**Aptean Food & Beverage ERP**

# Six Challenges of Frozen Food Producers Solved by Software

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As a player in the competitive frozen food industry, your business needs every advantage in order to grow and enable sales. You've got to have the right tools to manage inventory, nurture relationships with partners and ensure maximum efficiency.

Here are six of the biggest pain points for frozen food manufacturers and the ways in which technology can help solve the problems they present.

## 1. Inaccurate Inventory Control

If you don't have a good understanding of what you have and what you need, how can you act with the agility and confidence it takes to seize opportunities and avoid pitfalls? This is why you need to have complete visibility of your inventory, as well as details like shelf life and expiry.

Purpose-built enterprise resource planning (ERP) solutions give you total ownership over your resources. With the right platform in place, you can really own your inventory data from the start of the supply chain to the end.

## 2. Lack of Communication Between Tools

When departments and systems operate within their own silos, lines get crossed and efficiency suffers. That sort of disjointed approach will compromise sales and fulfillment and hamper your business.

One of the greatest strengths of good ERP solutions is their ability to integrate all of your processes and teams—they let you operate from a "single version of the truth." This is critical when you need to quickly analyze information for a critical decision.

# 3. Tight Profit Margins

With companies competing to grab their share of the market, profit margins for frozen food businesses can be razor-thin. You've got to be as lean and streamlined as possible to get the most out of your procedures and products.

Food-specific ERP solutions can help you do just that. By employing smart automations and robust data visualizations, your business can fulfill orders faster, spend less on labor and minimize downtime—all of which serve to maximize revenue and cut back on unnecessary expenses.

# 4. Strict Industry and Government Standards

National governments around the world have established their own standards and regulations for food products to protect consumers. This isn't an area where you can compromise, as penalties and recalls can cripple your operations when they arise.

ERP systems can't guarantee full compliance in every instance, but they can do a lot of the heavy lifting when it comes to making sure your products and operations are meeting all requirements. By properly configuring the important parameters and implementing regular checks for the various regulatory considerations, your business can minimize risks.

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# 5. Consumer Demand for Sustainability

A good product at a reasonable price is a good starting point, but your customers likely are looking for more from the companies they support. A commitment to sustainability—including but not limited to recycling and using eco-friendly materials—can help separate your business from the rest of the pack.

How does an ERP solution help lessen your environmental footprint? First off, everything is stored and transmitted digitally, so there's no more need for paper reports and logs. That alone is a huge improvement over older methods of record keeping.

# 6. Restricted Sales Teams

Outdated systems that function from on-site servers can really hinder your sales efforts. Today's teams need to be able to access their files and systems no matter where they are and regardless of what device they're using.

Again, ERP platforms built for the food industry can help. The best offer cloud hosting and functionality, meaning your employees are never without the tools they need to do business, and that goes a long way in not only securing more sales but also keeping existing customers happy.

## Equip Your Business with the Best

If you want your frozen food business to rise to the top, it's clear that an industry-specific ERP solution can help you get there. **This** is just one example of a frozen bakery company utilizing the technology to overcome its challenges with the right software.
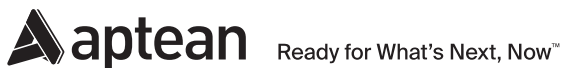
When you're ready to learn more and find out What's Next, Now, contact us **here**.

# Are You Ready to
# **Learn More?**

Interested to see how Aptean Food & Beverage ERP can help you better manage your food company?

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

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