

Consumer Products



With a turnover of 28.4 million euros in 2004 and 761 employees, Lay Hong Berhad produces fresh farm eggs and chicken-related products under the Nutriplus brand from its facilities in Malaysia.

LAY HONG FINDS GOLDEN MATCH WITH mySAP ALL-IN-ONE

As Malaysia's leading producer of eggs and poultry-related products, Lay Hong Berhad is aware that having real-time business visibility and the ability to maintain internal efficiencies are key to maintaining its competitive edge.

With this in mind, Lay Hong turned to SAP to help them keep up with expansion plans, enhance operational readiness and improve business transparency. As a result, ChemXPress – a qualified mySAP All-in-One solution – was selected to replace its legacy enterprise system and streamline various lines of business.

Once implemented, ChemXPress provided the management access to real-time business data, enabling them to make better and coordinated decisions. Staff are now able to keep track of customer databases, as well as inventory, sales, purchasing, and financial postings of the company's fully automated chicken rearing, egg harvesting and processing operations. This in turn enables improved customer service level and productivity.

Finally, the implementation has also enhanced Lay Hong's ability to respond to changing market dynamics. And this scalable IT platform enables the company to incorporate e-commerce, collaboration and business intelligence tools in the future when the need arises.

“Thanks to ChemXPress, we are able to ascertain our stock statistics instantly which saves a considerable amount of manual work and enables us to react accurately to the changing demands of our business.”

KT Ng, Group Finance Director, Lay Hong Berhad

AT A GLANCE

Solution:

- mySAP All-in-One

No. of users:

- 20

Length of implementation:

- 4 months

Channel partner:

- ISS Consulting

Hardware:

- HP Proliant Server, Microsoft SQL Server

Operating system:

- Windows 2003 Server Standard Edition