Baiada deploys Sage Business Cloud X3 to do business better

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Baiada is a privately owned Australian company which provides premium quality poultry products throughout Australia. With extensive farming and operation sites across Australia, Baiada is one of the largest poultry operators in this market with business operations that include broiler & breeder farms, hatcheries, processing plants, cooking plants, feedmilling and protein recovery.

Currently, Baiada has separate business management systems that look after:

- Financials & scheduling – general ledger, accounts payable, purchasing, cash management and manufacturing planning
- Inventory management & order fulfilment
- Accounts receivable – sales order entry, customer invoicing and similar

The company is now deploying Sage Business Cloud X3 to replace these three separate systems with one holistic solution.

Company
Baiada Poultry Pty Limited

Location
Australia

Industry
Fresh Food Manufacturing

System
Sage Business Cloud X3

Challenge

"From an application perspective the most important thing for us is the flexibility Sage Business Cloud X3 offers. Our business is one of constant change and we need systems that enable us to implement changes to our business very quickly. A key criteria for us was to avoid a situation where a change in our business or marketplace would require us to go through a three to six month process to make changes within the system. Our business can and will experience significant changes from one week to another and we have to be able to react very quickly and respond with agility. We can't risk being caught out by support systems that don't move at our pace," said Craig Ford, National IT Manager, Baiada.

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Craig Ford, National IT Manager, Baiada.

Importantly, as well as providing improved flexibility and functionality, the new business management software has been chosen to help bring about real change in the business: "We are looking throughout the business to identify how we can do things differently and better, as we design, develop and implement Sage Business Cloud X3. It's not just about efficiency, it's also about looking at where we can offer a better overall product in the marketplace; so making it easier and simpler for customers to interact with us and offering differentiated and innovative services.

"This project is as much about finding ways to do things differently and try new things we couldn't have contemplated before, as it is providing a system with better flexibility and functionality.

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sage X3

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Baiada

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An exciting element of the partnership has been the engagement of a global project team made up of specialists from within Sage Australia, Sage teams in Europe, Sage business partners in India, South Africa and locally with Leverage Technologies, and the Baiada team. By constructing a blended, global project structure with expert product and industry partners, all members of the project are committed and responsible for its delivery; creating a shared objective.

"The unified team ethic is one of the things that makes this project standout from others and our partner Leverage Technologies has been integral to this. As a valued business partner of both Baiada and Sage for many years there was a great deal of trust and cooperation between all parties from the outset. It really has been a case of one team, one goal, and something we are very proud of," added Mike Lorge, Managing Director, Sage Business Solutions.

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