

Spice Manufacturer R.L. Schreiber Modernizes and Moves Forward with Aptean Food & Beverage ERP



Industry

Food & Beverage

Challenges

- » Hard to stay up to date with technological advancements

Benefits

- » A single source of information for all areas of the business
- » System that can be hosted entirely in the cloud

R.L. Schreiber is a manufacturer and distributor of quality flavor bases, seasonings, herbs, spices and culinary items. Founded in Fort Lauderdale, Florida, and now operating a manufacturing plant in Kentucky, the business has been crafting and distributing products to the foodservice industry since the late 1960s and recently celebrated its 50th anniversary.

Such a long history means the organization has decades of valuable experience in their sector, but it also has made staying up to date with technological advancements and continuously reevaluating current processes a daunting task.

That's where Yorck Haase, IT Director, comes in. Knowing that technology is the key to success and growth for today's food manufacturing companies, Haase has prioritized getting R.L. Schreiber fully up-to-date on that front by putting in place modern tools and systems to streamline operations.

Tackling the Technology Stack

Haase's first hurdle was to implement dedicated processes, procedures and standards that not only ensured that the company's strict quality requirements were met, but also promoted fluid, efficient workflows between departments. That necessitated removing obstacles that stood in the way of sales targets or that didn't properly contribute to company-wide communication.



Part of this process for Haase included increasing the ways R.L. Schreiber utilizes its food-specific ERP software, Aptean Food & Beverage ERP. The business has been an Aptean customer since 2010 and uses the system to monitor production, quality checks and traceability.

It also helps Haase and his team create a single source of information for all areas of the business including finance, forecasting, planning, procurement and sales, which ensures data integrity and increased visibility into the business. And now, he's looking to utilize the solution for its analytics and data visualization features, which can create reports and dashboards with considerable levels of detail.

"That's one of the areas where IT can be a major contributor," Haase said in an interview with Toggle Magazine.

The fact that Aptean Food and Beverage ERP can also be hosted entirely within the cloud is another major benefit of the system that Haase is quick to point out. What's more, the system also allows the organization to better manage relationships with more than 100 independent purveyors in their network.

Fully Prepared for Progress

Next on Haase's to-do list is improving R.L. Schreiber's ecommerce presence, implementing a customer relationship management program and modernizing the company's mobile sales software. There's also the matter of addressing their social media presence and aligning their efforts through those channels with larger organization-wide goals.

"I felt that piece was integral to increasing online brand awareness," Haase told Toggle.

Going forward, Haase will be leveraging his expertise to keep the company moving forward with technological developments as they arise. He recognizes the importance that has for the business, as well as what his role should be in R.L. Schreiber's future.

"It used to be that if you were a good programmer or engineer or system administrator, you could work anywhere," Haase told Toggle. "Companies today are becoming more selective in the types of people they have working in their industry."

"It's one thing to know the technology; it's another to understand their needs and deliver on them," he concludes.

To learn more about Aptean Food & Beverage ERP and how it can modernize your food business's operations, **contact us** today.



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