

# LIVEDIGITAL TECHNOLOGIES PVT LTD



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*A Highland Group Entity*



## High Land Group enhances operations with Odoo ERP



## Introduction

Highland Agro Company, a prominent player in the seafood manufacturing and export industry, boasts a workforce of over 5,000 dedicated employees. With a rich history of delivering high-quality seafood products to global markets, Highland Agro has decided to harness the power of Odoo, an integrated ERP solution, to streamline its operations. This strategic move reflects their commitment to enhancing efficiency, traceability, and overall excellence in seafood production and export while optimizing workforce management and ensuring continued growth in the industry.

Industry: Seafood Manufacturing and Distribution

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## Challenges In Highland

**Supply Chain Complexity:** Highland Agro dealt with a complex supply chain involving multiple suppliers, transportation, and distribution channels, leading to logistical challenges and delays.

**Inventory Management:** The company grappled with manual inventory management processes, resulting in inaccuracies, excess stock, and increased carrying costs.

**Production Planning:** The absence of an integrated system led to inefficient production planning and scheduling, affecting production efficiency.

**Quality Control:** Maintaining stringent quality standards and regulatory compliance was a constant struggle without a centralized quality control system.

**Traceability:** The company lacked a robust traceability system, making it challenging to track the source and processing history of seafood products.

**Operation Tracking:** Real-time tracking of various processing operations, including cleaning, filleting, and packaging, was difficult, leading to process inefficiencies.

**Cold Storage Management:** Ensuring the freshness and safety of seafood in cold storage required constant monitoring and alerts.

**Packaging Challenges:** Managing packaging materials, labeling, and packaging processes was intricate without an integrated solution.

**Sales and Distribution:** Managing customer orders, invoicing, and delivery schedules efficiently proved challenging.

## LD Tech Odoo Solutions

### Purchase Management:

Odoo's Purchase module helped Highland Seafood streamline their procurement processes for seafood sourcing.



Vendor management, purchase orders, and supplier communications were centralized within Odoo.

**Supply Chain Management:**

The Odoo ERP system optimized Highland Seafood's supply chain by automating order processing, shipment tracking, and delivery scheduling. Enhanced visibility into supplier performance and delivery timelines was achieved.

**Inventory Management:**

Odoo's Inventory module allowed real-time tracking of seafood inventory across multiple locations, including cold storage. Batch and lot tracking features ensured traceability and compliance with food safety regulations.

**Production Planning:**

- Odoo's Manufacturing module improved production planning, resource allocation, and scheduling.
- Demand forecasts were integrated into the system, optimizing production.

**Multilevel Bill of Materials (BOM):**

- Highland Seafood used Odoo to manage complex seafood processing with multilevel BOMs.
- Recipe management ensured accurate ingredient allocation for various seafood products.

**Traceability:**

- Odoo's traceability features enabled Highland Seafood to trace the source and processing history of each seafood product. This capability was crucial for quality control and compliance.

**Operation Tracking:**

Highland Seafood implemented Odoo for real-time tracking of processing operations, including cleaning, filleting, and packaging. Operation tracking ensured quality and process efficiency.

**Quality Control:**

- Odoo's Quality Control tools were implemented to enforce quality standards and regulatory compliance.
- Inspection checks were documented in the system, ensuring product quality.

**Cold Storage Management:**

- Odoo incorporated temperature monitoring and alerts, maintaining seafood freshness and safety.
- Cold storage facilities were managed efficiently.

**Packaging Management:**

- Odoo supported the management of packaging materials, labeling, and packaging processes.
- Customized packaging designs and labeling were integrated into the system.

**Sales and Distribution:**

- Odoo's Sales module streamlined customer order processing, invoicing, and delivery scheduling.
- CRM tools improved customer relationships and sales strategies.

**Fleet Management:**

- Highland Seafood integrated fleet management within Odoo, enabling them to track and manage their delivery vehicles.
- Routing optimization improved delivery efficiency.

**Employee Management:**

- Odoo's HR module was used for employee management, including attendance tracking, leave management, and payroll processing.
- Employee self-service features enhanced HR efficiency.

**Results****Improved Efficiency:**

Highland Agro experienced significant improvements in operational efficiency, reducing lead times and operating costs.

**Enhanced Traceability:**

Complete traceability ensured compliance with food safety regulations and maintained product quality.

**Inventory Optimization:**

Real-time inventory tracking and batch/lot management reduced holding costs while minimizing stockouts.

**Streamlined Sales and Distribution:**

Sales order processing and CRM tools improved customer satisfaction and sales growth.

**Compliance and Quality:**

Highland Agro achieved better compliance with regulatory requirements and maintained high product quality.

**Employee Productivity:**

Employee management tools in Odoo increased HR efficiency, resulting in improved workforce management and payroll accuracy.

**Conclusion**

Highland Agro Seafood Manufacturing and Export Company successfully transformed its seafood operations by implementing Odoo solutions. The integrated ERP system addressed challenges in supply chain complexity, inventory management, production planning, quality control, traceability, operation tracking, cold storage management, packaging, sales, and distribution. This transformation enabled Highland Agro to meet industry standards, improve efficiency, and ensure continued growth and success in the seafood manufacturing and export.



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