



Coral Beach Farms

Family-Owned Cherry Producer Gains Competitive Advantage and Triples Scanning Rate with SAP Business One

“SAP Business One gives us a clear advantage over our competition. They still suffer from the same problems we had before we implemented the software.”

Mike Lane, Controller, Coral Beach Farms

Company

Name:

Coral Beach Farms, Ltd.

Industry:

Cherry Supplier

ERP System:

[SAP Business One](#)

www.coralbeach.ca

www.jealousfruits.com



Summary

- Eliminated duplicate data entry and increased data accuracy, saving 1 to 2 full-time staff equivalents
- Increased information availability and accessibility
- Improved accuracy – especially invoicing
- Improved inventory control
- Complete visibility into the supply chain
- Higher level of customer satisfaction

Customer Profile

With its annual production of approximately 1,800 tons, Coral Beach Farms is Canada’s largest supplier of cherries. They grow their premium cherries along the shores of Okanagan Lake in British Columbia. The company picks the cherries from the seven farms it owns and processes them at its own packing plant. [Jealous Fruits](#) is the sales and marketing arm of Coral Beach Farms and offers farm-direct cherries to qualified wholesale and retail partners around the world.

The Challenge

Coral Beach Farms is a fast-growing company that previously used spreadsheets and a small batch-oriented accounting program. Business data was scattered among these applications, held in file cabinets, or not recorded at all. When information was input electronically, it had to be entered manually in two or more places. With its data so dispersed, Coral Beach Farms found operations like cost tracking and inventory control difficult



and vulnerable to human error. Incorrect invoicing made the company's challenges apparent to its customers. When client satisfaction threatened to ebb, Coral Beach Farms' executives knew it was time for better business software support.

*"In the past I had worked with a number of ERP systems and SAP Business One compared so favorably with them that I never even considered anything for Coral Beach Farms. Nor did I consider any company but Vision33 to do the implementation."
- Mike Lane*

The Solution

Mike Lane, Controller at Coral Beach Farms, quickly decided on SAP Business One to improve their operational efficiency. As Jealous Fruits and Coral Beach Farms are two separate legal entities, Lane ensured that two separate databases were created, as they are required by law to report on different variables. Even so, Coral Beach Farms has seen significant benefits from SAP Business One simply because it allows employees to enter all important business information in an accessible, centralized location. With SAP Business One's advanced reporting tools, the company has access to real-time information that makes running the day-to-day operations at both Coral Beach Farms and Jealous Fruits even easier - everything from inventory management to accounting, and even to how their field workers are paid.

With the help of Vision33, Coral Beach Farms was able leverage SAP Business One application to meet all of their specific business needs. Lane, however, was not surprised as he is no stranger to partnering with Vision33. Having just finished a highly successful SAP Business One implementation with Vision33 at a previous company, he says, "In the past I had worked with a number of ERP systems and SAP Business One compared so favorably with them that I never even considered anything for Coral Beach Farms. Nor did I consider any company but Vision33 to do the implementation."



Working with Vision33

Together, Lane and [Vision33](#) established an ambitious three-month implementation schedule within a tight budget. Vision33 ensured that the company met their implementation goals as well as helped them develop a rapid scanning system for cherry totes that integrated completely with SAP Business One. This scanning system replaced an old PDA-based scanning system that was so slow that their employees often had to work until midnight to tabulate a day's results. Vision33's solution tripled the scanning rate and provided an automatic data import into SAP Business One.

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