

SUCCESS STORY

Sage delivers system integration for top cranberry firm

Sage X3 provides visibility that supports the growth of Fruit d'Or.



Canada's leader in cranberry and blueberry products, Fruit d'Or, operates from four main manufacturing plants and ships products to customers in more than 50 countries, either fresh, frozen, dried, or as juice and concentrates. With Sage X3, Fruit d'Or now has much needed insight into its growing enterprise and has reduced its costs considerably.

Fruit d'Or was established in 2000 when its current president, Martin Le Moine, added a processing plant to the cranberry farm that he and a partner had started as a retirement project.

With Le Moine as president, Fruit d'Or is now an international company that specializes in cranberry and blueberry processing. In 2018, Fruit d'Or was once again recognized as one of the country's best managed companies by Canadian Business magazine.

Company
Fruit d'Or

Location
Villeroy, Canada

Industry
Process Manufacturing, Agricultural

System
Sage X3

Release
Version 11

Partner
Tangerine Software

The challenge

Fruit d'Or is committed to maintaining the highest levels of customer service, product quality and food safety. Its growth has been based on technological development but some of its supporting systems were compromising efficiency.

"We had financial software, but our production monitoring was done using Microsoft Excel files. Our industrial solution had been implemented in 2010 and there were no operational links with our inventory management system," recalls Charles Montminy, VP Finance and Administration at Fruit d'Or. "Manual processes meant there were too many duplicate entries and increased the risk of human errors."

The need for real-time production data and the accuracy of that information was an important factor. With the company's large volume of transactions increasing, it had become dangerous to rely on data manually entered into Excel files. "We needed real-time information to support our decision-making but by the time the information went to the teams, it was already obsolete. We had a hard time measuring output gaps as they were occurring."

"With Sage X3, the most important change has been managing information in real-time, whereas before accessing information was long and arduous."

Charles Montminy, Fruit d'Or

The solution

When Fruit d'Or searched for the best integrated solution to meet its needs, it first identified the most critical ERP business processes that would deliver the greatest business benefits.

"We categorized them in order of importance and came to the conclusion that Sage X3 was more responsive to our needs than other solutions," says Montminy. The suite includes integrated functionality for financial management, sales, customer service, distribution, inventory and manufacturing, and business intelligence. Fruit d'Or thought it would provide the vital integration and visibility needed.

The company contacted Sage partner, Tangerine Software, about the implementation of Sage X3.

"Fruit d'Or was not getting real-time access to operational information and was having to update data in a random way which often meant human error could get in the way," says Francois Repper, Director of Tangerine Software. "Sage X3 was a good fit because it offers a web-based solution which makes it possible to have different sites worldwide, to have a real-time working system, and to get accurate information anywhere at any time."



Flexibility to cope with the complex parameters of the food industry was also a main reason for choosing Sage because the system has to deal with many different product yields and production processes.

Deployment at a new company plant started with the financial modules followed by manufacturing components and was orchestrated over more than a year to allow teams to learn how the new solution worked.

“The implementation of integrated IT tools such as Sage X3 has been part of Fruit d’Or’s business plan for more than five years,” says Montminy. “Our business works 24/7 and so does the Sage solution, both in our plants and our administrative offices, and the most important change has been managing information in real-time, whereas before accessing information was long and arduous.”

Sage enables the company to integrate its various technologies together and create powerful tools for information processing and analysis, allowing it to focus on strategic decision-making. Work orders and paper purchases are now a thing of the past, which has eliminated the delay in looking for information.

“Sage has certainly contributed to the current success of Fruit d’Or.”

Charles Montminy, Fruit d’Or

Fruit d’Or

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The bottom line

Implementing Sage has enabled real-time operational management and has provided Fruit d’Or with vital visibility into its growing business.

In addition, Sage helps Fruit d’Or easily address output gaps so it can work on eliminating them to achieve instant cost reduction. It enables the company to accurately calculate and segment production costs, identify waste, and pinpoint inefficiency.

The future

Fruit d’Or plans to expand its organic retail product offering globally and increase its hold on international markets with potential corporate acquisitions in Europe and elsewhere in the world.

“Our sales have been constantly growing in the last four years. The implementation of Sage has certainly contributed to this growth, and to the current success of Fruit d’Or,” concludes Montminy. “We confidently expect this to continue in the future.”



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