



PoultrySoft

PS OptiHatch

‘Wanting to do better together’

**REFERENCE CASE POULTRYSOFT
PARTNER: OPTIBRUT GMBH**

Many thanks to:
Tom Groot Koerkamp
Siemen de Jong

Hatchery manager Optibrut
Hatchery manager Optibrut





COMPANY

Optibrut is a producer of day-old chicks intended for the production of poultry meat. They take care of the hatching process from hatching egg to day-old chick. Optibrut can supply a maximum of **1.3 million chicks** per week, which is **approximately 15%** of the Dutch market. The day-old chicks are delivered to Germany, the Netherlands and Belgium.

The company is based in Germany and was founded by Mr. Klaas Knol and Mr. Hans Groot Koerkamp (co-owners). In November 2017, production started in their ultra-modern building. Optibrut is currently part of the Plukon Food Group, which acquired 51% of the shares in 2020.

Optibrut uses the **Early Feeding** concept, which means that the chicks have access to light, water and food immediately upon hatching. Previously, the egg yolk was seen as fuel for the first hours for the day-old chicks. The immediate provision of water and food ensures that the egg yolk is "sucked empty" faster, so that the immune system starts up faster and one gets a stronger chick. This results, among other things, in less use of antibiotics. Optibrut are pioneers in the **"Early Feeding"** concept and are therefore an innovative force in the market.

This reference case was developed in collaboration with Mr. Tom Groot Koerkamp and Mr. Siemen de Jong, both Hatchery manager and site manager at Optibrut.



PROJECT

Tom kicks off, one of the things that makes Optibrut so special is that we want to work as transparently as possible. Transparency is an important part of our vision. In 2016 we started the construction of this special hatchery in Nordhorn. We have been able to reflect the theme of transparency in the building plans. For example, the building has a long glass visitors corridor on the long side of the building. From this visitor's corridor it is possible to see how the various actions come together and are accomplished in our automated process lines. Ultimately, the building was completed, the machines installed and the incubators operational. Then came the next step in the process: the software, adds Siemen.



Siemen: Tracking and traceability is very important in our market. The practical part, such as the planning of the eggs from arrival to the departure of the chicks to the customer, and everything in between, still had to be arranged. Before using **PS OptiHatch** from QF Soft, we used a lot of different excelsheets, maybe 30! I sometimes felt like I was making lists all day long.

Tom: For the incubation process alone, we were filling out several lists, but in a slightly different way. Think of the egg-, candling-, hatch-and transport planning. In addition to planning lists, we also had weekly- and monthly reports that were made by hand. In short, a lot of paper work! All this was a time-consuming job with a bigger risk of mistakes!

That's why we wanted to get rid of that, says Siemen. So we started to look for a system in which the entire hatchery management can be registered. A system from delivery to invoicing, so that we can guarantee the best tracking and traceability. Ultimately, to be able to make clear analyzes from this for us as hatchery managers, and also for senior management.



COLLABORATION

How did the collaboration with QF Soft come about?

Tom: When Siemen and I were offered our current position in March 2018, a new general manager was also appointed at the same time. We presented our case and started looking for a suitable partner. We ended up at QF Soft. The first meeting was with Dennis Lucas, one of the shareholders of QF Soft. During the conversations we quickly noticed that there is a lot of knowledge of our processes within QF Soft.

Why did you choose PoultrySoft from QF Soft?

PoultrySoft's OptiHatch meets our wishes and requirements. Besides the real cultural fit between the companies. The employees of QF Soft understand the market and there is a lot of know-how about the processes within our chain.

Siemen: Additionally, QF Soft can link and compare our data. That's very useful! The data in PoultrySoft is uploaded every day. This provides a dashboard with analyses and graphs about, for example, fertilization vs. hatchability of fertilized eggs, first week mortality compared to the age of the mother animals, and so on. Very important information that provides insight into where we can further improve the process.

How did the collaboration go?

The employees of QF Soft were able to relate to the daily challenges that we had to deal with as Optibrut. So, we didn't have to explain everything. At the beginning of the project, we held joint brainstorming sessions and that resulted in great things! Partly due to the good accessibility and clear communication from the support desk, the process of implementing and going live went very efficiently and properly. You really have to work together and want to do better together, we certainly have that feeling during this collaboration. Tom: As Optibrut we also had several specific wishes that we would like to see reflected in the software. These became some modifications. We now have a system just the way we want it!





RESULT

What was the impact of the implementation on the organization?

Siemen: Tom and I have been involved in all phases of the project. This made the transition less big for us.

Tom: In retrospect, we should have involved our fellow MT member Marion Ohmann from the administration department even earlier in the project in order to have even broader support. However, after a short training period, the administration department was also full of praise about PS OptiHatch. "The link from production to the sales and financial administration saves a lot of time as well as minimizing the chance of making mistakes ". Finally, it was also ideal for audits.

What has QF Soft Optibrut delivered?

- Huge savings in time !; Currently 4 FTEs are working with OptiHatch. They were busy with the registration 1/4th of their working hours. Those registration hours have been reduced by 50%;
- Increased grip and overview of the planning activities within the entire chain;
- The paper flow within the organization has been reduced to a minimum. From the many different lists to one central system where the information is stored in a structured way;
- The probability of errors is almost completely eliminated, and the effect of an incidental error has less impact;
- Excellent tracking and traceability!
- By linking various data, the basis has been made for an extensive dashboard with management information.

Would you recommend PoultrySoft to similar companies?

Yes, it is a good system that really helps us with an overview and control over the planning activities. Implementation of PoultrySoft OptiHatch has resulted in a huge time savings for Optribrut. We have experienced the cooperation as very pleasant during the entire process. In addition, at QF Soft they really know how it works in practice. This makes one an optimal sparring partner. Ultimately, it provides us with an enormous amount of management information (numerics and graphics) on which we can manage the company even better.





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More information?

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