NEWS

FreshDynamics™ delivers the packhouse punch to less capable computer systems

K3AX, a Microsoft Gold Certified Partner, has announced the latest version of FreshDynamics™, the only specifically designed feature-rich enterprise resource planning (ERP) system for the Fresh Produce industry.

Based on the world's most popular business software – Microsoft Dynamics® AX – with Microsoft's strong pedigree and a $2.5 billion investment in the base technology, K3AX is able invest its own money into developing FreshDynamics as the ERP system of choice for Fresh Produce companies.

The latest release of this advanced system adds the functionality demanded by the sector such as Grade-Out, Pack-Ahead and Manpower Planning to Dynamics AX's existing sophisticated planning, management, control and reporting facilities. The system delivers the efficiency boosts and associated operational improvements to simplify Packhouse production processes and operations.

"FreshDynamics™ is a key development based on the robust and functionally rich Microsoft Dynamics AX development environment. This development takes business control, information accessibility and process flexibility to give an integrated, powerful, adaptable solution that can provide significant benefits for our users. We took careful note of what Fresh Produce businesses were telling our industry specialists so that we could provide exactly what they said they needed to improve their processes," said William Ball, Product Director, K3AX.

All modules within FreshDynamics™ are designed to deliver a wealth of functionality for all businesses packing fruit, vegetables, flowers or other perishable produce. The system extends beyond the desktop environment provides for touch-enabled line-side data capture devices in the packhouse and mobile devices for QC and bar coded inventory control.

The user-friendly and intuitive software includes exciting new and updated modules including: Grade-Out, Pack-Ahead, Manpower Planning, Graphical Planning Board, Packhouse Production, Packhouse Mobility and Quality Control. Importantly, K3AX has developed the system to get Fresh Produce companies benefiting from its advanced technology in the shortest timescales possible.

About K3 AX

K3 AX is part of the £50m turnover K3 Business Technology Group Plc, one of Microsoft's top 60 global partners. K3 AX provides Dynamic AX based enterprise software solutions to the food industry, chemical manufacturers and suppliers, and service and repair organisations. The company is a Microsoft Inner Circle member and Gold Certified Partner.

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