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OVO Vision and Artificial Intelligence (AI)

in conjunction with

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One Supply Chain. One Platform. One Truth.

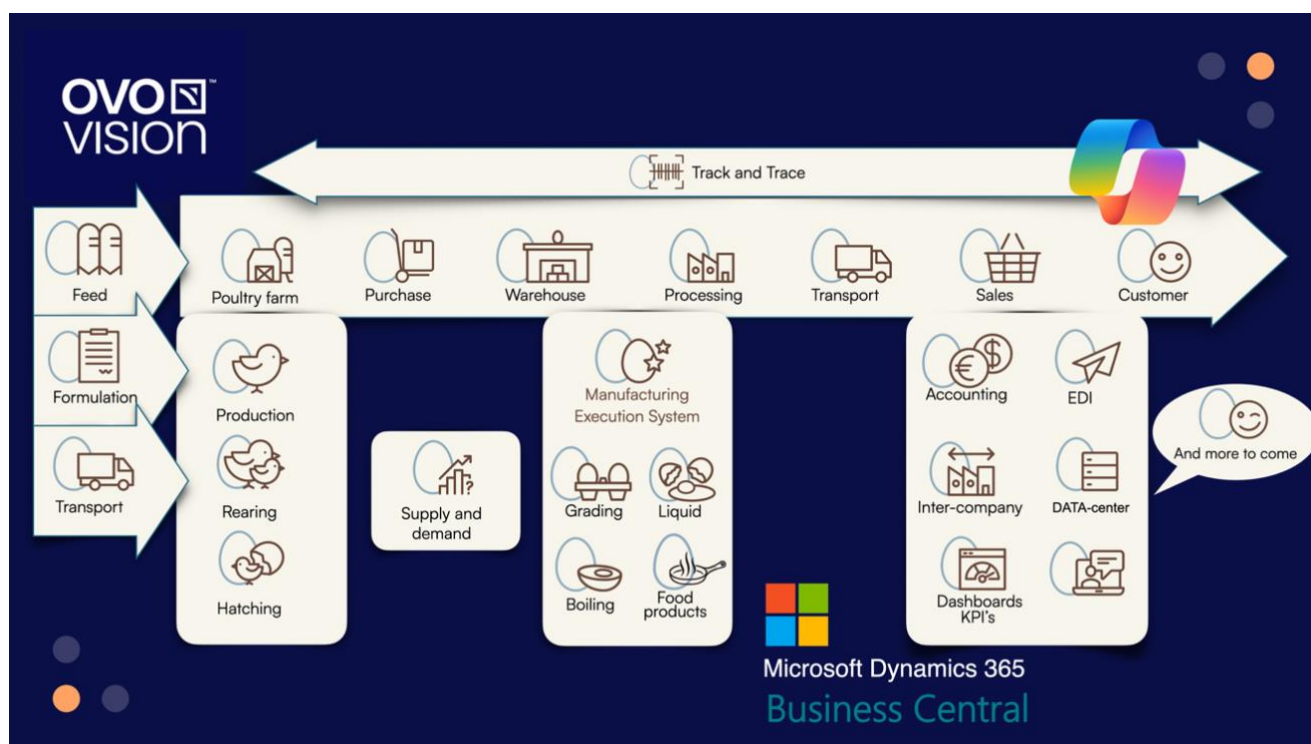
“Everyone is talking about AI, but AI doesn’t fix bad data. If financial, technical, and logistics data are not based on the same reality, all you get is the wrong answer faster.”

That is why digital transformation in the egg and poultry industry should not start with AI. It should start with the foundation underneath it: **connected processes, consistent data and one version of the truth across the entire supply chain.**

This is exactly where the combination of **Microsoft Dynamics 365 Business Central** and **OVO Vision** makes the difference.

Two strengths. One integrated ERP platform.

Microsoft Dynamics 365 Business Central provides the proven ERP foundation: finance, purchasing, sales, inventory, warehouse management, manufacturing, planning and business intelligence.



OVO Vision adds the industry-specific processes and knowledge required to manage the egg and poultry supply chain.

Together, they create something more powerful than two systems connected by interfaces. OVO Vision extends the Business Central environment with the processes, data and logic required by our industry.

The result is an integrated platform in which operational reality and financial reality become part of the **same reality**.

From flock to finance and everything in between

The egg supply chain is highly interconnected.

What happens in the flock eventually affects grading, inventory, planning, sales, logistics and financial performance. A change in egg production can influence available supply. Changes in supply affect grading and packing requirements. Customer demand determines what needs to be packed, purchased, produced or transferred. Logistics determine when and how products reach customers.

And every one of those activities ultimately has a financial consequence.

When these processes are managed in separate systems, data has to move between applications. Interfaces need to be maintained, information must be synchronized and different departments can end up looking at different versions of the same business.

With OVO Vision and Business Central, these processes can be brought together.

Not as isolated islands, but as parts of one connected supply chain.

The same transaction. Different perspectives. The same truth.

This is where integration becomes strategically important.

A sales order is not just information for the sales department. It creates demand that can influence inventory, production, packing, purchasing and logistics.

Egg production is not just technical information from a farm. It represents available supply, inventory, expected production, product flows and ultimately financial value.

A delivery is not just a logistics transaction. It is connected to the customer order, inventory movement, traceability and financial transaction.

Because these processes are connected, management does not have to reconcile separate versions of reality afterwards.

Operations see quantities. Logistics sees movements. Sales sees commitments. Finance sees value. Management sees the complete business.

And they are all looking at the same underlying transactions.



Connecting physical flow, information flow and financial flow

For us, true ERP integration means connecting three flows:

The physical flow

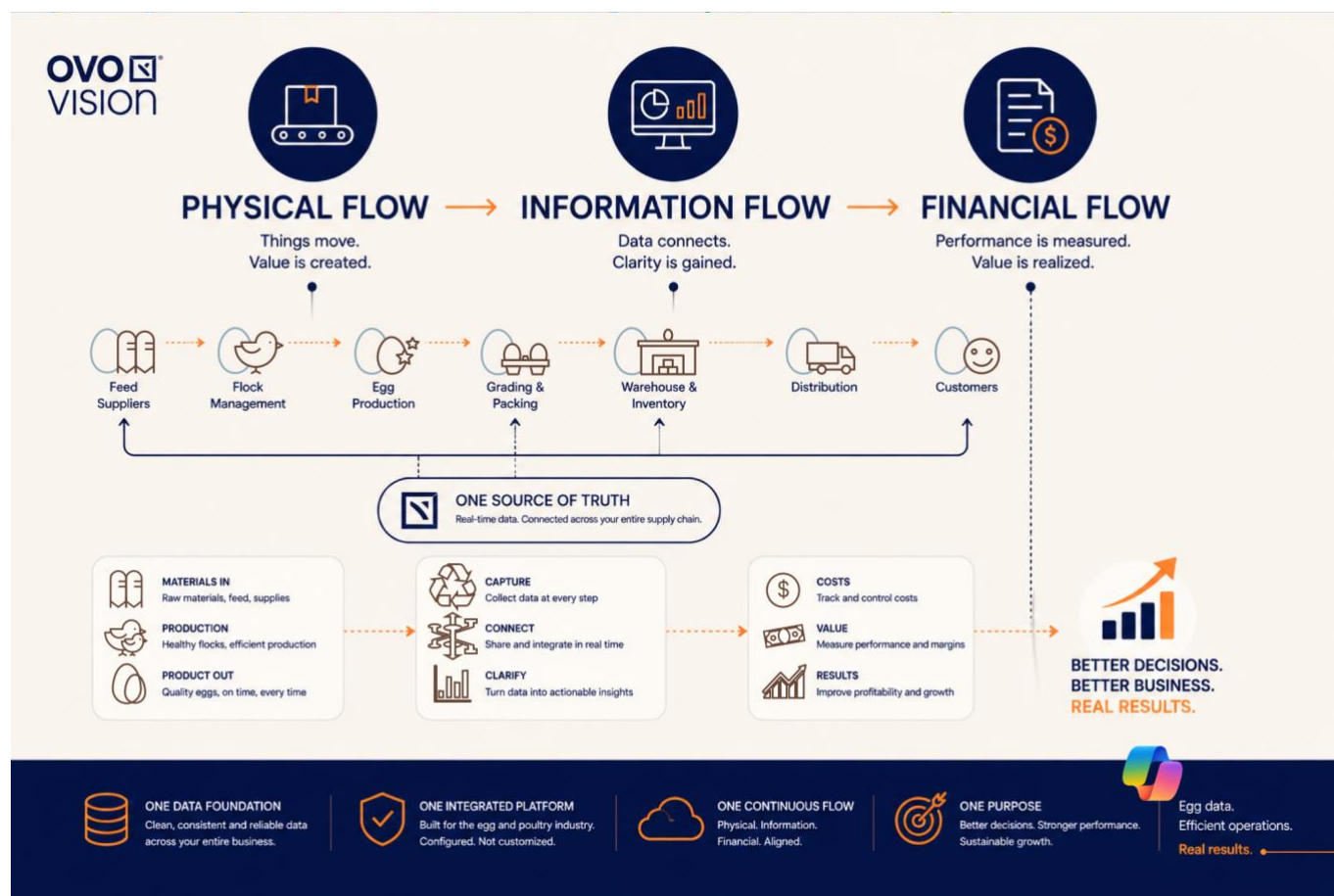
Eggs, feed, packaging materials, finished products and other goods moving through the supply chain.

The information flow

Flock data, production data, quality information, grading results, inventory, forecasts, customer demand, orders, traceability and logistics.

The financial flow

Costs, revenues, inventory valuation, purchasing, invoicing, margins and profitability.



When these three flows are connected, an ERP system becomes more than an administrative system.

It becomes a **management platform**.

Management can move from asking “*What happened?*” to understanding “*Why did it happen, what is happening now, and what should we do next?*”

Built on the Microsoft ecosystem

The technology behind the platform is equally important.

Business Central is part of the Microsoft Dynamics 365 ecosystem and can connect with technologies such as Microsoft 365, Power BI, Power Automate, Power Apps and Copilot.

Business Central also provides modern API capabilities, allowing external applications, equipment and specialized solutions to exchange information with the OVO Vision / ERP environment.

For an egg business, this creates opportunities to connect not only administrative processes but also operational technology: grading equipment, production environments, warehouse solutions, mobile applications, logistics systems, EDI and other industry-specific data sources.

Instead of building another information silo, these technologies can contribute to the same integrated data environment.



A stronger foundation for AI

And this brings us back to AI.

AI becomes much more valuable when it can work with connected, structured and reliable business information.

Imagine asking:

What will happen to our margins if egg production falls while customer demand remains unchanged?

Or:

Which customer commitments are at risk based on expected flock production, current inventory and planned supply?

Or:

Where are we losing margin between production, grading, packing and delivery?

Answering these questions properly requires more than an AI model.

It requires technical, operational, logistics and financial data to have context and to be connected.

AI does not create that foundation. ERP does.

And the better the ERP foundation, the more valuable AI, analytics and automation can become.

Industry depth without giving up ERP strength

Companies traditionally face a difficult ERP choice.

Choose a broad standard ERP solution and accept that it may not understand the specific processes of the egg industry. Or choose highly specialized applications and accept multiple databases, interfaces and information silos.

The combination of Microsoft Dynamics 365 Business Central and OVO Vision offers a different approach.

This allows an organization to benefit from Microsoft's continuously evolving technology platform while working with processes designed around the realities of the egg and poultry industry.

One platform. One supply chain. One truth.

The real value of ERP is not having every department use software.



It is having the entire organization operate from the **same business reality**.

From flock management to customer delivery.

From physical product to financial result.

From operational detail to management information.

That is the strength of combining **Microsoft Dynamics 365 Business Central** with **OVO Vision**.

One integrated platform for the egg and poultry supply chain.

One source of information.

One version of the truth.

And a solid foundation for whatever comes next.

