TANGERINE
S O F T W A R E

Tangerine gives operations at Fruit d'Or a fresh start

Client
Fruit d'Or

Industry
Food Manufacturing

Location
Villeroy, Quebec

System
Sage ERP X3
Sage Enterprise
Intelligence

Fruit d'Or is the Canadian leader in farming and processing high quality cranberry and blueberry products. Its products— whether fresh, frozen, dried, or in the form of juice or concentrates—are shipped to customers in more than 50 countries. The company is committed to maintaining the highest levels of service, quality, and food safety, and relies on Sage X3, supported by the Tangerine Software team to help it keep those commitments.

Struggling with disparate systems

While Fruit d'Or's production facilities are state of the art, its business management software was not. "We had financial software, but our production was tracking in spreadsheets, and we had no integration with our inventory application," recalls Charles Montminy, VP of finance and administration for Fruit d'Or. "There was too much duplicate data entry and the human error that accompanies it. We needed real time information to support good decision making. As it was, by the time the information got to our teams, it was too late to be of value. Our business was growing and we needed an integrated business management solution."

A fresh approach with Sage X3

The company hired a consulting firm to help them identify the best software solution. Ten potentially viable solutions were narrowed to three: Sage X3, Microsoft NAV, and SAP. "We arranged demonstrations for the three finalists," Montminy explains. "And of the three, Sage X3 was the standout."

Montminy says Sage X3 was selected for its robust process manufacturing capabilities, for its simplicity and ease of use, flexibility, scalability and local partner support. "We found the Microsoft solution was overly complex, and SAP required too much configuration to implement quickly. And the stability of the staff at Tangerine Software, combined with their in-depth knowledge of the Sage X3 solution, as well as access to a high-quality business intelligence solution they created, made Tangerine and Sage X3 the best choice for us."

Tragically, a fire damaged portions of the company's plant shortly after the selection process. Determined not only

to continue its production, but to continue its move to Sage X3, the company decided on a phased approach to implementation. "We decided to implement the financial modules first, waiting on the manufacturing components," Montminy says. "It made sense for us, as resources were stretched during the rebuild."

The implementation approach proved successful, and today two of the company's three production plants are running Sage X3, with the third to follow shortly. Montminy says the benefits were swift in coming. "We have greatly improved our ability to monitor the materials, labour, and overhead involved in production. We have more accurate financial information available to the management team—information about consumption, costs, waste, and profitability."

Real-time production data

Since data is fed into Sage X3 directly from the production floor, the company's management team has real time numbers to use for analysis and strategic decision-making. Paper work orders and purchase orders are things of the past. "We've eliminated time delays and inefficiencies associated with passing and tracking paper," says Montminy. "Now, instead of chasing paper, we're managing tasks and monitoring results."

Previously, the company lacked the ability to accurately calculate its production costs, since the data was held in multiple, disparate systems. "We're now able to continually monitor our costs and identify waste and inefficient steps in our operations," says Montminy. "With accurate margins, we know which products are most profitable, which are the least profitable, and why."

Robust compliance capabilities

As is true for all food manufacturers, Fruit d'Or must comply with a variety of mandatory and voluntary standards, including FSSC 22000, Organic Certification from Ecocert Canada, and Halal and Kosher certifications. Sage X3 provides the tools and functionality food manufacturers need to obtain and retain this compliance, including extensive lot traceability. For example, as part of its FSSC 22000 compliance, Fruit d'Or must demonstrate its product recall ability. "A mock recall might have taken us two days or more to complete before," says Montminy. "With Sage X3, it takes less than 30 minutes to identify the complete trail of any batch or lot."

Window into decision-making data

Much of the information the Fruit d'Or management team has come to rely on comes to them through Sage Enterprise Intelligence, the business intelligence (BI) solution designed for Sage X3. "Sage Enterprise Intelligence is the best BI solution I've seen," notes Montminy. "It serves as a window into the great volume of data that Sage X3 collects. It helps us analyse and interpret the data to make the best decisions for the organization. And on top of that, it's easy to use, so it gets used."

Confidently expand into new markets

As Fruit d'Or continues its path of growth and expansion, the scalability, multi-currency, multi-location, and multi-legislation capabilities of Sage X3 grow in importance. "We just purchased a new company and have already implemented Sage X3 there. Our ability to rapidly get new locations up and running is crucial to our success as we expand into new markets."

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