



OMEX Agriculture ramps up with Dynamics 365 Business Central to grow a greener future

About the organisation

OMEX Agriculture manufactures solution liquid fertilisers and foliar health promoters for the agricultural, horticultural and amenity sector worldwide. Founded in 1976, it is a major manufacturer of liquid fertilisers in the UK, providing advice and services to the horticulture industry and is at the cutting edge of anaerobic digestion technologies.

The Challenge

One of the significant technology challenges OMEX faced was it was operating with a heavily customised Microsoft NAV system. Although addressing specific business needs at the time, these customisations, many relating to a phased-out product group, were resulting in recurring problems.

The business needed to upgrade how it managed its transportation processes and recognised an integrated solution would provide better options. Additionally, the current system's reporting capability could not provide the dynamic, intelligent insights the business would need to move forward.

OMEX wanted to reevaluate its existing partner relationship, and a technology upgrade was an opportunity to bring in a new partner better aligned with its future goals. With Microsoft's plans to phase out support for NAV, the business wanted to move to a cloud-first approach which would modernise its operations and improve efficiency.

Mark Armstrong, ICT Manager at The OMEX Group says, **"Upgrading was also a key opportunity for us to explore the potential of new technologies such as AI with Copilot, Microsoft Fabric and Power Platform, all of which would help drive future growth."**

Highlights

Dynamics 365 Business Central delivers efficiency, automated operational processes to support its farmers and positions OMEX Agriculture for future growth.

Seamless integrations and extensions underpin the modern, intelligent ERP to include transportation management, warehouse management, production capabilities and document capture.

Powerful AI with Copilot will be introduced to automate workflows and drive greater effectiveness into the business operations.

Solution

OMEX migrated to Microsoft Dynamics 365 Business Central to improve efficiency and access to accurate real-time data. The move has provided the foundations for seamless integrations and the ability to leverage modern tools to future-proof the business. These include an intelligent transportation management system (TMS) that underpins the entire transport process, from freight calculations to transport planning. The integrated solution also encompasses a warehouse management system (WMS), barcode scanning capabilities and document capture.

Project Scope

A hands-on approach to the migration ensured the team did all the groundwork well in advance of the implementation. This not only deepened understanding of processes and systems but minimised consultancy time and ensured the team was well-prepared for the next phase of the project. Workshops with Xpedition identified and mapped out key business processes across the various functions.

Mark adds, **“Xpedition provided us with valuable insights and alternative approaches to our challenges, which we hadn’t experienced with other consultants in the past. This gave us reassurance we could achieve better outcomes and gain continuous improvement with the new solution.”**

Seamless integrations

One of Business Central’s key advantages is its integrated apps and extensions which support OMEX’s business requirements across the whole remit of finance, sales, shipping, logistics and manufacturing.

The third-party TMS, CarLo, streamlines all aspects of OMEX’s transport planning operations, while the shipping app automates processes such as loading lorries, weighing them and tracking their departure at unmanned sites.

Mark highlights, **“Previously, logistics such as stock management had become more challenging due to the limitations of the older system. Power Apps will also enhance stock delivery processes, allowing our drivers to instantly record deliveries, ensuring accurate and up-to-date tracking of stock.”**

Streamlining warehouse operations with barcode scanning app Tasklet Mobile WMS, means OMEX gets real-time updates and visibility into its warehouse processes. Staff track inventory movements, record production outputs and manage production orders directly through handheld devices, significantly improving efficiency and eliminating the need to input data back at the office.

Document management has also been integrated into Business Central with Continia’s Document Capture functionality which scans documents, simplifying large datasets into single-line entries to improve data accuracy and reduce the need for manual entry.

Transformative end-to-end efficiencies

With Business Central, OMEX has simplified its operations, improved data accuracy and laid the groundwork for future technological advancements.

“The project has been a great success and we’re happy about where the business is now. But what I’m really excited about is the potential for even more operational efficiency using new technologies going forward into the future. I believe with the technology we have in place, we are well positioned to continue helping farmers grow quality crops and to offer innovative products,” emphasises Mark. **“We’re now looking forward to sharing this success with OMEX Agrifluids and OMEX Environmental as we roadmap their pathway to digital success with Business Central in the near future.”**

Benefits

Enhanced profitability insights

With richer datasets OMEX has better content and visibility of its data and can analyse profitability by customer, product category and item. This enables precise, data-driven informed decisions to enable the business to optimise pricing and improve margins.

Cost savings from operational efficiency

OMEX is achieving efficiencies, best practices and cost reductions through better planning, live tracking and streamlined operations, which are minimising haulage expenses and eliminating inefficiencies.

Accurate stock management

Enhanced stock management gives OMEX accurate, real-time stock recording, ensuring efficient tracking and control. This provides better inventory visibility and reduced errors.

Greater automation

With the Power Platform tools, Power Automate and Power Apps, the business has the potential to harness extensive automation capabilities and reduce repetitive, manual tasks.



Workforce mobility

With Power Platform apps and Fabric as a unified data source, OMEX can create custom internal apps to meet specific business needs, enabling a more mobile and productive workforce.

Future proofing

Incorporating AI capabilities like Copilot into its business means OMEX will be well placed to interrogate data more intelligently and get outputs quickly, creating a springboard for future growth aspirations.

Working with Xpedition

“I’ve never worked with more professional consultants than the ones at Xpedition. The whole process was made simple and the way they engaged with us and learned our business so efficiently was hugely impressive.”

“The project was expertly handled and delivered by Xpedition. Its team of developers and consultants clearly and concisely collaborated both with us and each other, were extremely knowledgeable about topics such as Fabric, and knew what they were doing at all times. I cannot praise the Xpedition team highly enough for their attention to detail and willingness to ensure the project was a success.”

Mark Armstrong, ICT Manager, The OMEX Group

To learn more about Xpedition visit:
xpedition.co.uk
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