neatdata

DATA ANALYTICS WITH FOOD ERPs

How Food Producers can get the most out of their business data

FARMER FOCUS

Case Study: How business analytics for Food ERP is a game changer for a food industry leader

Whitepaper & case study

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Data Analytics and Food ERPs

How Food Producers can get the most out of their business data

SUMMARY

Food production companies use specific Enterprise Resource Planning (ERP) computer software. Leading food companies are utilizing solutions to separate themselves from their competition by investing in a system that is easy-to-use, highly configurable and provides data they can trust.

I WAS JUST TALKING TO MY TEAM YESTERDAY ABOUT ALL OF THE DATA WE HAVE AND THE PROBLEM WITH "ANALYSIS PARALYSIS".

Food Company Sales VP

BUSINESS ANALYTICS CHALLENGE

Food ERPs continually create large amounts of data. The data includes sales orders, purchase orders, product configurations, chart of accounts updates, accounts payable, accounts receivable, and more.

Leadership faces challenges in leveraging the vast amount of data stored in their company's crucial ERP system to gain valuable insights and intelligence.

Pulling data tables from the Food ERP into Excel spreadsheets is not the answer. The spreadsheets are almost immediately out-of-date, difficult to distribute, and managing access control security is challenging.

NEAT DATA'S FOOD ERP SOLUTION

Neat Data provides an integration from the Neat Data business analytics tool to a Food ERP platforms. To effectively manage the vast and expanding data generated by food ERP systems, it is crucial for modern companies to possess a robust data analytics capability such as Neat Data. Neat Data enables them to make informed decisions based on a deep understanding of their growing data sets.

- Assists sales teams in identifying and capitalizing on overlooked revenue opportunities
- Empowers sales representatives
- Supplies the product team with insightful trends, patterns, and comprehensive information
- Leads finance with a comprehensive 360-degree view of sales revenue, purchase orders, invoices, and chart of accounts
- Gives the IT department with a much-needed sense of relief

NEAT DATA FOOD DATA SETS

Each data set can be explored by the users, filtered, exported, and added to information dashboards. Dozens of information dashboards are delivered with Neat Data for Food. The following information is available in Neat Data.

Product Master	Accounts Payable
Purchase Orders	Accounts Receivable
Orders	Chart of Accounts
Sales	Inventory Products

NEAT DATA FINDS GAPS IN CUSTOMER PURCHASE PATTERNS

Food items are consumables and food producers typically regularly sell a set amount of SKUs to each of their customers. Specifically, each customer typically buys the same 6 to 12 SKUs every month. If a SKU is skipped for a given month, that is often a lost revenue opportunity.

Manually tracking these gaps is a time-consuming and tedious task, and is not even feasible in most cases.

Neat Data's advanced sales pattern tracking allows food producer sales teams to identify and fill any gaps in each customer's buying patterns, thereby maximizing revenue and preventing any potential loss. This feature is highly valued by sales teams and has proven to be a valuable asset in driving sales success.
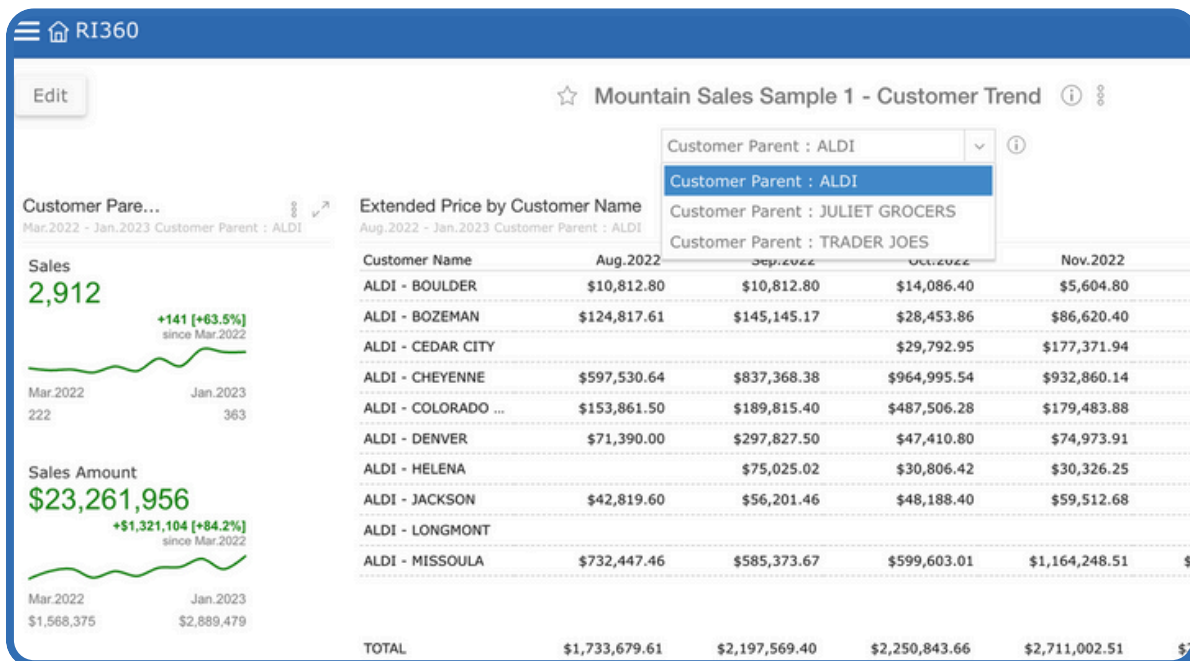
ABOUT NEAT DATA

Neat Data is the only technology you need for an end-to-end business analytics solution. It has all the features for advanced data analysis, data management and security needs. It is a complete data pipeline with an ETL, secure data warehouse, and data visualization interface built into one powerful product.

Organic Poultry Farming

Business Analytics for Food ERPs is a game changer.

Farmer Focus is the fastest-growing organic chicken brand in America. Their business model was featured in Forbes for increasing profits. Yet Farmer Focus was struggling to leverage their customer and inventory data.

A FOOD INDUSTRY LEADER

Farmer Focus is a leader in the food industry. Growth has come by remaining focused on farmer-to-farmer, always organic, humanely raised flocks of chickens on sustainable farms.

In 2021, Farmer Focus was struggling to leverage a wealth of data stored in their new Food ERP as well as other systems. The information was spread across several systems and worksheets maintained by multiple people.

Farmer Focus lacked the ability to consolidate the data and lacked the necessary resources to implement a contemporary business analytics strategy.

Leadership was in a situation where they could not answer basic business questions.

For example:

- *Which customers are buying the most?*
- *Why did the company stop buying?*
- *What is happening across our entire business: inventory, purchasing, A/R, sales?*

NEAT DATA WAS BROUGHT IN

Farmer Focus attempted to resolve the situation internally by adding a different reporting platform with built-in capabilities. However, the resulting analytic solutions were insufficient.

At the recommendation of Rich Baughman, the Vice President of Technology at Farmer Focus, they turned to Neat Data for a solution. Baughman had worked with Neat Data in the past with excellent outcomes.

DATA WAS SCATTERED

Despite having the raw data, Farmer Focus lacked the capability of combining data in a format valuable to business users. Also, they could not access historic data to see trends that were occurring, which is critical to success.

"There was no one place to see what was happening in the business," according to Rich Baughman, Vice President of Technology, Farmer Focus. "We were not able to see sales peaks and valleys, how the business operated, where our performance was good, and where our performance wasn't good."

Farmer Focus needed a solution that would provide the analytics capability needed by leadership and sales for forecasting, strategy, planning, and decision-making.

MULTIPLE SPREADSHEETS RAISED CHALLENGES

"Instead of having to find the right person with the right spreadsheet in the right department, we needed a single point of truth. Previously you would have 10 people going into various systems to look for the same data and each person would get 10 different answers," Baughman added.


NEAT DATA BUSINESS ANALYTICS SOFTWARE WAS THE SOLUTION

Neat Data's team recommended and installed their Neat Data Business Analytics software. Neat Data integrated with Farmer Focus's Food ERP system and gave Farmer Focus the ability to pull data from multiple sources and have answers to business questions all in one place. Plus, it added the capability of doing analytics to meet leadership needs.

Additionally, with Neat Data's monthly plans for service hosting, data security, storage, and processing, the IT analytic needs were all taken care of and backed by technical support. Onboarding and training were also now available.

HOW HAS FARMER FOCUS BENEFITTED?

- Capability of using Neat Data for finance and operations
- Analytics in less time and for less cost
- Actionable business intelligence
- Fully hosted platform
- Data security and tech support 24/7
- Everything from one company
- Comprehensive charts and graphs
- Onboarding and training
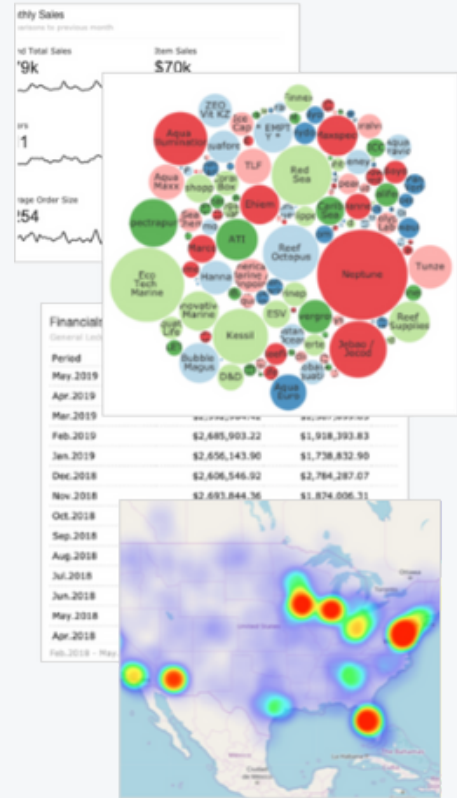
"NEAT DATA IS THE BEST DATA ANALYST TEAM. THEY CAN FIGURE OUT HOW TO PULL DATA OUT OF SYSTEMS EFFICIENTLY, AND COST-EFFECTIVELY, AND MAKE CHANGES VERY QUICKLY."

"I WOULD USE THEM AGAIN IN A HEARTBEAT AND RECOMMEND THEM TO EVERYONE."

Rich Baughman, VP, Farmer Focus

LEARN MORE ABOUT NEAT DATA

Visit www.neatdata.com to see Neat Data in action and book a demo!