

Edenhouse and SAP BusinessObjects yield fruitful business insight for Berry Gardens



Executive Summary

Berry Gardens is the UK's number one berry and stone fruit production and marketing group, with sales of £193 million and a market share in excess of 30%. The company is wholly owned by its community of UK growers who rely on it to market and distribute their produce to retailers and events.

On a daily basis, Berry Gardens has a complex logistical puzzle to solve: getting the berries from field to shelf within a matter of hours. With a morning's turnover often running into the millions of pounds, access to up-to-the-minute information is vital to their success.

The company has a proprietary ERP system, developed specifically for its marketplace, which is operationally highly effective. But it couldn't yield the type of reporting Berry Gardens needed to fully understand its business or

communicate with the growers, and it did not integrate with financial accounting processes. Pressure on Berry Gardens' IT department for report-writing became overwhelming. To avoid the bottleneck, some users resorted to manipulating data in Excel or Access, a time-consuming process that risked introducing errors and inconsistencies.

In search of real-time insight, Berry Gardens evaluated a number of solutions and determined that SAP BusinessObjects offered the best combination of business intelligence and performance management functionality, packaged specifically for the demands and budget of a mid-size business. Berry Gardens chose UK experts Edenhouse Solutions for their pragmatism, experience of similar business models and vast expertise in SAP BusinessObjects.



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Edenhouse completed their implementation in just ten working days, with minimal disruption to Berry Gardens' day-to-day operations.

Rather than being an exclusive IT tool, SAP BusinessObjects is now being used daily by more than 20% of the company's workforce, plus 63 UK growers who access their personal portals through their internet browser. Formal training on the solution has been largely unnecessary, as users familiarise themselves quickly with the environment through logical point-and-click. With intuitive keyword searches, they can easily navigate data from the ERP and other back-office systems and perform ad hoc analysis – all without needing to understand the data, where it's located or how it's structured. In addition, standardised reporting and dashboards developed between Edenhouse and Berry Gardens are automatically delivered to those who simply wish to consume rather than interact with information.

SAP BusinessObjects has eliminated Berry Gardens' IT bottleneck by empowering non-technical users to satisfy the majority of their information requirements themselves. Growers benefit from continuous visibility into their performance, rather than retrospective printed

reports. The sales and procurement office, which used to be operational from 5am to 10pm, has narrowed its working window to 7am to 5pm. The workload in Finance to produce month-end accounts has decreased by one man week every month, helping to repay Berry Gardens' investment in SAP BusinessObjects. Increased insight and predictive capability supports the board in making more informed decisions and focusing on longer-term strategic planning. Perhaps most importantly, the insight from SAP BusinessObjects has given Berry Gardens the ability to react faster – an imperative in a business characterised by weather dependency, tight timescales, rigorous quality expectations and fluctuating supply and demand. In just over a decade, Berry Gardens' turnover has risen from £20m to almost £200m – a rate of growth that the company would have struggled to achieve without the detailed, live insight afforded by SAP BusinessObjects.

Working with Edenhouse gives Berry Gardens the support of a likeminded partner that understands its unique business challenges and dynamics, helping the company to extract maximum value from its software investment from the outset, and long into the future.

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