



Meeting the changing needs of business with solutions that work



AMICI

Customer
Amici Events & Catering

Partner
Winspire Solutions

Products and Services
Microsoft Dynamics NAV

Industry
Food & Beverage

Organization Size
11-50 employees

Country
Singapore

Downloads

For nearly 20 years Amici Events and Catering has been creating gourmet wonders with a passionate heart and a spirit of excellence. With a focus on delivering elegant menus for high-end hotels, fashion brands and corporate clients, they have been recognized as 'Best Caterer' by Singapore's Tatler magazine.

Building Success One Bite at a Time

Amici has transformed considerably from its humble beginnings at the start of the millennium. Over the years they dabbled in different business models, at one point having multiple restaurant outlets throughout Singapore. Five years ago, they divested their retail holdings to concentrate on luxury catering. As a bespoke caterer for deluxe hotel groups and large organizations, they have gained a reputation for innovative menus that blend the best flavours from Eastern and Western cuisines.

Ask anyone who works in the food industry and you'll quickly learn that delivering consistent quality is a challenge. At Amici it is not only the skills of their talented chefs and dedicated staffs that ensure customers go away with a smile—it's also the efficiency of their systems—in particular Microsoft Dynamics NAV, an Enterprise Resource Planning (ERP) software that allows small businesses to connect their sales, purchasing, operations, accounting, and stock management.

Since the implementation of Microsoft Dynamics NAV, productivity has multiplied, missed orders have decreased to zero and profits are up. The visionary founder behind Amici, owner Willie Tan, says that the system has been very beneficial. "Our growth has coincided with the adoption of the ERP platform," says Willie, "It helps us manage our operations in both Malaysia and Singapore, eliminating redundant processes and it provides valuable business insights."

A Partner That Knows Your Business

The powerful analytic capabilities of Microsoft Dynamics NAV was of particular interest to Amici's owner. With a background in accountancy, he knew the importance of getting the numbers right. What he wanted was an 'out-of-the-box' solution that could quickly be adapted to his particular business model. After trying a few different ERP systems and vendors, he found Winspire Solutions.

A Microsoft Gold certified partner, Winspire provides mid-sized SMEs and MNCs tailored software and hardware solutions that focus on ERP, Customer Relationship Management (CRM), Supply Chain Management and Business Intelligence. With an understanding that success demands timely information, they provide solutions that make business decisions easier.

This was especially important to the management at Amici. They knew the advantages of an ERP system, but finding the right system and the right partner was key. Winspire came to the table speaking their language. According to Willie, "Winspire not only brought the technical expertise needed, but also a staff steeped in accountancy and the unique process knowledge that is critical in the food service industry."



Having insight into business processes is critical in the food service industry.



Create and deploy an ERP system that is tailored to how you do business.

Collapsing Silos and Increasing Security

Amici's growth journey has now taken them overseas, with operations in Johor and Kuala Lumpur, Malaysia. A big part of making that success a reality has been their ERP solution. Food items on the menu are now coordinated across locales, with currency exchange rates tabulated automatically. "From the control point of view, we can set the price and it is quite hard for anybody to kind of just modify it whenever they want," says Willie, "And changing currency is a breeze. Since the recipe is the same we can just pop in a different currency and copy it over."

One of the biggest benefits of Enterprise Resource Planning software is removing unneeded processes. Prior to implementing Microsoft Dynamics NAV, Amici had multiple systems for both CRM and sales. Now these are both integrated, with data shared across silos. "We sell a lot of fast-moving items, keeping track of these inventories with a close eye on our margins is especially critical as business grows. Now we have a system in place that makes it easy to get a quick overview at any time of what is going in and coming out of the business."

Looking Ahead

Microsoft Dynamics NAV has lived up to its promise of helping Amici achieve more. And Willie is convinced there still more to come. When asked what's next, his vision is clear: "It's a very powerful system. It seems like everyday we are learning more capabilities. Eventually we want to link a payment gateway with our banker, so all invoices can be paid directly. Not only will this save even more time, it will make our accounting processes more transparent and increase data security across the business."

For their external customers, Amici is also in the process of setting up a shopping cart so all transactions can be done online. Due for launch early next year, the web sales portal will take orders automatically and work hand-in-hand with a virtual concierge.

Always with an eye on the future, Willie has big designs. "We are now working on a new disruptive marketing plan, that frankly, wouldn't be possible without the back-end ERP system. Just like other disruptive market players, our plans depend on being able to use data and analytics. Microsoft Dynamics NAV gives us a strong foundation to build our future success."

"For small business owners on the fence, I highly recommend Microsoft Dynamics NAV and Winspire Solutions."

Willie Tan, Owner - Amici Events & Catering

For more information on how you can get started on the digital transformation journey with Microsoft, visit the Microsoft Azure and Office 365 page

