



Lawson M3 Helps Wilbo to Spread its Wings

There are more than 400 food companies worldwide using the Lawson M3 system, enabling them to face the challenges of today's increasingly competitive markets. One of those companies is Wilbo—the fish and seafood producer of canned, frozen and ready-meals. The implementation of the Lawson M3 solution contributed to a 30 percent increase in sales for this Polish company.

“We believe Lawson M3 facilitated my work greatly by giving me the possibility to plan and supervise the whole production process constantly and accurately.”

Mariusz Cirocki, Head of Production Plant, Wilbo



“We chose Lawson M3 and IBM’s System i™ platform which guarantees safety, scalability and ease of use.”

Dariusz Borkowski, IT Manager, Wilbo

Business Benefits

The Lawson Food and Beverage solution at Wilbo processes millions of transactions every month and is used by 70 employees. The decision to implement an integrated IT system and use Java technology increased Wilbo’s competitive edge in the Polish and European markets. Most importantly, process management in the company was improved and, consequently, significant savings were made. The level of inventory decreased by 10 percent, while sales increased by 30 percent.

Following the Lawson M3 implementation, Wilbo was able to manage the company more efficiently. In addition to this, cooperation with Polish and foreign contractors improved, inventory on hand decreased, provision costs were reduced, and production potential was improved. Currently, Wilbo’s turnover amounts to nearly EUR 50 million a year; which makes Wilbo the second-largest canned fish producer in Poland.

IT manager of Wilbo, Dariusz Borkowski, confirms that the Lawson Food and Beverage solution results in “immediate access to information, which significantly affects the speed and suitability of decisions made; ease of implementation of changes in processes; and possibilities to introduce new solutions such as Electronic Data Exchange or Business Intelligence.”

The Company

Wilbo was established in 1987. In 1997 they became a joint stock company and the following year they were listed on the Warsaw Stock Exchange. Today, Wilbo is one of the biggest fish processing enterprises in Poland. It was the first Polish company in the fish processing industry to have established and promoted its own brand of canned fish—Neptun.

“Wilbo has been operating in the fish processing industry from the very start. We have three sites with modern production lines. Our activity includes the production and sales of canned fish, seafood, frozen fish, as well as canned meat and pâtés,” says Marzena Chrostowska, head of the managing board office.

Wilbo has created production facilities, an exclusive sales network, established cooperation with trade giants such as Makro Cash & Carry and Tesco, and participated in public auctions for the supply of processed fish and meat products to the Polish Army. Export constitutes almost 10 percent of the company’s turnover; and it is growing.

“Wilbo is successful,” states Marzena Chrostowska. “It invests in new technologies and carries out its production in accordance with the requirements of the HACCP system, giving clients the guarantee of receiving our highest-quality products. Its suppliers have to meet very strict requirements and the technological processes are scrupulously overseen. This results in natural and healthy products. Wilbo has certificates entitling it to export to the European Union market as well as to other markets in the world,” adds Chrostowska.



“Our suppliers have to meet very strict requirements and the technological process is closely monitored. This results in natural and healthy products.”

Lidia Matusik, CFO, Wilbo

Why Lawson?

The dynamic increase in production and sales, as well as the wish to maintain its leading position in the trade market, motivated Wilbo to implement new IT solutions supporting management and significantly increasing the company's competitive advantage. “Wilbo needs solutions to meet its growing needs,” says Dariusz Borkowski. “Solutions which are capable of processing increasingly large amounts of data, integrating various areas of the company's activities, and at the same time, guarantee stability and safety of the company's operations.”

Wilbo was looking for a comprehensive IT solution. “After deciding to invest in IT, we were looking for a modern ERP class application covering all areas of the company's activities, making it possible to plan material and machine fleet load needs, as well as a stable hardware and database platform. We also wanted a reliable international provider,” Dariusz Borkowski explains.

The Implementation

The implementation of the new IT system was a huge challenge for Wilbo. Dariusz Borkowski recalls that the implementation of Lawson M3 began with people, not with computers. “Wilbo's employees had to understand the business processes that enable the company to function, accept new IT tools, and change the way they work. An additional challenge was the fact that the whole implementation was conducted in many areas and took us a year,” emphasizes Borkowski.

“We started from the process description taking place in the company and summarizing the IT resources we had,” says the Wilbo IT manager. “Then, drawing on the professionalism of Lawson's consultants, we commenced configuration of the M3 system, according to the described processes. Lawson M3 was implemented in the areas of production, purchase, sales, supply chain, procurement and finance. The first to go live were the financial and accounting modules. We also implemented the MOM tool, which identifies, designs and distributes information automatically, and Lawson Workplace—a portal environment for M3 users. The user interface is personalized to individual end users according to predefined models supporting Wilbo's business processes,” stresses Borkowski.

“Companies in the food and beverage industry need solutions which can help them to increase flexibility and, consequently, to gain advantage over the competition. They need advanced applications and business services with a low total cost of ownership,” says Piotr Michalak, country manager of Lawson in Poland. “The Lawson Food and Beverage solution offers the configurability, flexibility and functionality needed to support Wilbo's business processes in a simple and practical way,” he adds.

Future Plans

The implementation of the Lawson Food and Beverage solution at Wilbo allows the company to be flexible in planning and managing their growth, resulting in Wilbo becoming an unquestionable leader in the fish processing industry in Poland.

As part of its new strategy, Wilbo is striving to lower operation costs, improve the efficiency of company management, expand the team of commercial representatives, and increase its product range.

**Headquarters:****USA**

380 St. Peter Street
St. Paul, MN 55102-1302
Tel +1 651 767 7000

Regional Offices:**Americas**

Brazil, Chile, Canada,
Mexico, Honduras,
United States, Venezuela

United States

Tel +1 651 767 7000

Asia

China, Hong Kong,
India, Indonesia, Japan,
Korea, Malaysia,
Philippines, Singapore,
Taiwan, Thailand, Vietnam

Singapore

Tel +65 6788 8769
Fax +65 6788 8757

Australia & Oceania

Australia, New Zealand

Australia

Tel +61 2 8437 5600
Fax +61 2 8437 5699

Northern Europe

Denmark, Estonia, Finland,
Norway, Sweden

Sweden

Tel +46 8 5552 5000
Fax +46 8 5552 5999

Northwestern Europe

Belgium, The Netherlands,
Ireland, South Africa,
United Kingdom

United Kingdom

Tel +44 1344 360273
Fax +44 1344 868351

Central Europe

Austria, Czech Republic,
Germany, Hungary,
Poland, Slovakia,
Switzerland

Germany

Tel +49 2103 89060
Fax +49 2103 8906 199

Southern Europe

France, Israel, Italy,
Portugal, Spain

France

Tel +33 1 34 20 80 00
Fax +33 1 40 39 25 07

www.lawson.com

About the Solution

In 2005, Wilbo decided to upgrade to Lawson M3 Java version. The Lawson Food and Beverage solution supports purchase, sales, production, supply chain and procurement. The MOM tool that identifies, designs and distributes information automatically was installed, in addition to Lawson Workplace—a portal environment for system users. Wilbo is using the solution on an IBM System i™ platform, with the i5/OS™ operating system, running DB2® for i5/OS™.

About Wilbo

Wilbo was established in 1987. In 1997 they became a joint stock company and the following year they were listed on the Warsaw Stock Exchange. The company's head office is located in Wladyslawowo, and its production plants for seafood, canned and frozen fish are situated in Gdynia. Wilbo is the first Polish company in the fish processing industry to have established and promoted its own brand of canned fish—Neptun. Wilbo conducts its production according to the requirements of the HACCP system, and has certificates entitling it to export to the European Union and international markets. As a recipient of the prestigious "Teraz Polska" ("Now Poland") award, Wilbo's turnover amounts to nearly EUR 50 million, making them the second largest canned fish producer in Poland.