Heinz was founded in Sharpsburg (a suburb of Pittsburgh), Pennsylvania, in 1869 by entrepreneur Henry John Heinz. Heinz sells 650 million bottles of its iconic ketchup every year. Heinz Stockton manages the seed stock for all of the tomatoes grown by Heinz farmers that go into the Heinz products.

Customer challenge	Value proposition	Value imagined	Value realized
H.J. Heinz is a large publically traded company with operations throughout the world. Heinz uses SAP to manage and account for their affiliates and companies. Heinz Stockton a Heinz USA subsidiary in Stockton California needed a custom inventory system to manage and process the seed stock which the company provides to their tomato growers in the United States.	To customize and implement SAP inventory for Heinz Stockton was a multi-million dollar project with a two year timeline. The company needed certain features that were very specific to the tracking and combining of seed stocks for the growers. But it did not need all the complexity and infrastructure that SAP would provide. A simpler solution was necessary.	The Microsoft Dynamics SL Inventory and Bill of Materials modules provided the basic features the company needed. In addition the flexibility and infrastructure of using Dynamics SL was perfectly well suited to the Stockton operation.	We created the custom Dynamics SL enhancements and extensions to the Inventory and bill of materials modules needed by Stockton. In addition we implemented and supported the application from our Pittsburgh location all well within budget and at substantially less cost than the SAP solution.
Within Heinz USA the Miscellaneous Account Receivable department is responsible for tracking and accounting for Executive Travel and Expense reports for all affiliates worldwide. Due to the confidential nature of this information it is necessary to limit the access to these accounts to a few individuals.	The base functionality of SAP was not adequate for the processing of these accounts and it was not a priority for SAP implementation resources to perform the necessary changes to the application and security required for the detailed processing of Misc. Accounts Receivable	The Microsoft Dynamics SL Accounts Receivable and Cash Manager modules provided the basic features the company needed. In addition the ability to customize and change the software to the exact requirements needed by Misc. Account Receivable department provided the right solution.	We created the custom Dynamics SL enhancements and extensions to the Account Receivable and Cash Manager modules need by Misc. Accounts Receivable. . In addition we implemented and supported the application from our Pittsburgh location all well within budget and at substantially less cost than the SAP solution.
Whenever you use a different system to process accounting transactions from outside the Parent system (SAP) you must consider integrating the two systems together.	The integration and electronic exchange of data between key business systems is vital to the completeness and accuracy of the financial data and ensures better control and documentation of the data.	An electronic interface of the accounting results of Dynamics SL and SAP will ensure complete, accurate and timely recording of all transactions and better control of the data.	We created a process that sends transaction data from the Dynamics SL modules and general ledger to the SAP general ledger. This interface was enabled through the exchange of transaction files with an account mapping.