

9-2026

Best of bread and Artificial Intelligence (AI)

in conjunction with

Egg and Poultry industry

OVO-VISION.COM

info@ovo-vision.com

+31475343180

OVO  TM
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AI is only as integrated as the business behind it

Everyone is talking about AI. But connecting AI to disconnected systems does not create an integrated business. It can simply make fragmented decisions faster.

For companies in the egg and poultry industry, this distinction is becoming increasingly important.

Over the years, many organizations have built their IT landscape around specialized applications. One system manages flocks. Another receives ungraded eggs. Production runs in a separate application. Warehouse information is stored elsewhere. Sales has its own processes, logistics uses another solution, and finance ultimately receives the transactions required to calculate the financial result.

Individually, these systems may work perfectly well. They even call themselves “best of breed”

The problem starts when AI is expected to understand the **business as a whole**.

AI sees data. Management needs context.

Imagine a company wants to use AI to predict whether it can fulfil customer demand over the next six weeks.

The AI needs much more than sales orders.

It needs expected flock production, historical laying performance, egg sizes and grades, current inventory, grading capacity, production plans, purchase commitments, customer contracts, transport capacity, product specifications and possibly feed or flock-related information.

And eventually, management does not only want to know:

“Can we supply the customer?”

It also wants to know:

“Should we?”

That second question requires financial context. What will it cost? What margin will we make? Do we need to buy additional eggs? What happens to inventory? Which alternative allocation creates more value?





Suddenly, AI needs to understand the relationship between **physical flow, information flow and financial flow**.

And that is where fragmented system landscapes become problematic.

Multiple systems can mean multiple versions of reality

Consider something as simple as available egg inventory.

The grading system may report what was graded.

The warehouse system knows what is physically available.

Sales sees what has already been committed to customers.

Production planning considers what will be required tomorrow.

Finance may value that inventory using another set of transactions and rules.

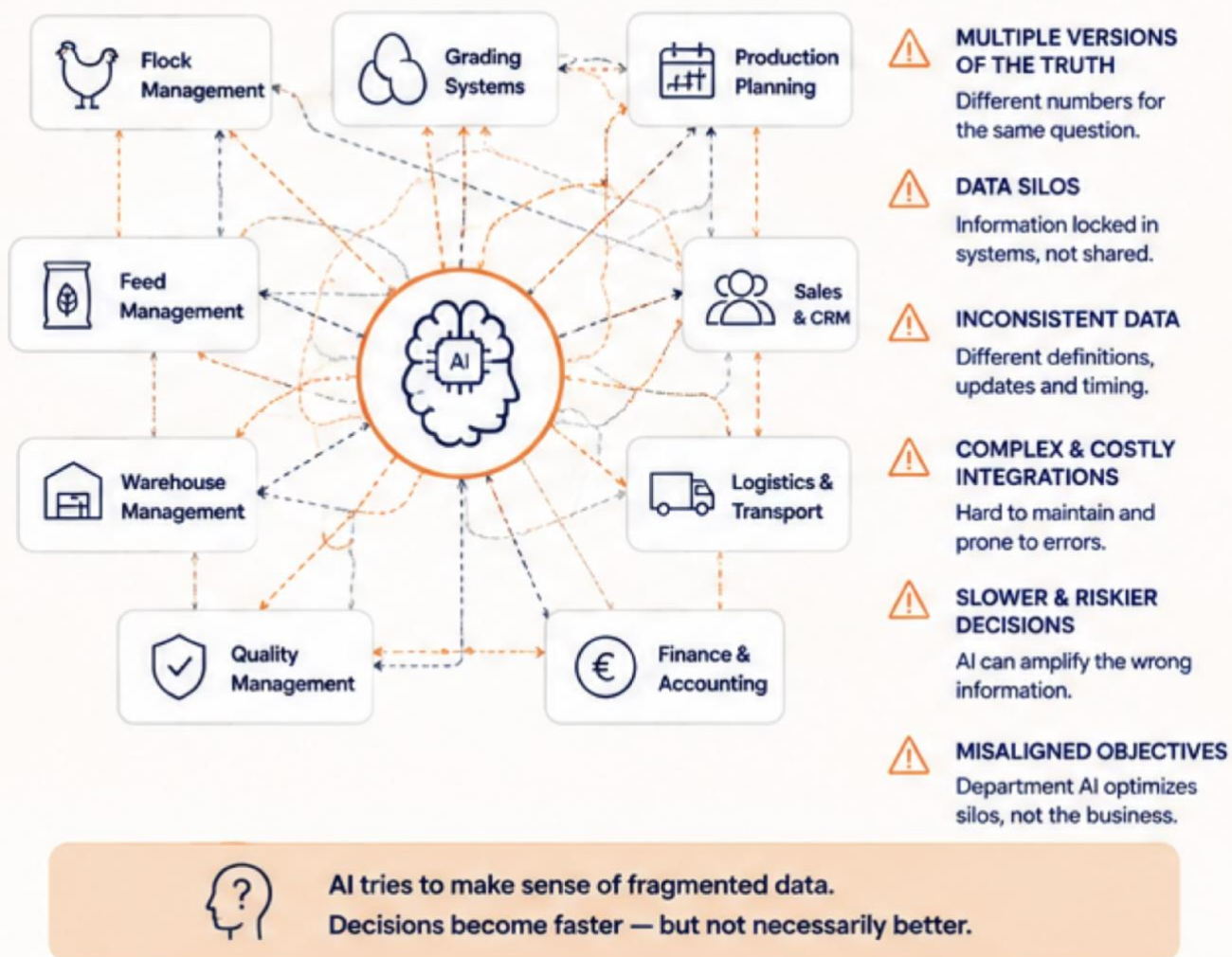
All these numbers can be correct **within their own context** and still produce different answers to the same business question.

AI does not automatically solve this.

Before AI can reason across these systems, data needs to be extracted, interpreted, mapped, synchronized and reconciled. Definitions need to be aligned. Timing differences need to be understood. Master data must correspond. Interfaces must continue to work.

Otherwise, AI can combine information that looks compatible but actually describes different moments, definitions or business events.

THE RISK OF AI ACROSS DISCONNECTED SYSTEMS



The danger is not necessarily that AI has too little data.

The danger is that it has a lot of data without one common business context.

An interface connects systems. It does not automatically create one truth.

This is an important distinction.

Modern APIs, integration platforms and data lakes make it technically possible to connect almost anything.

But technical connectivity is not the same as process integration.

If one system defines a flock, item, batch, customer, location or production transaction differently from another system, an API can transfer that difference perfectly.

If inventory is updated immediately in one system but every 30 minutes in another, both datasets can technically be correct while describing a different reality.

If a correction is made in production but does not propagate consistently into inventory and finance, AI may analyze a business situation that never actually existed.

The more systems involved, the more important **data governance, master-data consistency, transaction semantics and synchronization** become.

And with AI, these weaknesses can become more consequential because decisions can be generated and acted upon much faster.



Integration changes the starting point

An integrated ERP approach starts from a fundamentally different position.

Instead of first creating separate operational realities and subsequently trying to reconstruct one corporate reality through interfaces, data platforms and AI, processes share a common transactional foundation.

A flock event can influence expected supply.

Expected supply can influence planning.

Planning can influence grading, processing and purchasing.

Customer demand influences allocation and logistics.

Physical movements influence inventory.

And those transactions ultimately connect to costs, revenue, margin and financial reporting.



Different departments still have different perspectives — as they should.

Operations sees production.

Sales sees commitments.

Logistics sees movement.

Finance sees value.

Management sees performance.

But underneath those perspectives sits the **same business reality**.

That distinction becomes extremely powerful when AI is added.

AI should be the intelligence layer — not the integration layer

There is a temptation to use AI to compensate for years of fragmented IT architecture.

AI can certainly help interpret and combine information from different sources. But relying on AI to determine which of several conflicting datasets represents reality introduces unnecessary uncertainty into exactly the decisions where organizations want more confidence.

A stronger architecture reverses that logic:

First integrate the business.

Then structure and connect the data.

Then apply AI.

In that model, AI does not have to spend its intelligence trying to reconstruct what happened.

It can use its intelligence to determine **what it means and what should happen next**.



This is where OVO Vision and Microsoft Dynamics 365 Business Central make the difference

Microsoft Dynamics 365 Business Central provides the ERP foundation across areas such as finance, purchasing, sales, inventory, warehouse management, planning and production.

OVO Vision adds the industry-specific processes and data structures required throughout the egg and poultry supply chain.

The objective is not simply to put more functionality into one system.

It is to connect the relationships between **flock, egg production, grading, processing, quality, inventory, purchasing, sales, logistics and finance.**

That creates something increasingly valuable in an AI-driven world:

One Business Reality.



One integrated supply chain.

One consistent data foundation.

Different perspectives on the business — but **one version of the truth underneath them.**

And that changes the role of AI completely.

Instead of asking AI to make sense of fragmented systems, you can ask it to make sense of your **business**.

Because AI does not fix fragmentation.

It amplifies the quality of the foundation you give it.

And when decisions become faster and increasingly automated, that foundation may become one of the most important assets an egg and poultry company has.

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