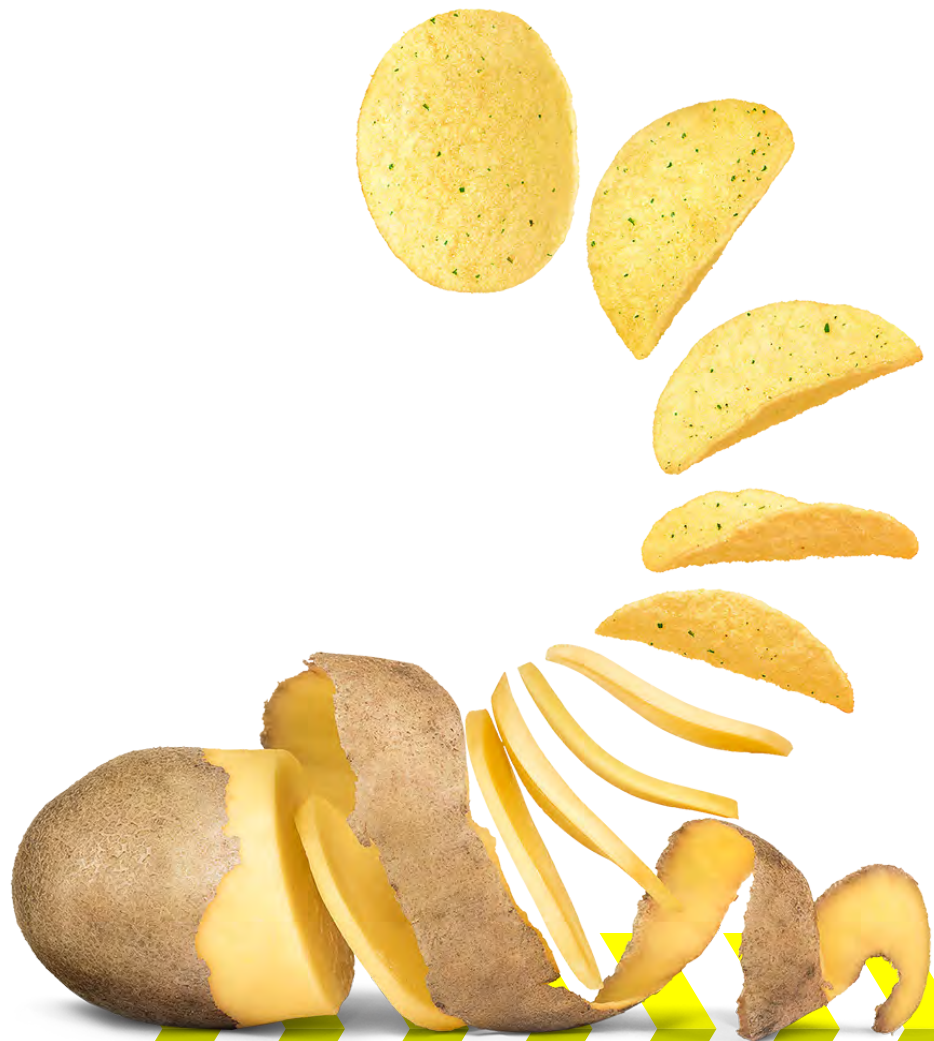




**Aptean Food & Beverage ERP**

# **Gearing Up for Growth: Building Your Food Business with an ERP**

How food companies can leverage purpose-built solutions



In the food and beverage business world, the past few years have shown that safety and cost control are critical. As an industry professional, you likely won't be surprised that [Food Processing's 17th annual Manufacturing Outlook Survey](#) confirmed these two concerns as the top pain points for food manufacturers.

Your goals no doubt include providing top-notch service and products while maintaining profitability. That takes operational efficiency, accountability and an uncompromising dedication to ensuring the quality of every product you ship.

How can you ensure success in all of these areas and gain an edge? The right industry-specific enterprise resource planning (ERP) system could be the deciding factor when it comes to how your business fares against the competition and positions itself for expansion going forward.

## Technology as Food's Missing Link

Not all ERP solutions are created equal. The ability to function via the cloud is a vital feature for a host of reasons—including increased mobility and better production and process monitoring, as well as some that are less obvious.

“Cloud ERP is also growing because of on-premise infrastructure costs,” said Satish Seshayya, IT business applications leader at Lennox International. “That includes maintaining ongoing systems—the hardware, software and licenses. And it also requires staying current with upgrades, features and functions. Cloud solutions minimize costs, and cloud vendors take care of all the upgrades. That's why cloud ERP is such a big attraction.”



The proof is in the numbers. According to market research firm Statista, the North American cloud ERP market is predicted to grow to \$11.1 billion by 2022. More and more food businesses will be getting on board and taking advantage of the advanced analytics and business intelligence tools that these solutions offer.

Getting by with old-school methods of data capture and information tracking simply won't cut it anymore. Spreadsheets, proprietary software, written records—they're all obsolete. Your company needs a purpose-built cloud ERP if you want to achieve growth, transparency and efficiency.

## Growth

Experiencing success in the market with your product lines is a good thing, but it comes with the daunting challenge of having to scale up to meet demand.

Imagine a small or mid-size food business that has a product picked up by a big box store. Depending on the state of the business's technology and facilities, everything from new specifications and upgraded equipment to pricing structures and staffing may need to be scrutinized and revised.

Being stuck with off-the-shelf software or manual reporting processes in such a scenario would be a nightmare. The right ERP solution, with its ability to integrate all of your systems and give you a holistic view, makes the sizeable task of expanding your operations much more manageable.



A unified, food-specific ERP solution, with its ability to give you a holistic view, makes expanding your operations much more manageable.

## Traceability

Consumers today expect manufacturers to be transparent about where their food comes from and how it is produced. That means your business needs to have complete visibility of your entire supply chain and the ability to trace raw materials back and forward through the various stages.

Such a level of control and precision is even more important when it comes to food safety. Knowing and mitigating your allergen risks are musts, and identifying bad batches and tracking both the causes and the products' destinations is necessary in the case of recalls.

**Market research firm Mintel noted** that “widespread distrust places pressure on manufacturers to offer thorough and honest disclosures about how, where, when and by whom food and drink is grown, harvested, made, and/or sold.” It's clear that the onus is on your food business when it comes to knowing and communicating the details of your products.





## Efficiency

By tying together all of your departments and data into an unified ERP, smart decisions can be made faster, allowing your business to capitalize on opportunities and bounce back quickly in the event of an unforeseen event. And when all your systems are accessible in the cloud, your staff are empowered to act on the fly when the situation calls for it.

“The benefits are around the value you get with all the features and functions you can leverage,” said Seshayya. “All food manufacturers and distributors have to take orders, process orders, make their goods or deliver their services, have an inventory system, track inventory, do planning, track financials and complete reporting.

“With a cloud ERP system, you have all these features and functions that do real-time reporting. That’s much more efficient than supporting numerous decentralized systems. It also makes it easier to manage mergers and acquisitions or changes in the business model.”

Speaking of changes, one other area in which ERP solutions help is knowledge retention. Practices and procedures shouldn’t live only in the memories of a few employees, but instead within your business’s platform. That guarantees your business won’t miss a beat in the event of turnover or retirements.

## Direct Benefits of a Food-Specific ERP from Main Street Gourmet

Founded in the late 1980s with a single storefront in Akron, Ohio, Main Street Gourmet has since blossomed into a producer of custom baked goods for national food operators and specialty grocery stores. But until recently, they’d been using multiple independent platforms and using outdated methods of record-keeping, limiting their ability to produce at the volume and efficiency that their growing business needed.

Thankfully, they found Aptean Food & Beverage ERP *JustFood Edition* and underwent a full implementation, and now they're reaping the rewards. From insight into business performance to better control over warehouse processes, they now have the end-to-end visibility and accountability that their increased demand necessitated.

By choosing a solution made specifically for their industry, Main Street Gourmet is now equipped to manage even the most specific of functions—including the creation of workflows around product lines and routing link codes and monitoring of recipes and quality checks.

Their situation is a perfect example of how purpose-built ERP systems serve to clarify, optimize and streamline food business operations.

## **Aptean Food & Beverage ERP: A One-Stop-Shop for Food and Beverage Manufacturers and Distributors**

Aptean has more than 30 years of experience serving food and beverage businesses of varying sizes and needs. And because Aptean Food & Beverage ERP was designed with food and beverage companies in mind, functions for common processes like sales and purchasing, warehouse management and quality control come built in.

The insights that can be gleaned from such a robust, integrated platform can unlock new revenue and shore up inefficiencies.

Frequent updates managed by the provider and a lasting partnership with Aptean helps to future-proof your operations. And going back to the matter of agility, the cloud-based nature of the system not only allows employees to act with all pertinent data right at their fingertips no matter where they are—it also lessens your business's equipment and maintenance burdens.



# ERP for the 21st-Century Food and Beverage Company

Increased scalability. Total transparency throughout the supply chain. Smart analytics that illustrate ways to improve and opportunities to be seized.

With so many interested parties to please—from consumers and shareholders to suppliers, vendors and regulatory bodies—Aptean Food & Beverage ERP is the tool your food and beverage business needs to gain an edge in an increasingly competitive environment.

Realize the advantages that come with a cloud-based ERP created specifically for the food and beverage industry. Reach out to us today to hear what's next, now.



## Are You Ready to Learn More?

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

Contact us at [info@aptean.com](mailto:info@aptean.com) or visit [www.aptean.com](http://www.aptean.com).



### About Aptean

Aptean is one of the world's leading providers of industry-specific software. Our enterprise resource planning and supply chain solutions are uniquely designed to meet the needs of specialized manufacturers and distributors, while our compliance solutions serve specific markets such as finance and life sciences. With both cloud and on-premise deployment options, Aptean's products, services and unmatched expertise help businesses of all sizes, across many industries, to scale and succeed.

For more information, visit [www.aptean.com](http://www.aptean.com).