



Dynamics case study

Cefetra Ltd

Cultivating efficiency and compliance in Arable Merchandising

Premium Crops is the leading specialist arable merchant for the UK. They help farmers maintain profitability by offering a range of added value crop opportunities together with full technical and marketing support. Their customers include plant breeders, bakers, pet food manufacturers and bird seed packers.

Modernising Legacy Systems

The reliance on an outdated 2009 version of Microsoft Navision presented significant challenges for Premium Crops. The system hindered the company's ability to efficiently address business needs, perpetuating outdated practices and potential areas of non-compliance, particularly in data security and segregation of duties.

Discovery and Partnership with Kick ICT

Premium Crops' journey with Kick began in 2015, initially as customers of Talon. This longstanding relationship set the stage for Kick to address the pressing need for system enhancement and modernisation faced by Premium Crops.

Transitioning to Business Central SaaS

Kick proposed a seamless migration to Business Central Essentials SaaS, employing their standard project methodology to ensure a smooth transition. This strategic upgrade aimed to not only modernise Premium Crops' system infrastructure but also to introduce efficiencies and compliance measures which were previously unattainable.

Key Milestones and Deliverables

A significant milestone of this project was the rapid implementation timeline, with Premium Crops going live on the finance and inventory system within a mere 3 months. This swift transition marked a critical step towards realising the project's goals and showcasing the efficiency of Kick ICT's methodology.

Harvesting the Benefits of Innovation

The adoption of Business Central has brought about a notable enhancement in Premium Crops' operational efficiency and compliance posture. The new system's advanced functionalities have streamlined daily and monthly routines, allowing Premium Crops to focus on their core mission of supporting the agricultural community. The upgrade also addressed critical compliance issues, bolstering the company's commitment to data security and regulatory adherence.

Growing Together Towards a Digital Future

Premium Crops' digital transformation, facilitated by Kick, represents a significant milestone in their journey to develop their customer focussed objectives in the agricultural sector. The project's success not only underscores the importance of updating legacy systems for modern business demands but also highlights the value of a trusted partnership in navigating the complexities of digital evolution. With ongoing support from Kick, Premium Crops is well-positioned to continue its mission, leveraging technology to meet the ever-evolving needs of the agricultural community.