

Fresh Insights for Fresh Produce Businesses

aptean Ready for What's Next, Now

In the challenging and fast-paced world of fresh produce, profit margins are even more slim than the historically low figures seen in the larger food and beverage industry.

But money matters aren't all that's on the mind of the decision-makers in this segment. Our research revealed five other hot topics for fresh produce companies.

Fortunately, our fully scalable, cloud-native and industry-specific solution has purpose-built features to help you deal with each of these unique considerations.



Artificial Intelligence

is more than just a buzzword - it's already **creating a significant competitive advantage** for businesses that use it.



56% of fresh produce businesses have **already implemented** or are in the **process of implementing AI**.



The primary benefit of AI is **enhanced innovation and development capabilities**.

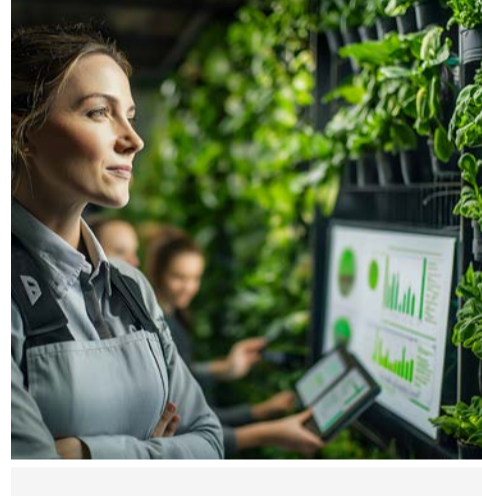


The complexity of AI technologies is the **biggest barrier to their adoption**.

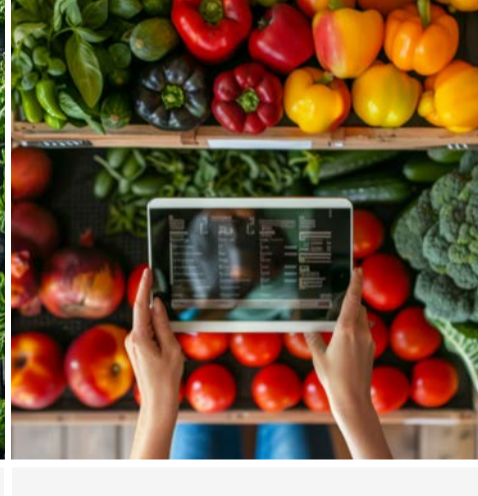
Aptean Fresh Produce ERP, the next generation of Produce Pro Software, provides **embedded AI capabilities**, including an **intelligent chatbot assistant**, **eDocument mapping**, **sales forecasting** and **late payment prediction**.

Cloud Migration

has proven to be a **beneficial move for ERP users** and improves **cybersecurity, reliability, scalability and accessibility**.



64% of fresh produce companies are **moving or have already moved their ERP to the cloud**.



Another 21% of are **investigating migration of their ERP to the cloud**.



Increased accessibility is the top driver for cloud adoption.

Aptean Fresh Produce ERP is a **cloud-first solution** and hosted in Microsoft's **Azure Cloud**, the most secure and stable on the planet.

Finding New Customers

was named the **primary focus area** for fresh produce businesses.



64%

of fresh produce companies say **technology will be critical for expanding into new markets and sectors**.

Aptean Fresh Produce ERP's flexible trade management functionalities allow you to accommodate more customers with agreements that work for both parties.

Aligning Production Schedules With Inventory

was the **top motivation** for investing in technology among fresh produce companies.



60%

of fresh produce businesses **automate the management of production processes and volumes**.

Aptean Fresh Produce ERP facilitates **production planning with trading board capabilities** that provide detailed inventory visibility.

Automation

helps **improve productivity** by eliminating the need to conduct tedious manual processes.



72%

of fresh produce companies **automate quoting and estimating processes**.

Aptean Fresh Produce ERP comes with **robust automations** across multiple operational areas out of the box, enabling **greater efficiency** and enabling your staff to contribute more to high-value projects.



Ready to learn more about **Aptean Fresh Produce ERP**, **The Next Generation of Produce Pro Software**, and how it supports fresh produce businesses?

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