
- Fixed asset accounting

## Management Accounting

Poultry360 provides monitoring and control of information on the company's performance, within an environment fully integrated with the transactions and operations across the organization. The accounting functionality keeps a complete, accurate, and audited set of books for legal reporting and management information. It is the source of information for analytical applications, allowing your company to have strict control of the rate-of-return. The package supports the following financial management processes:

- Cost center accounting
- Profit center accounting
- Internal order accounting
- Planning and Reporting

## Sales Order Processing

Poultry360 provides features and functions to reduce administrative costs by automating sales order management, and ensure high customer satisfaction by delivering accurate, on-time information to customers. Sales functionality manages the complete order-to-cash process, including handling inquiries, quotations, order generation and processing, and billing-cycle management. Distribution functionality enables delivery and shipping processes to support and control order honoring. The package supports the following processes:

- Sales order management
- Deliveries and Shipping
- Billing-cycle management
- Credit Management
- Customer Payments

## Purchase Requisition through to Payment Receipt

Poultry360 provides end-to-end procurement and logistics business processes for complete business cycles, from requisitioning to vendor invoicing and payment. The solution helps optimize the physical flow of materials, including consignment stocks.

The package supports the following processes:

- Requisitioning
- Purchase order processing
- Contacts & Scheduling Agreements (value / quantity)
- Material receipt confirmation
- Invoice verification
- Inventory management, including stocktaking and physical goods movements

## Feed and Farm Planning

- Forecast the requirements
- Placement of demand
- Materials Requirements Planning (MRP)

## Farm Processing

- Processing of birds
- Flock wise recording
- Daily confirmations of received birds
- Quality parameters recording

## Farm Accounting

- Product Cost Accounting
- Profitability Analysis

## Insights & Analysis into Business Performance

Poultry360 provides comprehensive business analytics for each business scenario enabling your organization to excel in its market and industry.

The Solution has analytics to support financial management and operations, apart from the standard SAP reports.

- **Daily/Weekly/Monthly Farm:** Measures the flock & shed wise performance along with age
- **Hatchery Performance:** Monitors the flock performance (calculates the yield quantity, DOC)
- **Commercial Farm:** Estimates the shed performance in line with the FCR and PBC
- **Brooding & Growing Cost:** Calculates the expenses incurred on a particular flock during these stages. (Capitalization of costs)
- **Integration:** Explains the performance of the flock at Farmer's location
- **Extra Medication:** Gives an overview on the batch wise consumption of the medication and the costs incurred
- **Overheads in Feed Production:** Evaluates the overheads on feed production
- **Farm Medicines and Vaccines:** Provides costs incurred on medicines and vaccines for a particular flock

## Process Control & Analytics: Gain better Visibility into Business Functions

### FARM TOOLS

- **Farm Data Capture:** Farm information captured daily, weekly or as required
- **Breed Standards & Hatchery Performance Reports:** Links to breeder data and actual egg hatched on farms. The hatchery has full visibility of actual production
- **Costing Analysis:** Farm managers and technical staff can be assigned to specific roles and authorized to check the financial performance results like PBC, FCR

### HATCHERY TOOLS

- **Laying Farm Egg Overview:** Tools are available for the Hatchery managers to understand the daily egg hatched at from farms.
- **Fertilized Egg Tracking & Estimated DOCs:** View actual bird processed across all farms on a single screen.
  - ~ Percentage variation in standard and actual results
  - ~ Individual farm level tracking to monitor egg production and hatchability each week, or day

### FACTORY TOOLS

- **Preplanning Overview:** Co-ordination between the Boiler farms and the slaughter planner
  - ~ Provides a clearer picture of weights and stocking densities.
  - ~ Accurate daily visibility of birds
  - ~ Planner to reduce slaughter shortages
- **Planning Cockpit:** Readymade tool available for the planner to capture the demand and automatically produces the cutups to the stocks

### FEED & MEDICAL TOOLS

- **Feed Capture:** Feed costing enables the farm to accurately see FCR results and performance on individual farm compared to the others
- **Feed & Medical Traceability:** All feed and medicine transactions are captured and reported at fork and farm level
- **Animal Welfare KPIs:** Instantly compare actual daily production results against standards for bird weights, water consumption, feed, mortality etc.

### ACCOUNTANCY TOOLS

- **Farm Accounts:** Bird placements, farm transactions and kill transactions are held within one solution to automatically calculate the final crop account statement for the farmer like Brooding/Growing Costs
- **Performance Reports:** All financial performance indicators are calculated automatically. Full crop account statements are recorded displaying financial values as in the flock wise performance report, integration report
- **Integrated Purchase, Produce & Sales:** Fully integrated with Purchasing, Inventory, Farm and Sales to manage suppliers through one integrated application. Automatically records the COGS (Cost of goods sold)

**Pre-Planning Overview**

Demand SKU selection  
 SKU: 200000156 Breast Fillet Plant: 2204  
 Demand Qty: 10,000.000

Bird Selection  
 Bird Weight: 1000  
 Birds on hand: 100,000  
 Process qty: 8,295

Process Qty Cut list

Material No#	SKU description	Weight proportion	Weight	UOM
200000155	Skin	0.016	132.720	KG
200000157	Thighs	0.179	1,484.805	KG
200000158	D/Stick	0.139	1,153.005	KG
200000159	Minced Chicken	0.318	2,637.810	KG
200000160	Wings	0.119	987.105	KG
200000161	Backbone	0.307	2,546.565	KG
200000181	Neck	0.040	331.800	KG

**Flockwise Performance Report**

FLOCK-WISE PERFORMANCE	
Amount	750,600.00
Brooding Cost	412,300.000 EA
Feed Cost (Br + Ly)	0.00
Quantity (Br + Ly)	1,000,000.00
Medicine / Vaccines	
Cost Per Bird (Med)	
Laying Cost	
Tot Eggs Qty	
Hatching Eggs Qty	
Pull Out Quantity	
Pull Out Per Bird	
Culls Sold	
Amount	
FCR Top 10 EG	

**Integration Report**

No. of Days		0
Birds Sold	Nos	0.000
Mortality	Nos	0.000
Mortality	%	0.000
FCR		0.000
Avg body weight / Bird	Kgs	0.000
Avg Realization price / Kg	Rs	0.00
Total Feed Consumed	Kgs	200,000.000
Live sold	Kgs	0.000
Broiler Performance Index		0.000
<b>FINANCIAL ANALYSIS</b>		
Chick cost	Rs	0.00
Feed cost	Rs	60,000.00

## ERP Tailored for Midsize Companies

Manage your most important processes in one integrated solution:

- **Enterprise resource planning** – Effectively manage financials, accounting, human resources, operations and corporate services
- **Best practices** – Benefit from industry-specific configuration and business processes based on SAP and SAP partners' experience
- **Technology platform** – Lay a foundation to quickly and cost-effectively add on to your existing solution as your business grows and your needs change

## SAP Best Practices for Your Business Success

Based on years of experience working with companies in the food industry, SAP has developed an understanding of the industry best practices, you need, to maintain competitive advantage. Our consulting and implementation services help you configure the SAP software to perform these best practices, speeding up the implementation and scoping it properly to meet your needs as a midsize company.

### Customers Speak



"Intelligroup has continuously demonstrated great dedication and commitment to address the delta requirements in a timely manner. Intelligroup has been very effective in providing pragmatic and simpler resolutions."

**Fahim Sultan, Managing Director, Indian Broiler Group**

"Intelligroup helped us successfully complete the implementation of mySAP ERP 2005 at Srinivasa Hatcheries Group. I am proud to say that this is a first for India in the Hatcheries industry and the objectives we set out with are being realized, even as we consolidate and improve our business processes through this implementation."

**Suresh Rayudu Chitturi, CEO, Srinivasa Hatcheries Group**

## About Intelligroup

Intelligroup is an ERP-focused enterprise applications systems integrator providing consulting, implementation, testing, application management and other IT services for global corporations. Intelligroup won the 2009 & 2007 global annual Pinnacle Award from SAP, was a finalist in the Oracle 2009 & 2007 Titan Awards, and was recognized by NASSCOM as one of the Top 100 Innovators. Intelligroup's global service delivery model combines onsite teams and offshore development capabilities to deliver solutions that accelerate results, reduce costs and generate meaningful ROI for clients. Intelligroup has helped companies such as, Indian broiler group (IBG), Srinivasa Hatcheries (SHL), VKS, NFCL, Chambal Fertilizers, SDCCL, Super Gas (SHV) to accelerate results and reduce costs. For more information, please visit our website at [www.intelligroup.com](http://www.intelligroup.com)



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