



PRESS RELEASE

msg systems Develops New Industry Solution for the Dairy Industry

msg systems ports the dairy solution FELIX4 by GKC to an SAP platform

Munich, January 21, 2013. msg systems and GKC were hired by DMK, Germany's largest dairy company, to port and implement the FELIX4 industry solution to an SAP ERP platform. DMK is the largest dairy processing company in Germany. With 4.6 billion Euro in revenue and a total of 6.9 billion kilograms of dairy processed to date, the company is also one of the top ten dairy companies in Europe. The new standard dairy solution is already scheduled to go-live in 2013.

FELIX4 is the fourth generation of GKC's industry solution FELIX[®]. Based on ERP systems, the solution covers industry-specific requirements and has been actively used by numerous dairy companies for many years. Formerly based on Microsoft technology, msg systems will now redevelop the solution based on business requirements, as well as in compliance with SAP standards and guidelines, turning the solution into an end-to-end solution for dairy processing companies. The development will be realised in three increments: production and raw materials planning, MES/raw material and operation controlling, controlling and planning/forecasts. msg systems will also be in charge of maintenance and the advanced development of the solution.

GKC will be responsible for process consulting, business implementation consulting, as well as professional customer support. Within the framework of this long-term partnership with msg systems, GKC will employ its industry expertise to drive requirement analysis and the advanced development of the business architecture.

DMK, created by a merger of Nordmilch and HUMANA, has been using FELIX® throughout the entire company, in all 22 plants, for more than 15 years and uses the functionalities offered by the system for all of its processes, from receiving the milk, raw material balancing, raw material and operation controlling, performance controlling and process cost accounting to planning and simulation support. "FELIX® is one of the most commonly used software applications at DMK after SAP. We do not wish to, nor can we, do without the functionalities it provides. However, we have been searching for a solution that is high-performance, scalable and that can also be used internationally, for a long time. The new solution must also comply with the dairy-specific requirements covered by the current FELIX® solution," explains Volkmar Taucher, CFO of DMK. "With GKC and msg systems we have found the perfect partners for realizing this kind of solution."

"We are pleased that the market-leading company DMK will be the first to use the solution," comments Dr. Hans Öttl, founder and CEO of GKC. "We have been preparing for the conversion of FELIX® to an SAP platform ever since we began working with msg systems in the middle of 2011. msg systems' extensive experience with migrating systems from non-SAP to standard SAP solutions, as well as with the development of standard SAP product solutions, perfectly compliments our extensive industry know-how."

"The fact that DMK chose us to be their strategic partner further emphasizes our position as an innovative, product-based industry specialist in the market," explains Frank Plechinger, member of the Board of Directors at msg systems ag and the head of Products & Development. "With this project, we will not only be expanding our product portfolio to include a production planning, controlling and planning/forecast solution, we will also be expanding our competence in the dairy processing industry rather considerably. Over the long term we plan to establish this new development as the leading standard solution in its field."

msg systems

msg systems is an independent, internationally-active company group with more than 4,000 employees around the world. The company offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, financial services, insurance, life science & healthcare, public sector, telecommunications & media, travel & logistics, as well as utilities and has acquired an excellent reputation as an industry specialist over the past 30 years.

Within the group independent companies cover the wide variety of industry and issue-based competence: msg systems ag forms the core of the company group and works in close cooperation with the subsidiaries, both on a business and organizational level. This allows the competence, experience and know-how of all the members to be bundled into a holistic solution portfolio with measurable added value for its customers.

msg systems holds 6th place in the ranking of IT consulting and system integration companies in Germany.

GKC Gesellschaft für Kostenrechnung und Controlling Dr. Öttl und Partner GmbH

GKC was founded in 1987. The company focuses exclusively on management consulting for the food industry, with a special focus on in the dairy industry. Its consistent concentration on select industries and fields has allowed GKC to acquire extensive industry-specific business and technical know-how. Its FELIX applications have had a strong influence on the development of planning and controlling within the dairy industry. In the field of management consulting, GKC supports structural developments, performs cost effectiveness studies and appraisals, determines efficiency potential and optimizes business processes. Furthermore, their consultants possess industry expertise that allows them to facilitate the implementation process.

About DMK

Having processed 6.9 billion kilograms of milk to date, DMK Deutsches Milchkontor GmbH is Germany's largest dairy company. DMK works with more than 11,000 active milk producers. The company has 5,700 employees working at 22 different locations, turning milk into fresh dairy products such as fresh milk, yogurt and farmer's cheese, cheese, milk and whey powders for the food industry, as well as baby food, ice cream and health care products. With 4.6 billion Euro in revenue, the company is also one of the top ten in the milk industry in Europe.

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