



## Celtic Sea Minerals

### Situation:

Celtic Sea Minerals has its head office in Curraghbinny, Carrigaline, Co. Cork. It also has Manufacturing/Processing operations in Casteltownbere, County Cork and Arnarfjordur, a fiord in the north west of Iceland. It has sales operations in the UK and also sells its products through distributors worldwide.

Celtic Sea Minerals harvest calcareous marine algae from the sea bed off the coasts of Ireland and Iceland and uses this raw material to produce various animal nutrition and hygiene products. The reserves off the coast of Ireland are limited in volume and it was important for the business to be able to harness much greater volumes of source material which they discovered off the coast of Iceland.

### Solution:

To enable the geographically spread nature of the business, Celtic Sea Minerals selected ProStrategy to implement an ERP solution based on Microsoft's Dynamics NAV. The solution provides a seamless operation involving multiple sites in remote areas. It also provides a fully integrated solution for Manufacturing, Supply Chain Management, Sales, Marketing and Finances. The solution links its operations in Iceland, Casteltownbere and Curraghbinny and will be expanded into its UK operation in the future.

Some of the challenges involved the batch/lot tracking of product shipped from Iceland to Castletownbere. Lot identifiers on large one tonne bags needed to be robust and to withstand rough handling and heavy seas. The operation in Casteltownbere needed to process this information using scanners that were geographically distant from the installed ERP solution. ProStrategy worked with Celtic Sea to develop a robust scanning solution based on HTML and Web Services that enabled the operation in Casteltownbere to process live data back and forth between sites.



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### Benefits:

The solution has resulted in the ongoing viability of the operation in Castletownbere at a time when availability of raw materials in the Irish Sea is reducing. Castletownbere remains a pivotal processing centre for materials harvested in Iceland and a distribution centre for worldwide sales. As the company continues to grow there is potential for further job creation in both Curraghbinny and Castletownbere.

### Conclusion:

The connected nature of the operation between Iceland and the two Cork sites links the operation, digitally, to the company's worldwide partners and ensures good quality control for all shipped products. The deployment of the new solution has resulted in increased efficiencies which allows Celtic Sea Minerals to remain competitive in a global market.

### [More about ProStrategy](#)

ProStrategy are bringing Microsoft Dynamics NAV based ERP solutions to our customers for over fifteen years. Dynamics NAV works like the familiar Microsoft Office tools you already use, working seamlessly with Outlook, Word, and Excel to help you complete common tasks right from your Inbox. And you get the same powerful capabilities across iOS, Android, and Windows platforms for a consistent, more secure experience across your desktop, laptop, and mobile device. So you get things done wherever you need to work.

### [More about Celtic Sea](#)

Celtic Sea Minerals specialise in the research, sustainable processing, sales and distribution of marine algae products into the global animal production industry. In 1991 harvesting of marine algae began in the Celtic Sea off the west Cork coast and hence the company became known as Celtic Sea Minerals. Today they sell and distribute their products to dairy, beef, pig, and poultry farmers in over 40 countries globally.



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