

Case study | Danish Agro

How Danish Agro went **from fragmented growth to streamlined efficiencies**





A century-long commitment to agricultural advancement

Founded over a century ago as a cooperative of Danish farmers, Danish Agro has maintained its mission to assist farmers across the Baltic Sea region in developing their businesses. Today, Danish Agro stands as a leader in the Nordic market with 9,000 cooperative owners and a dedicated workforce of 5,000 employees.

The company specializes in providing a comprehensive range of agricultural products and services, including sales of feed, seeds, fertilizers, plant protection products, and agricultural rental machinery of brands such as CLAAS.

A comprehensive growth approach and aligned operations in mind

In 2016, Danish Agro acquired the distribution rights for CLAAS agricultural machinery in Sweden, marking a strategic move to enhance its operations in the country. This endeavor led to the establishment of a new organization, featuring departments in 12 locations across Sweden, including a comprehensive spare parts warehouse.

With a diverse portfolio comprising six business areas and 110 companies within the group, Danish Agro recognized the absence of a cohesive growth strategy. A robust strategy was deemed essential for excelling in both existing and emerging markets.

Upon closer examination, it became evident that the organization lacked synergy among its companies, hindering the effective utilization of uniform Key Performance Indicators (KPIs) and processes. To address this challenge, Danish Agro sought a competent business system capable of supporting its operations, spare parts management, and maintenance processes.



Adopting Microsoft capabilities through A365, Danish Agro enhances efficiency

After extensive research on available options, Danish Agro enlisted Annata's assistance to implement A365 with the Microsoft Dynamics 365 for Finance and Operations capabilities. Armed with prior research, the company precisely identified the needed solution and its rationale, entrusting us with the organization, implementation, and associated activities.

To future-proof their systems, Danish Agro approved the integration of A365, an industry-oriented business solution designed for managing and maintaining capital-intensive equipment, such as agricultural machinery, throughout its life cycle.

Given Danish Agro's extensive spare parts inventory, including over one million items, it was imperative that the new system efficiently handle inventory and pricing. Our goal was to establish a fully automated process from order requests to warehousing to delivery, ensuring a seamless and transparent journey.



Automated Danish Agro processes **elevates global business efficiency**

Today, when a customer places an order for a spare part with Danish Agro, the entire process unfolds seamlessly through automation. Upon order placement, a picklist promptly materializes at the local warehouse.

If, by chance, the requested spare part is unavailable, a transfer order swiftly traverses to the primary spare parts warehouse in Sweden. In cases where necessary, an automatic order is generated to replenish stock from the supplier, such as in Germany.

Furthermore, Danish Agro now enjoys a high degree of automation at the central warehouse, integrating elevator machines and streamlining processes.

This enables warehouse personnel to execute finished picks and deliveries with remarkable efficiency, requiring only a few clicks.

Danish Agro is making significant strides towards continued success with a global template for their business platform. This platform boasts the necessary functionality to sell agricultural machinery while adeptly managing the entire aftermarket professionally and cost-effectively.

We are delighted to have played a role in propelling Danish Agro towards heightened company-wide synergy and efficiency.

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With A365, we have a business system that is completely adapted to manage our machines. It supports our processes and how we want to work.

Bo Rönn,
Group CIO at Danish Agro

