



White paper

Cloud application for Feed Formulation

Entering the collaborative era

Maximizing customer service

bestmix[®]software
Formulation as a service

Teaming up for perfect recipes and rations

Wouldn't it be great if your nutrition experts could share openly their knowledge with advisors, partners and customers? Think how much easier it would be to find the most profitable recipes and rations for everyone's particular needs.

BESTMIX[®] has made all this possible with its collaborative cloud application: Formulation as a Service (FaaS).

The solution gives users online access to part of the core nutritional data and empowers them with minute-precise data and state-of-the-art formulation functionality. This enables them to team up with your nutritionists, take your formulation process to the next level and stay ahead of the competition. With BESTMIX[®] FaaS, you'll be entering the collaborative era of feed formulation.

Cloud-based service platform takes formulation a big step forward

The introduction of the BESTMIX[®] Formulation as a Service platform takes feed formulation a huge step forward. Software supplier Adifo's new cloud-based solution enables nutrition companies to share part of their core nutrition expertise with their colleagues, feed advisors in the field, external partners and even customers. Remote users can access core BESTMIX[®] data and functionality by using a simple but secured internet connection. No special hardware or software is required. The platform revolutionizes the information interchange between nutrition experts and the outside world to the benefit of all parties involved.

Nutritionists: the experts of the company

The activities of the central formulation department are of strategic importance for any company in the nutrition industry. This department is in charge of collecting and processing all the information needed for defining the right recipes for a given animal type at a given moment. This information is very complex and includes nutritional requirements, technical product specifications, production constraints, health and safety requirements and environmental and legal aspects. This complexity means formulation is a highly technical discipline.

At the core of this discipline are the nutritionists. They are the experts of the company. Over the years, they have built up a comprehensive knowledge on the many constraints and parameters involved in defining perfect least-cost recipes. They use specialized software such as BESTMIX[®] to store and update feed formulation intelligence. This information is subject to frequent modifications because of advances in nutritional science and outcomes of practical experiments.



Adifo develops and supports sector-specific software tools for the international nutrition industry, giving the customer maximum control over his core processes and guaranteeing the protection of critical business knowledge. BESTMIX[®] is the profit-driven feed formulation and recipe management system, developed and supported by a team of about 30 people with a firm expertise in the nutrition business.

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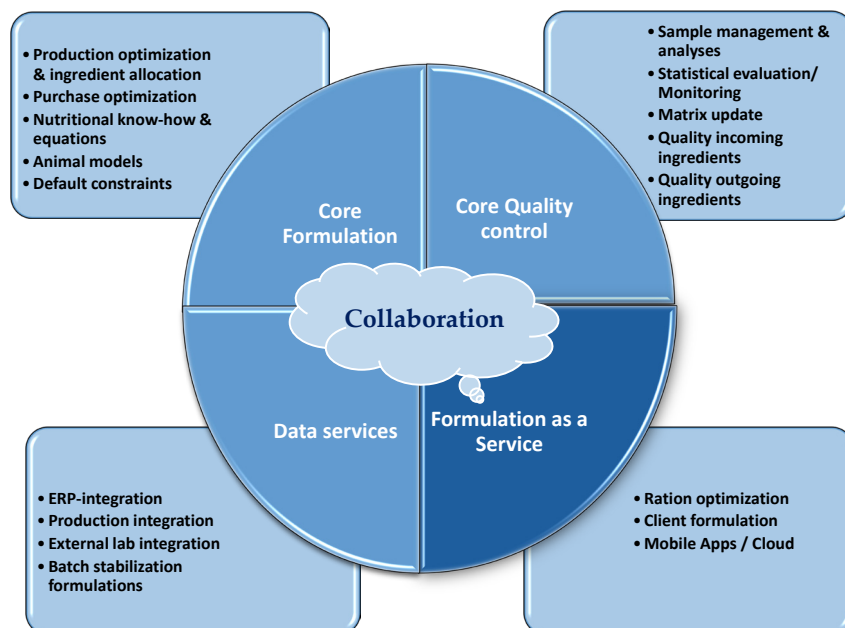
Nutritional expertise not fully shared

Although the knowledge of nutritionists is crucial, it hasn't been fully shared with all interested parties up to now:

- The **formulators** of the nutrition company have the advantage of working on the same central database as the nutritionists. Consequently, they have direct access to nutritional know-how. They draw directly from the specifications set by the nutritionists to formulate their products.
- **Feed advisors** in the field also depend on the nutritionist's expertise and knowledge to perform their job. However, they don't have direct access to this knowledge and rely instead on intermediate data. They usually travel around with a laptop containing an abstract of the feed formulation data. This data is never complete and often outdated. It's a partial snapshot that often is out of date. So feed consultants are relying on partial and slightly outdated information, which means their advice on defining the ideal recipes and rations for a particular customer is bound to be inaccurate.
- **External partners or customers** provide the nutrition company with information on their available resources, including purchase costs and specifications. Currently, this data has to be entered into the system by employees of the nutrition company and according to certain procedures. The process of entering customer or project-specific data and specifications is laborious and time-consuming. External partners and customers would prefer to enter this data themselves to achieve faster results. They would even like to have access to formulation functionality, so they can formulate products based on their own requirements and at the same time rely on core nutritional know-how.

New opportunities thanks to cloud solution

Aware of the limitations in sharing nutritional expertise, Adifo has developed a solution that gives external users safe and controlled access to BESTMIX® data through a simple but secured internet connection. Users simply connect to a BESTMIX® Service platform in the cloud. This platform is continuously updated with data assigned to the data consumer (feed advisor, external partner or client), while the nutritionist and the formulator keep working on the core BESTMIX® platform. This makes it possible to give users a view of the core data and at the same time ensure the confidentiality of company data in the core BESTMIX® database.



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Depending on their user profile, users may enter their own data as overlays, but they are prevented from changing the core data underneath. They can also evaluate their recipes using simulations against various criteria.

These examples illustrate the benefits for different types of users:

- **Account managers and independent consultants** can simulate adaptations to recipes in order to meet specific customer demands. While doing so, they can immediately evaluate the cost impact of their adaptations.
- **Internal interested parties** such as marketing, sales and quality assurance can produce their own data and reports without compromising the core data. This enables the organization to relieve the formulation department of some tasks and decentralize certain activities.
- **External interested parties** can sign a knowledge contract with the main company and take advantage of the nutritional know-how. External feed mills might, for example, want to fine-tune their recipes based on the latest ingredient prices and availabilities, all within the boundaries set by the nutritionists.
- **Research centres** can use the system to unlock their nutritional knowledge to interested parties all over the world.

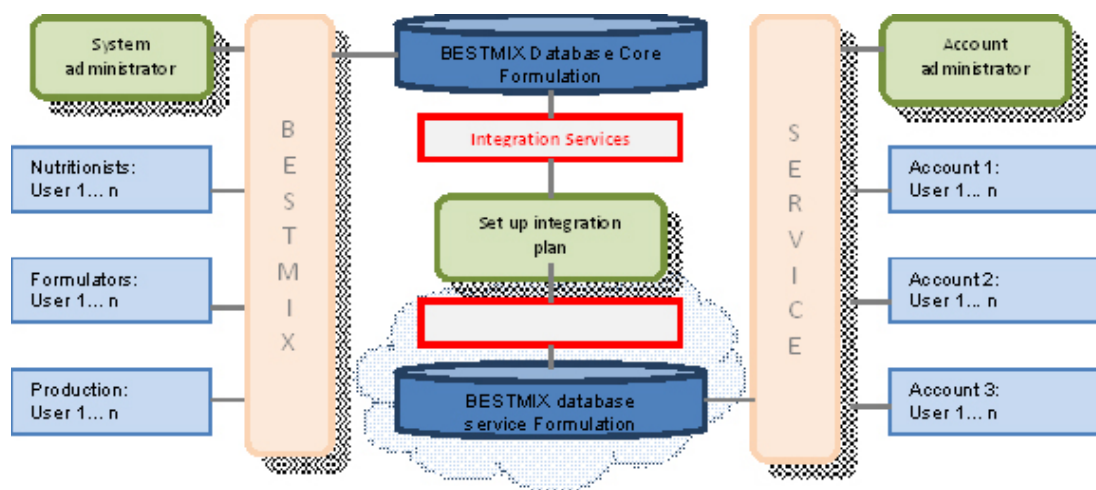
The formulation department becomes a service provider

By providing this online access via the cloud, the formulation department strengthens its role within the organization significantly and becomes a real service provider:

- Internal knowledge sharing – Nutritionists can pro-actively share their high-valued knowledge with the rest of the company. As a result, they will be valued as a genuine service provider within the company.
- External knowledge sharing – Nutritionists can also share some of their knowledge with customers or partner companies, introducing a new customer interaction strategy that improves the image of the entire company.

Accelerating the learning curve

What's more, the formulation department itself can benefit directly from the process. Nutritionists will have direct access to all customer data, enabling them to raise their support level and team up with customers to find the best possible result for the end users.



A no-worries solution which is flexible and future proof

The system is a cloud solution, making it very easy to deploy and use. Data and software are hosted entirely on an Adifo server, which can be accessed through a simple but secured internet connection. In other words, there's no need to set up and maintain dedicated laptops. Backups and software updates are taken care of by Adifo. Customers pay only for what they use, making for a low Total Cost of Ownership.



Benefits in a nutshell

The BESTMIX® Formulation as a Service platform provides a highly flexible, future-proof solution that sets a new standard for formulation management. The benefits of the service platform can be summarized as follows:

- **Online** – Internal and external customers of the formulation department use a simple internet connection to get secured, online access to vital formulation data – no matter where they are. The data is always complete, reliable and up-to-date.
- **Service** – The formulation department is perceived as a pro-active service provider of the company. The company itself is also perceived as pro-active, by supporting customers and offering a platform for global knowledge sharing.
- **Learning opportunity** – The formulation department can learn about evolving customer preferences by analyzing adaptations made by the client.
- **Low set-up cost and TCO** – The service is cloud-based, so there is no need to set up and maintain a series of dedicated laptops for account managers or consultants. There is also no need for Citrix licenses, which reduces capital investment to a minimum. Customers subscribe to a service and pay only for what they use, making for a low Total Cost of Ownership.
- **Security** – The core intelligence of the company with all formulation data is securely stored on a central core database, without mirrors being copied to laptops or other unsecured devices. This ensures that confidential information is kept hidden from the account users and the outside world.
- **Flexible** – The application can be set up as an extension of the core BESTMIX® platform.
- **No worries** – Adifo backs up the data and updates the software continuously, leaving the customer care-free.
- **Easy to deploy** – Extra accounts and extra users are easily defined and added to the service platform. User functions are managed effortlessly by using 'user roles'.
- **Easy to use** – The application has an intuitive user interface and is easy to understand and use.

Want to learn more?

Go to www.formulation-as-a-service.com and download a free trial version.

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