9-2026

Can AI make every department smart

in conjunction with

Egg and Poultry industry

OVO-VISION.COM

info@ovo-vision.com

+31475343180

From data silos to AI silos

AI can make every department smarter. But that does not automatically make the business smarter.

Artificial Intelligence is rapidly finding its way into the egg and poultry industry. Feed optimization, flock performance, production forecasting, grading, inventory management, logistics, sales and finance can all benefit from AI.

The opportunity is significant. But so is a less obvious risk: **AI silos**.

When AI is introduced separately across different applications and departments, companies can unintentionally add a new layer of fragmentation to an already fragmented IT landscape.

Each AI solution may be intelligent on its own. Together, however, they may not understand the business.

Individually smart. Together disconnected.

Imagine six AI solutions operating independently.

The feed system uses AI to reduce feed costs. The flock management system tries to maximize production. The grading system optimizes yield. Warehouse AI minimizes inventory. Sales AI prioritizes customer demand. Finance AI focuses on margins and profitability.

Every AI solution is doing exactly what it was designed to do.

But what is best for one part of the organization is not necessarily best for the company as a whole.

Reducing inventory, for example, may appear efficient from a warehouse perspective. But if expected flock production is lower than forecast while sales commitments are increasing, that same decision could create shortages, additional purchases or missed customer commitments.

Similarly, maximizing egg production does not automatically maximize profitability. Egg size distribution, quality, grading results, customer demand, contract prices, packaging requirements, external purchasing and logistics costs all influence the eventual financial result.

Local optimization is not the same as business optimization.

That is the fundamental problem with AI silos.

Different AI systems can create different truths

The issue becomes more serious when each AI solution works from its own data source.

One application knows how many eggs have been produced. Another knows what has been graded. The warehouse knows what is physically available. Sales knows what has already been committed. Planning knows what will be required. Finance knows the value and costs associated with those transactions.

An AI model working only with sales data may reach one conclusion. An AI model using production data may reach another. Finance may see the same situation differently again.

None of those answers necessarily has to be wrong.

They may simply be based on **different versions of the business reality**.

This is an important distinction because AI can make an answer appear highly convincing. The analysis may be sophisticated, the dashboard impressive and the recommendation very precise. But if the underlying information is incomplete, differently defined or out of sync, precision does not equal correctness.

AI does not eliminate inconsistent data. It can make inconsistent data more influential.

The problem grows as AI becomes more autonomous

Today, many companies still use AI primarily to analyze information or support employees. A person remains responsible for interpreting the recommendation and taking action.

That will increasingly change.

AI agents will be able to perform tasks, initiate workflows and interact with other systems. An AI agent might propose purchases, adjust planning, identify inventory shortages, prioritize customer orders or flag margin exceptions.

At that point, the quality of the underlying integration becomes even more important.

When an employee receives conflicting information from two systems, that employee may notice something is wrong and investigate.

When multiple AI agents act independently on different datasets, one AI system could potentially respond to an action initiated by another without either having the complete business context.

The result can become **automation of fragmentation rather than automation of the business**.

The faster AI becomes, the more important it becomes that all AI operates from a common foundation.

AI needs business context, not just data

This is particularly relevant in the egg and poultry industry because processes are highly interconnected.

A change in flock performance can influence expected egg supply. That affects grading volumes and size distribution. This influences inventory availability, production planning and purchasing requirements. Those changes affect customer commitments, logistics and ultimately revenue, costs and margins.

To make a genuinely intelligent recommendation, AI needs to understand these relationships.

For example, management might ask:

“Should we accept this additional customer order?”

A sales-focused AI might answer *yes* because there is demand and the price looks attractive.

But an AI with full business context can ask much more:

Do we have the required eggs available?
If not, will our flocks produce them in time?
Do we expect the right size distribution?
Can grading and packing handle the additional volume?
Do we need to purchase eggs externally?
What will that do to the margin?
Do we have sufficient packaging materials?
Can logistics deliver on time?
Does accepting this order affect existing customer commitments?

Only after connecting those questions does AI start supporting the **business decision**, rather than simply supporting one department.

More interfaces do not necessarily solve the problem

It is technically possible to connect separate applications through APIs, middleware, data lakes and integration platforms.

And in many situations, that is necessary.

But connecting systems is not automatically the same as creating a common business context.

If two systems use different product definitions, batch structures, units, timestamps or master data, an interface can transfer that inconsistency perfectly.

The technical connection may work while the semantic connection does not.

For AI, that distinction matters enormously.

Before AI can reliably reason across multiple independent systems, somebody has to determine which data is authoritative, how entities relate to each other, when information is synchronized and what each transaction actually means.

The more fragmented the landscape, the more effort is required to reconstruct that context.

OVO Vision starts from the opposite direction

The philosophy behind OVO Vision is fundamentally different.

Rather than creating separate islands of information and asking AI to connect them afterwards, OVO Vision brings the core processes of an egg and poultry company together on an integrated ERP foundation based on **Microsoft Dynamics 365 Business Central**.

Industry-specific processes such as flock management, egg production, grading and processing, quality, traceability and other egg and poultry functionality can be connected with purchasing, inventory, warehouse, sales, logistics and finance. This creates an important difference.

There may still be many processes, departments, machines, applications and data sources.

But there does not have to be a separate **business reality** for each of them.

One platform. One Business Reality.

For AI, this means that a question about production can be understood in the context of inventory.

Inventory can be understood in the context of sales commitments.

Sales can be related to purchasing and logistics.

And operational decisions can ultimately be connected to their financial consequences.

That is a much richer foundation for intelligence.

From departmental AI to business AI

The real opportunity is therefore not simply to add AI to every department.

It is to allow AI to reason across the relationships between departments.

Instead of:

AI for Feed + AI for Flock + AI for Grading + AI for Warehouse + AI for Sales + AI for Finance

the ambition should be:

AI for the Business.

That does not mean every AI function has to be identical or centralized. Specialized AI models will continue to have an important role. A forecasting model and a financial analysis model solve very different problems.

What should be shared is the **business foundation underneath them**.

The same customers.
The same products.
The same inventory.
The same production reality.

The same transactions.
The same financial consequences.

Different intelligence — **one business reality**.

The competitive advantage will not be AI alone

In the coming years, access to AI itself is unlikely to be the biggest differentiator. Powerful AI capabilities will become increasingly available to almost every company.

The differentiator will be what companies are able to give AI access to — and how well that information represents their actual business.

A fragmented company can have extremely powerful AI and still spend enormous effort trying to establish which information is correct.

An integrated company starts from a different position.

Its AI can spend less effort **reconstructing the business** and more effort **improving the business**.

And that may ultimately be the most important difference:

AI silos make individual processes smarter.
Integrated AI has the potential to make the entire business smarter.