

## IntraDynamix & Navision bring long-term growth to Mark Foods

- » Mark Foods posted **50% annual growth five years running** after an IntraDynamix Navision implementation.
- » **IntraDynamix customized Navision software** to Mark Foods' specific needs to help it grow into a leading frozen seafood distributor.
- » **Ease in Implementation:** Mark Foods' operations did not suffer any downtime during the implementation of Navision.
- » **Unparalleled efficiency:** "After IntraDynamix installed our custom Navision software we don't lose even a pound of inventory a month."

- **Zalman Marasow, Mark Foods**

In the frozen seafood business nothing counts more than having efficiency at your fingertips. This means being able to know, in real time, how much inventory you have and at particular price points. This is crucial to a company's operational efficiency and profitability. IntraDynamix understood Mark Foods' needs and how a customized Navision implementation would markedly improve their operational efficiency, leading to a major increase in revenue and significant long-term growth.

## **Frozen Seafood Distribution 3.0**

In 2005 Mark Foods made the decision to invest in Navision and improve operational effectiveness and efficiency. IntraDynamix was brought in to develop and implement an out-of-the-box Navision package, customized to Mark Foods' exact specifications.

## **Knowing the Business Inside and Out**

IntraDynamix worked on the Navision implementation for over ten months, learning what made Mark Foods business tick. This level of thoroughness permitted IntraDynamix to craft a Navision application that would function like no other—custom-tailored to fit Mark Foods' unique frozen seafood distribution specifications and needs. The IntraDynamix Navision implementation with real-time automated inventory management is so effective that Mark Foods no longer has to reconcile inventory. The juggling of QuickBooks, Excel, and constant calls to the warehouse are now history.

## **Mark Foods now knows the bottom line profit on every order as they enter it**

With one-click customer updates indicating last product sold with price point and one-click vendor updates with last product purchased with price point — calculating the profit on each order is fully automated.

## **Automated cash basis reporting**

Provides instant calculation on the availability of bank financing.

## **Expenses are broken out per pound and per penny for:**

- » Storage
- » Customs
- » Drayage
- » Interest accrued
- » Storage accrued
- » Freight charges

## Receivables and payables are managed more efficiently

- » Sales order entries now show customer credit limit status and aged receivables.
- » AR approval functionality automatically holds orders if customer is past due or is over credit limit.

## IntraDynamix and Navision Delivered Bottom Line Results

Since the implementation of Navision by IntraDynamix, Mark Foods has grown by 50% for five years. IntraDynamix's mix of expertise on Navision, coupled with a detailed knowledge of the frozen seafood business, turbocharged the growth curve and helped Mark Foods leapfrog to the next level. IntraDynamix implementation of the Navision package resulted in consistent and enduring growth that would have been impossible using QuickBooks and Excel.

## Beyond Implementation

Mark Foods continues to benefit from IntraDynamix's Navision expertise and support. As the company has grown, Intradynamix has been there to execute software updates in sync with needs of the rapidly expanding company.

To learn how IntraDynamix can help you leverage the power of Navision to grow your business contact

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