

CASE STUDY

SEMEX Life Sciences Manufacturing

"Fullscope listens to our needs. And as we've grown and become more experienced in the Dynamics AX system, it's a good collaboration between our companies. We have good conversations, and I think that's what you want in a partner. Fullscope listens to what our needs are, but they also ask good questions about some of our processes, which is what you want in a partner."

[Joe Bowley, Global Business Analyst, Semex](#)



Founded by farmers for farmers in 1974, [Semex](#) is the world's fastest growing company in today's genetic solutions market. Canadian-owned, Semex is a global, award-winning provider of genetic solutions including our exclusive, award-winning Immunity+® disease resistant genetics.

Disease frequency in the global dairy population is on the rise. However, Semex-sired animals have genetics that have been proven to provide a more robust immune system, capable of battling a large variety of potential immune challenges, both viral and bacterial in nature, encompassing nearly all major diseases that have an economic impact on farming.

Five to 10 years ago Semex was transitioning from its origins as an animal semen business to a dynamic, solutions-based business, and was experiencing tremendous growth and global expansion. The company was utilizing Microsoft Dynamics NAV, and took on a project to evaluate the company's needs and potential replacements for the system as the company grew. "Semex is a globally recognized organization, and we have a great reputation for marketing and distribution, as well as the support we give to our distributors worldwide that sell our product, and deliver that to the farm gate," says Joe Bowley, global business analyst for Semex.

Key Benefits

- > Supports company growth and global expansion
- > A single version of the truth with aggregate data
- > Improved sales order connectivity with Outlook, Excel and all the Office 365 suite
- > Collaborative relationship has improved business processes
- > Helps with World Health Organization compliance
- > Data mining helps Semex make quicker, informed business decisions
- > Improved efficiencies in distribution and warehousing

The Selection Process

After reviewing several ERP solutions, including Oracle, SAP, Dynamics NAV, and Envision (its previous production planning and manufacturing solution), Semex selected Microsoft Dynamics AX for its ability to give the company a global presence. Microsoft introduced Semex to several different potential AX partners, and each one was given a proof of concept. "We just felt the presentations and team that Fullscope brought would offer a more dynamic relationship," says Bowley. "We could see a better long-term relationship with [Fullscope], and it helped that they have regional offices both in the US and in Canada, making it an easier transition with geographically desirable consultants. And the team that they were proposing seemed a good group of people to be able to work with," continues Bowley. "So, resources, their footprint, and some of the experiences and references that we were given gave us that confidence in Fullscope," recaps Bowley. The Semex team also likes the collaboration that often takes place between Microsoft and Fullscope. "There's a lot more collaboration and support from Microsoft to Fullscope, which was missing in the past with our previous Dynamics NAV project," says Bowley.

Why Microsoft Dynamics

"AX gave us the power to look at our manufacturing side, our production side, our inventory management, and then the trends for our master planning as we look at what products we need to produce and how we can manage that through our production and then our distribution network," says Bowley. "Dynamics AX keeps the business going, keeps it growing, and allows us to be expandable. It gives us depth in quality orders, allows for efficient warehouse management, traceability, and gives us a solid platform to expand as we grow our business," continues Bowley. "We were looking at a global footprint, so we needed a partner or partners group that we could move with, and we felt Dynamics AX and Fullscope gave us that combination," says Bowley.

Business Benefits

Semex describes its main business benefits from Dynamics AX as better traceability, improved business controls, transparency of transactions, and sales order connectivity

with the Office 365 suite. "AX gives us commonality of data, and flexibility, which is huge as we roll it out to all of our sales offices," says Bowley. "AX has planted a seed so that we can grow a better network," says Bowley.

Business Intelligence

Over the last 10 years, Semex has made improvements in genomics that has reduced the lifecycle of its product from a 10-year cycle to three or four years. Because the product is rapidly changing, the Semex team must make quicker business decisions. Fullscope's BI team has helped Semex aggregate sales, fertility and genomic proof data to analyze trends and make faster, more informed business decisions.

Compliance

Because Semex sells a bio-product (semen and embryos) around the world, the company is monitored by the World Health Organization. "Stringent health protocols have to be adhered to with the Canadian government's food standards agency, and their inspection agency," says Bowley. "We have to make sure that we have traceability, tracking and health testing of the animals so that their byproducts comply with export control for the health certificate between Canada and the receiving country," continues Bowley. Semex is utilizing AX for traceability, transaction and health records. "AX brought us the ability to move away from siloed systems where we would have to mine data to have centralized recordkeeping," says Bowley. "It's a solid platform for auditing purposes – we have inspectors visit weekly and sometimes daily at our facilities to ensure that we are up to a global standard."

"NOW WE CAN TRACE EVERYTHING THAT HAPPENS WITH THE SEMEN, AN EGG OR EMBRYO FROM WHEN IT'S PRODUCED TO WHEN IT'S IMPLANTED. AND THAT'S THE BIGGEST FEAT OF ALL. OUR ANIMALS' HEALTH AND WELL-BEING IS EXTREMELY IMPORTANT TO OUR BUSINESS. BEING ABLE TO TRACK AND TRACE EVERYTHING WITHIN DYNAMICS AX HAS BEEN EXTREMELY VALUABLE TO US."

– Joe Bowley, Global Business Analyst, Semex

FULLSCOPE BECAME PART OF THE ALITHYA GROUP IN NOVEMBER OF 2018. Alithya is a leading strategy and digital technology company with over 2,000 highly skilled professionals delivering solutions across Canada, the US and Europe. Alithya's Microsoft practice covers a wide array of capabilities including Dynamics, Azure, business analytics, digital solutions, advanced analytics, application development and architecture. Focused on business outcomes, our combined companies have delivered Microsoft ERP, CRM, BI and digital solutions to over 1,200 clients. Alithya's global offering is to deliver strategy and digital technology services.

fullscope.com | alithya.com | MSsales@alithya.com | 866 420-7624