SAP®

Prime Meats: Increasing Profitability by 20% Through Deeper Insight Using SAP Business One®

Whether you are a sous chef at a fine steak house or an everyday gourmet trying to impress your father-in-law or boss, getting the highest quality filet mignon, New York strip, or rib eye is a must. This is why Atlanta-based Prime Meats is dedicated to providing the very best meats and customer service. But, as the company's popularity grew, it needed a flexible, robust IT platform to keep operations running smoothly.

Working with I-Business Network, Prime Meats deployed the SAP Business One® application. Now sales representatives have instant access to customer data to quickly respond to queries. Deeper insight and streamlined processes means the right meats are stocked and delivered, right on time. The result is higher customer satisfaction, fill rates, and sales close ratios – helping keep Prime Meats a cut above the competition.

Picture Credit | Prime Meats, a Norsan Group company, Atlanta, Georgia. Used with permission.

I-BN I-BUSINESS NETWORK

PRIME MEATS

Reaching new markets and expanding offerings with SAP

Company
Prime Meats, a Norsan Group company

Headquarters
Atlanta, Georgia

Industries
Retail and wholesale distribution – meat distribution and processing

Products and Services
Sales and distribution of meat, poultry, and seafood, including top-quality steaks, to restaurants and directly to consumers online

Employees
80

Web Site
www.primemeats.com

Partner (co-branded)
I-Business Network (I-BN)
www.i-bn.net

SAP® **Business One**

Objectives
- Improve business intelligence (BI) to increase financial transparency and streamline logistics, production, distribution, and warehousing
- Improve customer satisfaction, fill rates, and the sales close ratio

Why SAP
- Flexibility and robust accounting tools of the SAP Business One® application
- Partnership with I-BN for a smooth implementation

Resolution
- Streamlined distribution with alerts and approvals for nonstandard deliveries
- Accelerated data access and drill-down reporting on transactions, accounts, and the general ledger
- Centralized data from multiple sources, allowing benchmarking for efficiency and productivity

Future plans
- Integrate a production module for "reverse assembly" processing that updates inventory and finished goods costs
- Develop and integrate a distribution cost module to further optimize delivery routes
- Customize the customer relationship management module for internal and external sales

"We built our own delivery routing module and a costing module within SAP Business One. We now have better operational visibility, control, and customer service tools. Fast data access along with a detailed view of profitability helps us take immediate action to serve customers better."

Daniel Arcila, Project Manager and Chief Accountability Officer, Prime Meats

20%
Increase in profitability through deeper operational insight and cost reductions

10%
Improvement in customer service, thanks to streamlined logistics

30%
Faster financial close cycles

15%
Improvement in the sales close ratio through better BI

Greater
Insight into inventory, incoming purchase quantities, costs, and delivery dates

SAP

The Best-Run Businesses Run SAP®