



# Aptean Food & Beverage ERP Customer Success Stories

10 Businesses that Chose Aptean for Digital  
Transformation and Continued Success





At Aptean, we're proud to offer best-in-class platforms tailored to the food and beverage industry, built with decades of hands-on experience and technological know-how. We are confident in our solutions and their ability to act as a foundational part of a digital transformation.

Here are 10 customer success stories from businesses who implemented Aptean Food & Beverage ERP and reaped the benefits of having a powerful, purpose-built platform in place for their entire organization. Read on to learn why so many leading food and beverage businesses trust Aptean and discover the kind of results your organization can expect from our purpose-built solutions.





Aptean Food & Beverage ERP

# 10

**Customer Success Stories**



# Wholesome Harvest

**Industry:** Fresh Produce





# Fruit and Vegetable Producer

As one of North America's fastest growing producers of organic fruits and vegetables, Wholesum Harvest has been successful in meeting the demands of grocers, co-ops and end consumers with their high-quality tomatoes, cucumbers, peppers, squash, zucchini and eggplants. With 4 separate locations, though, they were experiencing issues in clear communications and coordination.

They needed a unified platform shared by all of their facilities and users to create a "single source of truth" for the organization. Aptean Food & Beverage ERP fit their needs, consolidating their disparate databases and getting all of their teams on the same page.

The implementation process also served as an opportunity for **holistic process improvement**, as Wholesum was able to leverage the in-depth knowledge of **industry best practices** possessed by Aptean's experts.

"We now have the discipline of standardized processes, and we can **efficiently collect** and **share information** for better business decision making. We are a better company."

**Ricardo Crisantes**, Vice President, Wholesum Harvest

## Challenges

- » Separate locations acting as information siloes
- » Processes not standardized across organization

## Benefits

- » A single, unified platform for all company data, accessible by all
- » Holistic process improvement informed by industry best practices



# Vishandel Klooster

**Industry:** Seafood



# Fresh Fish, Done Right

As a leading provider of fresh, smoked and filleted eel, mackerel, salmon, herring and trout in the Netherlands, Vishandel Klooster faces the daily task of meeting their customers' demanding expectations and specific product requirements. They needed a better solution to not only rise to this challenge but also manage their product labelling and financial records.

The company chose Apteian for a number of reasons, chief among them the experience of our teams and track record for successful implementations. Together, the two organizations' teams executed on the deployment in just four months, and guidance on best practices is having a positive impact on business outcomes, especially in the area of efficiency.

Today, Vishandel Klooster is reaping the rewards of having a robust, all-in-one solution, **saving time with process automation** and **expanding operations for greater profitability**. Such a transformative effect was only possible due to Apteian's in-depth industry knowledge.

“The added value of the Apteian package is a **notable increase in efficiency**; everyone is clearly and demonstrably working with the solution within their scope.”

**Jac Tijssen**, Commercial Director, Vishandel Klooster

## Challenges

- » Lacking a reliable material and product tracing system for safety, compliance and visibility
- » Existing clients with high expectations and very specific requirements

## Benefits

- » Holistic process improvement with benefits across the organization
- » Better efficiency and accuracy with a fully digital platform



# Madrona Specialty Foods

**Industry:** Bakery Manufacturing



# Artisanal Crackers and Cookies

Madrona Specialty Foods has become known as a leading producer of artisanal crackers and cookies since its founding in 1989. Their separate accounting and manufacturing systems became a liability as the business matured, though, prompting company leaders to look for a single solution for all of their needs.

Aptean Food & Beverage ERP's ability to act as a single source of truth was a key factor in the organization's selection process. An expedited 6-month implementation process led to **improvement in traceability, warehouse management and data collection**, fueling growth across several KPIs.

Now, Madrona Specialty Foods has the transparency they need to quickly access important information, **allowing for agile and confident operations** that today's competitive marketplace demands of food and beverage businesses.

“It's simply better with Aptean. The solution has helped us **solve a number of data issues** and ultimately move forward as an organization.”

**Chris Perrot**, Supply Chain Director, Madrona Speciality Foods

## Challenges

- » Various disjointed business solutions acting as information siloes
- » In need of a unified platform for better visibility and efficiency

## Benefits

- » Quick implementation led to immediate positive impacts
- » Better connectivity between departments and unified company vision



# Cypress Grove

**Industry:** Cheese Manufacturing





# A Treasure Trove of Cheese

Cheese making started as a hobby for Cypress Grove founder Mary Keen, but it soon became a successful business venture when consumers discovered how delicious the California-based brand's products are. However, growth put a strain on the company from a logistical standpoint, complicating lot traceability, shipping, inventory management and data reporting.

Aptean was able to help modernize their software and processes by implementing our industry-specific ERP, **leading to greater efficiency, more accurate forecasting and more reliable data collection.** The organization was also attracted by the Microsoft Dynamics foundation of our systems, having used that platform in the past.

Today, Cypress Grove benefits from a single source of truth and powerful analytics tools that lead to better business decisions. With Aptean Food & Beverage ERP in place, the business is positioned for future expansion with all of the purpose-built tools necessary for the company's specialized processes.

“Aptean has been a **great technology partner.** They are good at listening and communicating. Aptean helped us evaluate our processes and configured the ERP to meet our requirements.”

**Lynne Sandstrom**, Finance Director, Cypress Grove

## Challenges

- » Relying on proprietary systems and manual records for data collection
- » Lacking industry-specific tools to tackle unique sector challenges

## Benefits

- » A single, organization-wide platform in place as digital foundation
- » Microsoft Dynamics foundation allowed for continuity
- » Analytics tools yield actionable insights for improvement

# GA Foods

**Industry:** Food Manufacturing &  
Distribution



# Highly Nutritious Meals

GA Foods started as a single production facility in Florida but has grown to serve those dealing with food insecurity in more than 40 states. Their manufacture and distribution of healthy, nutritious meals makes a real difference for those in need, but the unique nature of their organization made it necessary to put several different systems in place, complicating operations.

The organization decided to make a change in 2013 and began searching for an ERP system that would suit their distinct circumstances. They were drawn to Aptean for the cutting-edge technology, industry-specific features and flexibility of our solutions.

By choosing Aptean Food & Beverage ERP and partnering with us during the implementation process, GA Foods is now **equipped to continue their growth and concentrate on what they do best**—getting delicious, wholesome food to those who need it most.

“The technology has gotten out of the way, and that enables us to really focus on serving more people as **efficiently, cost-effectively and safely** as possible. That’s our future.”

**Andy Borgmann**, Chief Technology Officer, GA Foods

## Challenges

- » Unique nature of operations necessitating use of different tools from department to department
- » Growth stalled by lack of a solid digital foundation

## Benefits

- » 90% increase in revenue post-implementation
- » Improved efficiency, productivity and data accuracy across the organization



# SunWest Foods

**Industry:** Rice Processing



# Diversified Rice and Wild Rice

As California's second-largest producer of rice and wild rice, SunWest Foods deals with a massive volume of product each and every day. When company leadership realized that their manual record-keeping processes were leading to redundant work and delayed visibility of key metrics, they decided to make a change by implementing a modern food ERP system.

After extensive research, the organization went with Aptean, trusting us to deploy a platform that could **streamline their very complex and nuanced operations**. They saw the benefit of selecting a solution based on Microsoft Dynamics, as it would give the interface a sense of familiarity for their users, who were used to other applications from the technology giant.

Since implementation, positive impacts have been seen across multiple departments, including processing, sales, marketing and distribution. With **faster data collection, up-to-date information highly accessible** and their staff now feeling empowered to make progress, SunWest is now set up for success now and in the future.

“We’ve already seen **huge improvements** in information availability yet have only touched the surface of this system. Every benefit makes us more competitive.”

**Heather Schroeder**, Vice President, Finance and Administration, SunWest Foods

## Challenges

- » Manual data entry and disparate systems across facilities leading to lack of visibility
- » Critical processes slowed by inefficient methods

## Benefits

- » Easy access to critical data for informed decision-making
- » Basis in Microsoft Dynamics lends familiarity to interface
- » Plant operations fully optimized with best practices and automation



# Home Bake

**Industry:** Bakery Manufacturing





# Gourmet Baked Goods

Home Bake, a Netherlands-based producer of baked goods including a line of low-oxygen packaged baguettes and croissants, had a short time frame in which to implement their new ERP system due to a change in ownership. They needed all of their data imported seamlessly for easy accessibility, but had to go live with their solution in just four months.

This put Apteian's teams to the test, but the experienced professionals assigned to the project thoroughly tested the platform with all of Home Bake's most important processes and overcame the hurdles along the way to ensure the joint effort was a success. They also delivered on the delicate matter of data migration, getting **all inventory and sales information readily available and visible**.

Now, Home Bake is ready for whatever challenges may come with a **fully digital and user-friendly system acting as the foundation of their operations**.

Home Bake's excitement for the process and the dedicated project team from Apteian were critical factors for success in the implementation of their new ERP solution.

## Challenges

- » Tight timeline for implementation of new ERP system
- » Challenges in preserving key data and ensuring visibility and accessibility

## Benefits

- » Complete cutting-edge solution to keep the business prepared for the future
- » Rigorous testing for all critical processes ensures smooth operations
- » Digital platform acts as a single source of truth for better visibility

# Vita-Pakt Citrus

**Industry:** Food & Beverage  
Manufacturing



# Quality Citrus Ingredients

Vita-Pakt Citrus, founded in California in 1957, serves both the bakery and beverage sectors with their frozen and concentrate orange, kiwi and lemon products. After decades of success, the business undertook a digital transformation to eliminate manual record-keeping and achieve better reliability and assuredness in food safety.

Through integrations with connected devices and a dedicated traceability feature, Aptean Food & Beverage ERP suited the organization's needs for a system that could help them **better track their ingredients and finished goods**, as well as the data associated with them. They can now **automate steps in the recall process** should a food safety emergency occur, beginning the process in under 30 seconds with the touch of a button.

Aptean's purpose-built platform has allowed Vita-Pakt to continue their upward trajectory and remain a leader in the citrus products space.

“Aptean Food & Beverage ERP is **fully integrated and compatible** with Microsoft products now and down the road. We ultimately decided that the functionality of the solution fit us better than other ERP systems.”

**Robert Naugle**, Plant Manager, Vita-Pakt Citrus

## Challenges

- » Employees collecting data by hand leading to inefficiencies and inaccuracies
- » Concerns over traceability, food safety and product recall readiness

## Benefits

- » Automated, real-time information capture with handheld devices and scanners
- » Complete bidirectional traceability and recall automation provide assurance



# Green Valley Pecan

**Industry:** Pecan Processing



# Fresh Pecans from the Farm

Founded in Arizona in 1946, Green Valley Pecan is now one of the world's largest pecan growers and the seventh-largest pecan processor. Over the years, they expanded in their home state and in Georgia, but operating via multiple legacy systems was leading to inefficiencies across several processes.

Company leadership sought a partner with in-depth experience with the food and process manufacturing industries, as well as a Microsoft-based solution, which led them to Aptean. By working together, we were able to implement our food ERP solution successfully without the need for any costly customizations while still fulfilling all of their business's needs.

The new system and continuing partnership has created a **culture of continuous improvement** at Green Valley, empowering them to **iterate upon and improve processes** for even better outcomes in traceability and quality assurance.

“Aptean introduced best practices, informed us about what other food manufacturers were doing, and we **adapted our processes** to work in those suggested changes. That really impressed us.”

**Major Williams**, IT Director, Green Valley Pecan

## Challenges

- » Relying on manual processes for production and packaging
- » Struggling to achieve better visibility of key metrics for agile operations

## Benefits

- » Automation leads to greater efficiency and more consistent quality
- » Total bidirectional traceability for complete inventory





# Creative Food Ingredients

**Industry:** Bakery Manufacturing





# Endless Cookie Decadence

New York-based Creative Food Ingredients has been a trusted provider of cookies since the 1990s. After many years of success, the business eventually reached a point where what had worked in the past was no longer suitable for the volume of product and speed of operations.

The leadership team identified that an ERP system would be an ideal platform to implement to remedy these problems and found that Aptean's solution could give them the transparency they needed. They were particularly attracted by Aptean Food & Beverage ERP's balance of features for both accounting and production, having found other options to be too heavily slanted toward one area or the other.

Now that the platform has been successfully implemented, Creative Foods' **traceability exercises take just 30 minutes—down from 4 hours**—and they have a complete, accurate and up-to-date view of their financials to facilitate decision-making and analysis.

“With Aptean Food & Beverage ERP, **everyone has access to the data**. There's transparency now from R&D when a project starts, all the way until its actual implementation of finished goods. Those have been huge changes for us.”

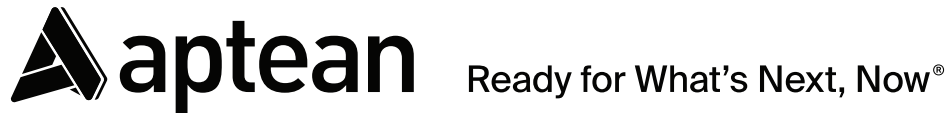
**Rodney Smith**, Director of Supply Chain, Creative Foods Ingredients

## Challenges

- » Lack of communication between departments leading to complications in operations
- » Traceability and inventory management not meeting industry standards

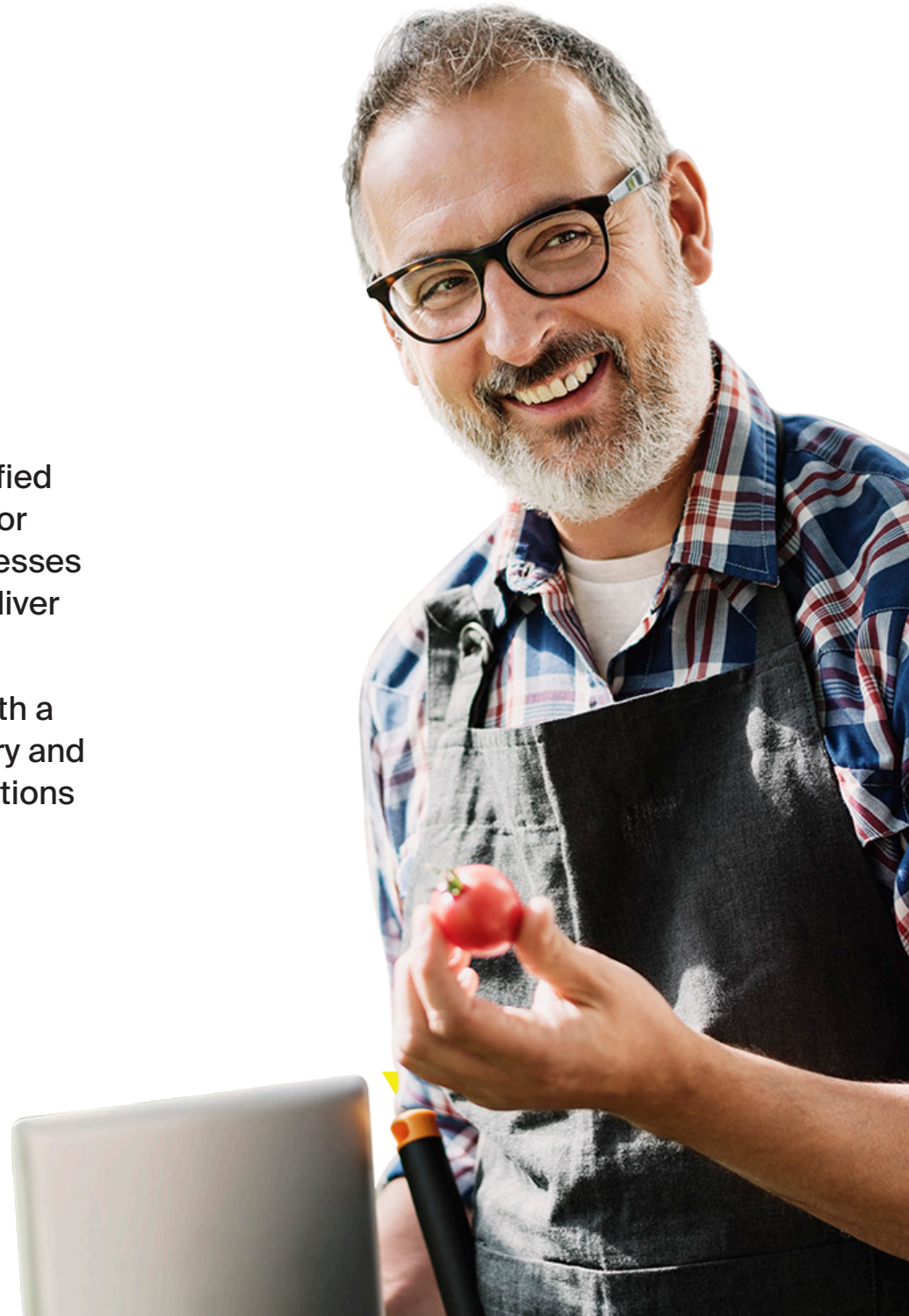
## Benefits

- » User-friendly interface for all teams, from accounting to production
- » Real-time inventory and product data accessible by all users



These are just a few customer success stories from satisfied Aptean Food & Beverage ERP clients. The results speak for themselves—our solution helps food and beverage businesses make progress toward their most important goals and deliver real results, right away.

Now is the time to prepare your business for the future with a digital transformation. The speed of change in the industry and increasing role of technology in food and beverage operations make modernizing a top priority if you want to remain competitive in a dynamic marketplace.











**Position your  
company for success  
with Aptean Food &  
Beverage ERP**









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