



A Rockwell Automation Company

Gold'n Plump Poultry Real-Time KPI Performance Management System

The Client:

Gold'n Plump Poultry, based in St. Cloud, Minn. with \$200 million annual sales, is recognized as the largest integrated chicken producer in the upper Midwest, providing premium innovative products and meal solutions to its customers. The company's products are distributed domestically to retail grocery stores, delis,

and restaurants in nearly 20 states and internationally. Gold'n Plump operations are located in central Minnesota and western Wisconsin. Gold'n Plump has further distinguished itself as the only U.S. poultry or meat company to sell fresh, net weight, scannable meat products.

The Requirement:

Gold'n Plump (GNP), like every manufacturing company, was experiencing a critical "information communication gap" between plant manufacturing data, and enterprise ERP systems and interdependent data warehouses. GNP was collecting enormous volumes of production, quality, and machine performance data (mostly manual) on the plant floor, but this information was not available to corporate management on a real-time basis to make responsive decisions to changing plant situations. More important, GNP executives could not directly link plant performance data with corporate key performance indicators (KPIs).

Gold'n Plump's requirement for an integrated plant

information solution with their enterprise applications was only one component of their solution requirement, they also wanted multiple users within their organization to have real-time access to this information for their individual decision making process. In other words, a web server portal (i.e. plant or enterprise intelligence portal) was viewed as a viable technology option. This technology linked to KPI performance, has been recently championed by AMR Research and ARC Strategies, but never before implemented in the food and beverage industry.

The Design Solution:

Gold'n Plump's plant floor to enterprise level information gap required Hinz Enterprise Solutions (HES) to develop a comprehensive integrated technology and business process solution which directly linked plant floor data to KPIs on a real-time basis.

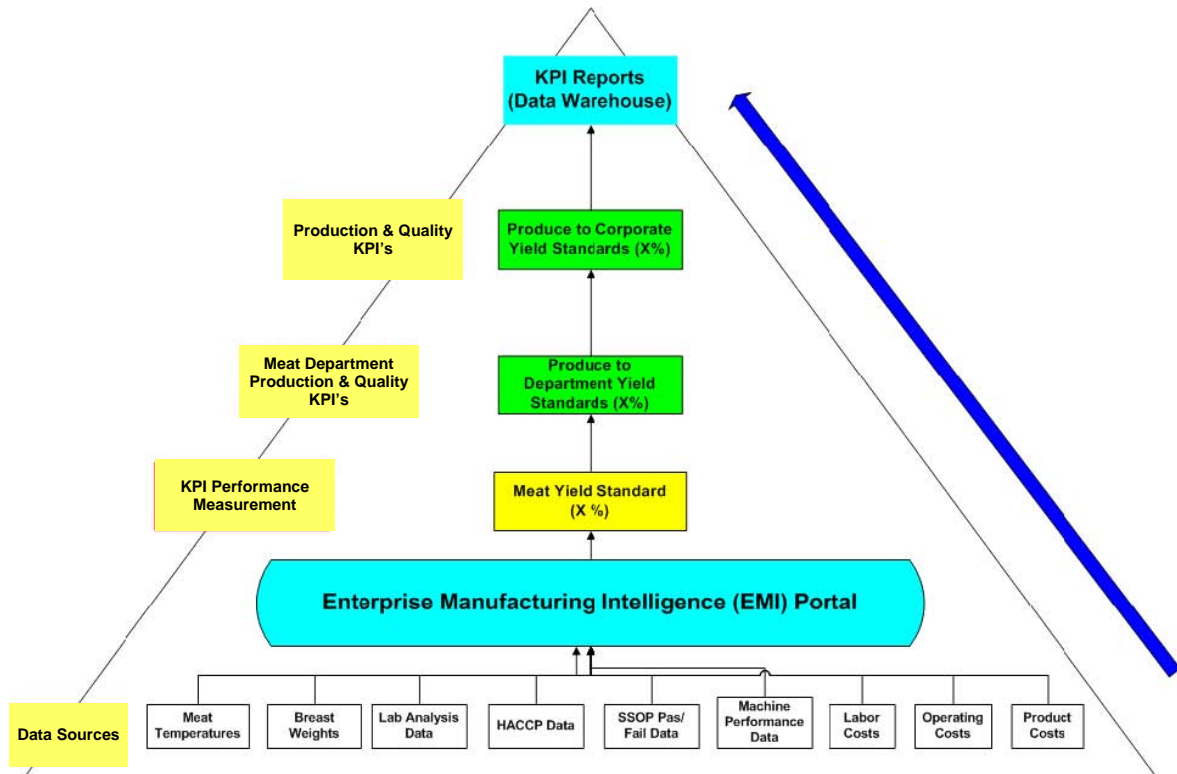
Implementation of this solution required Hinz consultants to conduct an executive KPI workshop to identify selected corporate KPIs that the client wanted to integrate real-time plant information with. This "top down" KPI development approach began by identifying plant level performance KPIs directly linked to corporate "Balanced Scorecard" KPIs. Once GNP reached a consensus on plant-level KPIs, Hinz consultants began the process of identifying the plant information requirements that support those KPIs. This process required individual interviews with individuals throughout the company who were held accountable for specific KPIs to answer the five basic information requirements questions: Who, What, When, Where, and Why?

The recommended solution, called "Real-Time KPI Performance Management", included two major components. First, Hinz consultants and engineers designed and implemented a plant-wide data acquisition system to collect and analyze all the information required to support the clients KPI requirements. The next step was development of a Production Information Management System Database to store plant information and make this data accessible to the enterprise ERP system, data warehouse, and the enterprise manufacturing intelligence (EMI) portal. The final step was implementation of the EMI portal which allowed the client to consolidate and analyze the data at a web browser, transform it into business information, compare it to KPIs on a real-time basis, then distribute it to appropriate users for real-time decision making responses.



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Solution Benefits:

The following benefits can be derived from implementing a "Real-time KPI Performance Management" system:

1. Plant performance data that is directly linked to enterprise KPIs is collected, aggregated, analyzed, reported, and distributed on a real-time basis to users throughout the organization.
2. A RTKPIPM system allows companies to respond immediately to change production situations, allowing them to reduce production costs, improve production yields, improve production efficiencies, and improve product quality and safety, etc.
3. The ability to continuously update production and product performance, yield, and cost standards.
4. The ability to directly link individual employee performance with a "pay-for-performance" pay and bonus program.
5. The ability to integrate diverse information systems gaps throughout an enterprise.
6. And, the ability to improve customer service and responsiveness through improved demand planning.

For further information or to contact a Hinz office near you, please check our website at:

www.hinz.com