FLORIDA SNACK FOOD DISTRIBUTOR FEASTS ON INCREASED BACK-OFFICE EFFICIENCIES

Direct Store Delivery (DSD)–Focused Solution Provides the Right Tools for the Job

“We now have technology that was created specifically for the DSD industry. We’ve seen enormous back-office process efficiency improvements as a result.”

Nicole Ruiz, Vice President of Sales
National Food
National Food is a snack food producer and distributor based in Miami, Florida. Founded in the 1960s, the family-owned and -operated business has enjoyed decades of success with its tropical snacks including its signature Mariquitas plantain chips. But the company was hindered by antiquated handheld PCs and a hodge-podge of software packages that slowed report-making and critical back-office functions.

The Needs

National Food was using 10-year-old handheld PCs and a patchwork of different software packages – some not designed for the DSD industry.

They were able to manage their business and generate necessary sales and inventory reports, but the process was tedious and time-consuming – often a single report would take hours to create.

These inefficiencies ultimately impacted deliveries to key customers such as regional and national supermarket chains including Publix, Winn-Dixie, Wal-Mart, BJ’s and Sam’s Clubs.

The Solution

National Food turned to IntegraSys, a Honeywell partner and a leading provider of DSD route accounting solutions for the distribution industry. IntegraSys’ DSD Manager software gave National Food a complete, end-to-end solution for all their DSD needs – routing, inventory, electronic data interchange (EDI) and a full financial suite including accounts receivable.

On the recommendation of IntegraSys, National Food also upgraded its old handheld PCs to Honeywell CN70 mobile computers. These devices are built to withstand the rigors of the DSD environment, with an ultra-rugged housing that can survive drops and abuse, highly motion-tolerant scanning and large, indestructible keys for heavy data input.

The Benefits

• National Food was able to consolidate disparate software packages from multiple vendors into one comprehensive, enterprise-grade solution specifically designed for the DSD industry.

• Because the company no longer has to piecemeal data together from many sources, reports that took literally hours to generate in the past – including weekly customer and product sales – now take just minutes.

• This has resulted in much more efficient back-office processes and increased staff productivity. In fact, with the increased efficiencies, National Food did not have to replace an employee who recently retired.

• Another back-office task that has become more efficient: deposits. A large deposit with hundreds of invoices now takes just seconds for National Food customers that are EDI-enabled – a process that would have previously taken hours to complete.