

# UK's Largest Independent Fresh Produce Organisation Selects LINKFRESH on Microsoft Dynamics AX and Hitachi Solutions

*LINKFRESH and Hitachi Solutions join forces to deliver LINKFRESH ERP on the Microsoft Dynamics AX platform to The Fresca Group.*

CAMBRIDGE, N/A, UNITED KINGDOM, January 13, 2015 /EINPresswire.com/ -- LINKFRESH and [Hitachi Solutions](#) join forces to deliver [LINKFRESH ERP](#) on the Microsoft Dynamics AX platform to The [Fresca Group](#). The solution is expected to deliver major benefits across the business including in finance, operations and commercial.

Fresca Group is the UK's largest independent fresh produce organisation, with annual sales in excess of £500 million. The companies in the group have varied fresh produce interests, spanning the full supply chain from grower to wholesaler, importer to ripener and packer to logistics expert. The Fresca businesses work with Britain's best-known retailers, helping to ensure a year round service for great quality products – managing every aspect of the supply efficiently and sustainably.

This multi-million pound investment, codenamed Project Compass, will deploy the complete LINKFRESH ERP suite to almost 800 users across multiple locations in four core Fresca businesses – Mack, MMG Citrus, DGM Growers and Thanet Earth Marketing. The LINKFRESH and AX solution is being implemented for Fresca by Hitachi Solutions, who were selected because of its process driven implementation approach and experience of very large scale Microsoft Dynamics AX deployments.

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best industry-specific software, supported through a  
Mike Musk, group finance director at Fresca Group explains “We selected LINKFRESH and Hitachi Solutions because their expertise combines the Microsoft AX suite of programs with the best industry-



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specific software, supported in its delivery through a leading systems implementer. Once the team has deployed the system, all core processes will be managed together - improving reporting, eliminating manual intervention and reducing costs.

Nikki Scarr, LINKFRESH COO, said, "We are very excited to be deploying our LINKFRESH ERP solution for one of the UK's leading fresh produce organisations who are a major part of the fresh food chain in Britain and beyond. The fresh food industry expertise and Microsoft Dynamics AX software development skills of our LINKFRESH team, in partnership with the world class project implementation experience and methodologies brought by Hitachi Solutions will deliver a winning combination to ensure a successful deployment."

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leading systems implementer.  
*Mike Musk, group finance  
director at Fresca Group*