Case Study

Driving Growth and Innovation at Safa International

A Comprehensive Solution Using Microsoft Dynamics LS NAV to Transform Operations

safa INTERNATIONAL

TRIDENT Creating Values

Industry: Food Manufacturing & Distribution

Location: UAE

Solution Implemented: LS NAV License, BREP, Implementation & Support

ABOUT CUSTOMER

Safa International, established in 1989, is a leading food manufacturing and distribution company based in the United Arab Emirates. The company delivers a well-integrated range of mass-market food products, with a focus on diversifying the conventional food market. By introducing the best quality food products with innovative processes, Safa International aims to reshape the standards of everyday life.

CHALLENGES

As a leading food manufacturer and distributor, Safa International encountered several operational challenges that impacted its efficiency and scalability:

- **Disconnected Systems**: The company had multiple legacy systems in place across different departments, making it difficult to consolidate data and streamline processes across its operations.

- **Manual Processes**: Several key processes, such as order management, inventory control, and procurement, were still handled manually, resulting in errors, delays, and inefficiencies.

- **Limited Visibility**: Safa International struggled with a lack of real-time insights into inventory, sales, and financial data, which hindered quick decision-making and responsiveness to market changes.

- **Inconsistent Reporting**: The existing systems made reporting cumbersome, affecting both internal analytics and regulatory compliance.

- **Scalability Issues**: As the company expanded its product range and entered new markets, its outdated systems were no longer capable of supporting the growth and complexity of the business.

SOLUTION IMPLEMENTED

Trident provides **Microsoft Dynamics LS NAV**, a comprehensive ERP solution tailored to meet Safa International's specific needs. The solution included the following:

- **LS NAV License & BREP**: Safa International received an LS NAV license with **BREP (Business Ready Enhancement Plan)**, providing access to the latest features and updates.

- **Unified ERP Platform**: LS NAV integrated core business functions—finance, procurement, inventory, sales, and distribution—into a single, real-time platform, ensuring smooth data flow and improved communication across departments.

- **Automated Processes**: Key processes like order management, procurement, and inventory control were automated, reducing manual errors, improving efficiency, and lowering operational costs.

- **Real-Time Data & Insights**: Dashboards and business intelligence tools provided Safa International with real-time access to critical business data, enabling executives to make more informed, data-driven decisions.

BENEFITS TO CUSTOMER

- **Improved Operational Efficiency**: Automation of key processes led to fewer errors, increased efficiency, and faster order fulfillment.

- **Better Decision-Making**: Real-time access to data and reporting tools empowered leadership to make timely and informed decisions, improving market responsiveness.

- **Enhanced Scalability**: LS NAV provided a scalable platform that supported Safa International's expansion into new markets and product lines without operational bottlenecks.

- **Optimized Inventory Management**: With real-time tracking and insights into inventory levels, Safa International improved stock management, reducing stockouts and wastage.

- **Streamlined Reporting & Compliance**: The system simplified the generation of accurate financial and operational reports, aiding both internal analysis and regulatory compliance.

CUSTOMER TESTIMONIAL

"Trident's LS NAV implementation has been a game-changer for Safa International. The seamless integration and automation of our processes have not only increased operational efficiency but also enabled us to make data-driven decisions that fuel our growth.."

— Head of Operations, Safa International

TRIDENT INFORMATION SYSTEMS

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