

Client:

Breadcraft, a heavily diversified baking company based in Masterton, New Zealand.

Business problem:

A need for a well supported information system that helped improve efficiency while allowing the flexibility to change and grow.

Solution:

GlobalBake

Results:

Improved administrative efficiency, strong support and a platform for growth.



Innovative baking operation strengthens core of business with GlobalBake.

SMART BAKING

They may have been baking since 1942, but New Zealand based Breadcraft Limited is anything but conservative. As they have grown they have continued to innovate and look for ways to diversify their baking business.

With 80 staff producing more than 150,000 units a week, Breadcraft has grown into a significant manufacturing baker.

"Our local market is small and relatively static so we had to diversify to grow," says Sales and Administration Manager Julie-Anne Cockburn, "we have five different plants running now."

The backbone of the business has been as a contract baker for the Goodman Fielder group, contributing products sold under brands like Quality Bakers, Molenberg and Vogels.

In the 1990s the company started responding to growing consumer demand for ethnic products such as tortilla, pita, panini and Turkish bread. They distribute these to retail outlets throughout New Zealand as well as supplying international franchises.

A further sign of their diversity is the fact they have continued to produce their traditional fare of cakes and puddings, exporting them to Asia, UK and the USA.

A PLATFORM FOR GROWTH

Breadcraft's initial motivation to look for new software was the relocation overseas of support for their existing core system. Strong, reliable support was important for a business that was growing, says Julie-Anne.

"We also wanted a system that was more integrated, to avoid some of the double-handling in our administration," says Julie-Anne. "We needed flexibility because we are a flexible company."

After evaluating GlobalBake, the company decided it had all the elements Breadcraft needed and undertook an initial installation of the debtors module in late 2004.

"Flexibility was a major strength of GlobalBake. They were able to fine tune the system to suit our needs. You are able to get GlobalBake to do this for you or you are able to complete this yourself. It makes the package more useful as it meets our needs better," says Julie-Anne.

Breadcraft have progressively rolled out other parts of GlobalBake. They have moved away from their standalone accounting system and implemented the integrated GlobalBake financials.

Administration is where Breadcraft have started to really benefit from using GlobalBake. Managing customer accounts, producing weekly and monthly sales reports, processing dispatch orders and the other functions associated with administration of a wide range of both customers and products.



Julie-Anne Cockburn, Sales & Administration Manager:

"The integration is really powerful, having the financials connected to other GlobalBake features saves a lot of double-handling. It has made life much easier. It is working very well for us."



ABOUT GLOBALBAKE

GlobalBake is software purpose-built to give food service businesses a clear view of the key production, sales and financial information they need to control their business. Our clients use GlobalBake to achieve efficiencies in their operations in areas like plant utilization, order processing and stock control.

Organizations throughout the United States, Australia and New Zealand use GlobalBake, which is acknowledged for its excellent support and competitive pricing.

EFFICIENCY GAINS

For Breadcraft the biggest initial benefit of GlobalBake has been administrative efficiency. "The day to day impact has been around processing - it is much quicker for administration tasks than before," says Julie-Anne, "that has been the best thing for us, there has been significant time saving."

"The integration is also really powerful, having the financials connected to other GlobalBake features saves a lot of double-handling. It has made life in the office much easier."

For example, Breadcraft manage three separate distribution channels. The first channel is a fleet of their own trucks to service the regional market, while the second is shipping product nationally for their Goodman Fielder contract, and finally a freight company transports pallets of frozen products for export.

"There are different lead times for the products going through each of these channels, and GlobalBake has made it simpler to manage that. We can produce a single tally covering everything - it is quicker and easier than before," says Julie-Anne.

"The flexibility of the system is huge - we can get a lot of different reports and we are able to tailor

it to what people want," says Julie-Anne.

Breadcraft plan to extend GlobalBake more fully into other parts of the business. Julie-Anne says the system is working very well for them and they will be expanding those benefits to areas such as production planning in the near future.

Support being one of the initial motivators for looking at a new system, the assistance provided by GlobalBake has been a major benefit. It is great to have the confidence of strong back-up, says Julie-Anne. "GlobalBake is very stable, and they are great whenever I do have a question."

A recent innovation Breadcraft has taken advantage of is the GlobalBake replication service, where a copy of the company's database with a maximum time-lag of 30 minutes is managed off-site. "It is real peace of mind for me. Of course we have daily back-ups but I like the idea of a managed service looking after it and having a 30 minute old copy of all changes. We would be able to get up and running, on the replication copy, very quickly if there was a problem."

The GlobalBake experience for Breadcraft has been an excellent one, and one they are happy to recommend to other manufacturing organizations, says Julie-Anne.

Contact GlobalBake today to discuss your requirements and schedule a demonstration of our software.

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