



# Sweet Success

Flavoring manufacturer Mother Murphy Labs integrates front office and production facility — improving operations from initial order to final invoice.

For Mother Murphy Labs, the time for change had come. After years of running a leading process manufacturing application, the company found that its current system had not kept up with the technology needs of today's process-based organizations. An upgrade was needed — one that would more tightly integrate production with accounting and provide employees the real-time information they needed to do their jobs better.

"We were looking to take the next step," explains Robin Conner, MIS Manager. "With Microsoft Dynamics® as our financial core, we wanted a solution that would both improve production efficiency and allow our front office and production facility to communicate better."

For Conner, the search wasn't just for a software product, but for a partner that understood the business. "We didn't want to buy a solution off the Internet," says Conner. "We were looking for a partner relationship that would last."

They found that relationship with Vicinity to review and analyze the situation. Mother Murph Labs recognized

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**- ROBIN CONNER,**  
President, Mother Murphy Labs

that Vicinity offered the latest in process-based technology, and would be a great fit for their operations. "We knew Vicinity was built specifically for process manufacturers," explains Conner. "Even more importantly, we knew that we had a partner that would listen to our changing needs, and ensure that Vicinity would address those needs in future releases of the product."

Once the green light was given, the Vicinity solution was up and running in under three months. The Vicinity team handled all data conversion from the



*Now batch tickets are posted to Dynamics with the touch of a button, keeping production and accounting in perfect sync.*



existing system and gave Conner the quick-start training she needed to take the reins. “It was one of the most painless conversions I’ve ever been involved with.”

The impact on day-to-day operations was immediate. Sales orders are now generated in Microsoft Dynamics and batch tickets are entered into Vicinity. Vicinity automatically updates finished goods manufactured and the raw materials needed to produce them. Batch tickets are then posted to Microsoft Dynamics, perfectly synchronizing accounting and production, from materials purchasing to final project invoicing. “Vicinity takes a strong distribution program in Microsoft Dynamics and extends it nicely to be a terrific fit for our business,” explains Conner. “Microsoft Dynamics has a great combination with Vicinity.”

The new system has been a success with employees and customers. “We actually demo Vicinity to our customers to show our capabilities,” says Conner. “The software has become a selling point for winning new business.”

With its flexible Microsoft .NET™ platform, Vicinity has the potential to pay dividends for years to come. The solution supports 3rd-party products including Microsoft CRM and web ordering technology, giving Mother Murphy Labs the opportunity to improve communication up and down the supply chain with customers, suppliers and partners.

The goal is to make big improvements with small steps. And whatever the next move, you can bet Vicinity will be a key ingredient.

Powered by a team of developers, technical experts, and business consultants all based in the U.S., Vicinity is known for introducing the first software product for formula-based manufacturing in the Microsoft Dynamics® reseller space. By delivering the most robust and flexible software available to our market, we help companies of all sizes manage limitless recipes, improve inventory visibility and control, enhance quality assurance, eliminate redundancies, reduce costs – and most of all, experience smart growth.



Help your customers streamline and scale with Vicinity. Go ahead, put us to the test. We’re ready to mix it up with anyone. Call Vicinity at **770-421-2467** or visit us online at [www.vicinitysoftware.com](http://www.vicinitysoftware.com).

