Aptean Food & Beverage ERP

Fresherized Foods Utilizes Industry-Specific ERP Features To Excel in Inventory Management, Traceability, Food Safety and Sales

Industry
Food & Beverage

Challenges

- Siloed inventory systems limited visibility
- Struggling to accommodate last-minute order changes
- Difficulty balancing supply and demand

Benefits

- Better grasp of sales analytics and product costing
- Greater inventory accuracy and enhanced insight
- Solid support for ongoing food safety procedures

Based in Saginaw, Texas, Fresherized Foods, a global leader in food processing technology, provides food service and retail customers a number of products. The brand's well-known Wholly Guacamole and Wholly Salsa products are made using high-pressure processing, or "fresherization," to create its line of fresh dip products while ensuring the highest level of food safety.

The company, which operates facilities in Texas, Mexico, Chile and Peru, prides itself on delivering the freshest and highest-quality products.

Outdated Methods and Systems Holding Back Growth

As Fresherized Foods grew, its existing business system wasn't keeping pace. And that meant there was room for improvement. Inventory was kept in separate pods of Excel files. There wasn't one global inventory system; everyone used their own system.

"No one, unless he was directly in charge of a certain portion of the inventory, could go to one place and see how much stock was on hand, whether it was raw material or finished goods," said Drew Winborn, Fresherized Foods finance analyst.

In order to determine exactly how much inventory was on hand in the company's various locations, an employee from each location would have to actually count the inventory.



Late modifications of sales orders created the biggest problems for Fresherized Foods. If a customer wanted more or less of a product at the last minute, it put the business in a bind because it was difficult to know the exact correct adjustment that needed to be made to the production schedule.

“Our products have a 30-day guaranteed shelf life,” Winborn said. “They are manufactured with a 42-day shelf life. That gives us 12 days to manufacture the products and get them to the customer. You’re talking about very little room for error.”

“And you couldn’t go into the system to see what we needed to order,” Winborn continued. “It was extremely inefficient and very labor-intensive. We all did a good job at it, after we got used to it, but we knew we needed a change.”

The old system did enable Winborn to create a report that indicated how much demand the company had for each item. But the inventory side of it was homegrown and extremely raw. It contained the shipment date and the number of cases by item that were going to ship on any given day.

“It would take all the sales order demand and group it by location, shipping date and item,” said Winborn. “It was better than 100% manual, but that doesn’t do much for you when you had to figure out how many cases you needed to replenish your inventory while taking into consideration the daily demand, quantity on-hand, quantity in-transit and quantity on the production floor.”

“There was no comprehensive way to see what the demand was after taking all those factors into account,” he concluded.

Locking Down the Tools Necessary for Optimal Operations

What Fresherized Foods needed was a real-time inventory system that was tied into the accounting system. After visiting another Aptean Food & Beverage ERP customer, the company's leaders were convinced that the provider's software and dedicated support would help improve operations.

"We were looking for a solution that would handle inventory, and we also needed something that was as good as it could get on the traceability side," Winborn said. "We needed a quick way that was reliable."

"If a customer gave us a location, a lot number and an item code, we wanted to be able to go to one place and find when it was produced and what the components were in a matter of minutes. That was key," he continued. "Inventory was a huge driver, but the quality control and more comprehensive traceability was what put it over the top."

Winborn said his company didn't see any other system that fit the bill like Aptean Food & Beverage ERP that were also based on Microsoft Dynamics 365 Business Central.

"The way you can filter and see all the components relatively instantly, it was the best we'd seen," he said. "Any other system that was close to the traceability side was not user-friendly on the accounting side. But Aptean Food & Beverage ERP is a very accounting-friendly ERP system."

Realizing the Rewards of Purpose-Built Solution Implementation

The benefits of implementing Aptean Food & Beverage ERP for Fresherized Foods included lot traceability and having inventory information readily available. The solution gave the company a much stronger handle on sales analysis and product costing, and it helped support Fresherized Foods' robust food safety programs.

"We have the information we need to be able to make split-second decisions," Winborn said. "And on the accounting side, it's now linked with inventory, which gives us the ability to have cost accounting based on the actual cost experienced by item at the end of each period."

"We can see the cost of each case based on the real quantities and costs of the components that are inside every finished good," Winborn continued. "We also have a report that Aptean built specifically for our needs, and it lines all the sales orders up by delivery date and allocates the correct inventory for them based on each item's guaranteed shelf life to the customer. This creates extremely efficient inventory turns."

To reduce manual entry errors in its warehouse, Fresherized Foods plans to implement warehouse scanning to record its inventory.

"Although inventory errors are currently at an all-time low, there is always room for improvement," Winborn said. "We're going to have scanning when it comes off the finished goods line so it will be automatically put into inventory instead of manually key entered.

"We're also going to scan in pallets of raw materials as they are received," he continued. "Hopefully that will reduce errors even further."



Are You Ready to **Learn More?**

Contact us at **info@aptean.com** or visit **www.aptean.com**.

aptean Ready for What's Next, Now®

About Aptean

Aptean is one of the world's leading providers of purpose-built, industry-specific software that helps manufacturers and distributors effectively run and grow their businesses. With both cloud and on-premise deployment options, Aptean's products, services and unmatched expertise help businesses of all sizes to be Ready for What's Next, Now®. Aptean is headquartered in Alpharetta, Georgia and has offices in North America, Europe and Asia-Pacific.

To learn more about Aptean and the markets we serve, visit **www.aptean.com**.

Copyright © Aptean 2023. All rights reserved.