



The Fruit Company

Delivers Fresh Inventory Insight with SAP Business One

“One of the ways SAP Business One is going to help us scale is by allowing us to customize for the customer. We plan to do more of that, and it’s going to be key to our future growth.”

Scott Webster,
CEO, the Fruit Company

About Our Customer, The Fruit Company

The roots of The Fruit Company run deep. The company was passed down from father to son and is now in its third generation of operation. Under the leadership of CEO Scott Webster, the family-owned and operated company has expanded into the gourmet gifts product category for fresh fruits and has been delivering orchard-fresh fruit gift baskets nationwide since 1999.

Name: The Fruit Company

Industry: Agriculture – fresh fruit

Products:

Fruit baskets & fresh fruit gifts

The Solution:

SAP Business One

Location: Hood River, Oregon

Website: www.thefruitcompany.com



Challenges

- Inefficient manual processes that resulted in missed opportunities to save time, money, and energy.
- Previous legacy software couldn’t scale operations to support the company’s plans for continued growth.
- Not enough product customization options for customer orders.

Why SAP Business One

- Offers a centralized solution by connecting all departments.
- Is customizable to adapt to business without imposing fixed processes.
- Accurate and efficient to keep the business on track.

Benefits

- If a product recall occurs, traceability features ensure information about the product’s recipient is easily identifiable.
- Inventory module ensures tightly managed product quality.
- World-class implementation partner’s customer support program, Vision33 TOTAL Care, provides training to maximize the benefits of the ERP investment.

Planting the Seed for Future Success

The mild weather and fertile volcanic soils of the Hood River make for ideal growing conditions for fresh fruit – and budding business opportunities. The Fruit Company is deeply rooted in the valley's history. In the early 1940s, company founder Roy Webster had a vision: to grow the finest fruit available. Today, the company doesn't just grow the finest fruit available – they craft gift baskets and ship the fruit across the nation. They've even appeared in the Oprah Magazine's holiday gift guide.

The Fruit Company is known for its hand-picked, hand-packed premium fruit. Their product offerings include premium fruit baskets and fruit boxes with sumptuous names like Harvest Grand Fruit Basket, Orchard Bloom Fruit Basket, and Organic Fruit Jubilee Basket. These products combine fruit of the customers' choosing, including peaches, scarlet nectarines, pineapple, cherry medley, or some of the best apples, pears, and oranges on the planet.

In 2012, The Fruit Company purchased an additional thirty acres in Parkdale, Oregon and filled the land with blueberries. A year later, they purchased eighty-five acres of pears to fulfill the growing demands of gift-grade fruit. Soon after, it was time for the company to field ideas about scaling their business operations to support continued growth.

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Scott Webster
CEO, The Fruit Company





SAP Business One Bears Fruit

Like many growing fresh fruit producers, The Fruit Company needed to address the manual processes and disparate applications they used to run the business. Their legacy business management solution wasn't centralized, leaving data spread between spreadsheets, paper folders, and the memories of employees.

When it was time to upgrade, they naturally wanted to bundle the features they needed in a single software solution. They did some digging and found SAP Business One, an integrated business management solution that could replace all their tools and manual processes.

"The ability to customize how everything works in SAP Business One helps a lot," says Travis Darr, Lead Programmer at The Fruit Company.

Quality and Quantity

One hallmark of SAP Business One is its advanced reporting that spans all functional areas. The Fruit Company was especially interested in inventory management and quality assurance. With SAP Business One, The Fruit Company's executives know the status of their inventory and its shelf life at a moment's notice. They can easily generate reports based on real-time data captured by the system and display them in customizable formats or dashboards.

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Connected at the Root

Beyond advanced accounting features, SAP Business One's integrated solution gives The Fruit Company clear visibility into its entire business and complete control over every aspect of its operations. It captures all critical business information for immediate access companywide. And, unlike accounting packages and spreadsheets, it delivers everything they need to manage critical business areas.

"SAP Business One helps everybody. Production, inventory, accounting, even information technology – we're all using SAP Business One," says Darr.

How Product Traceability Helps Budding Businesses Branch Out

Hood River, Oregon has long been known for quality produce. When The Fruit Company branched out into premium fruit basket delivery, preserving that quality from farm to table was critical.

Food distributors are subject to changing safety and quality regulations mandated by the government, and an already demanding industry is becoming more complex. Recently,

fresh produce companies have been under pressure to ensure traceability across their supply chain. Beyond shifting consumer tastes and trends, retail and food service customers are asking suppliers to do more. SAP Business One helps The Fruit Company meet food safety requirements in the changing field of quality regulations.

"SAP Business One helps us with our traceability process," says Becky Betty, The Fruit Company's Director of Sales/Merchandising. "If we have a recall, we can pull the data of everything that was shipped with that product in it and have a visual window of every person who purchased/received that product."

SAP Business One also streamlines production, packaging, inventory, and warehouse management. With a 161,000 square foot warehouse full of the fruits of their labor, this is a boon for The Fruit Company. The software offers greater quality control and the ability to find a product by searching for an item code, barcode, batch number, and production/packaging line anywhere in the supply chain.

"SAP Business One keeps us on track every day with the product we need to ship accurately and efficiently," Betty adds.



The Value of Working with a Dedicated ERP Partner

The partnership between The Fruit Company and Vision33 didn't end at the implementation phase. To sweeten the deal, Vision33 provides The Fruit Company access to the renowned Vision33 TOTAL Care 24/7 customer support program to answer questions about SAP Business One features and functionality. Vision33 TOTAL Care goes above and beyond anything you'd get from other IT consulting firms. The program provides dedicated customer management, support, and enablement programs to ensure that current and future employees learn the application quickly and become self-sufficient.

"Vision33 was pivotal in implementing that; they did a marvelous job with the implementation and then the training afterward to get us up to speed on how it all works," says Webster.

About Vision33, IT Professional Services Partner

Vision33 Inc. is a global IT professional services consultancy that solves customer business challenges through the promise of technology and the value it delivers. They partner with organizations in both the public and private sectors to understand their vision and help them reach it with the right blend of strategy, consulting, and technology. Vision33's global team of results-driven resources provides world-class experience through office locations in North America and Europe. For more information about Vision33, visit www.vision33.com.

Vision33's SAP solutions provide scalable and integrated ERP technology. With Vision33's help, their customers connect their business processes, from finance and expense reporting to procurement and inventory, to transform their operations and manage their subsidiary operations more efficiently. Vision33's dedicated customer support, the world-class TOTAL Care support program, ensures businesses have the tools they need to leverage their technology investment.

For More Information

When you're ready to take the next step, please contact a qualified Vision33 consultant in your area.

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