![Incorta logo](incorta.)

Case Study

Incorta Gives Guittard Chocolate Company the Analytics to Meet Demand

"With Incorta, we're able to access the information very quickly. We can drill down the orders to see the detail information, as well as take a look at the overall supply chain and where the inventories are at."

Daniel Lim
CIO
Guittard

![Guittard Chocolate Company logo](Guittard. CHOCOLATE COMPANY)

Industry
Fine Chocolate Maker

Objective
Real-time visibility for sales force to accurately track inventory and overall supply chain status to ensure accurate and timely order fulfillment.

Why Incorta
- Implementation in only 45 days
- Speed of data access
- Data consolidation into a single dashboard
- Ease of Use

Benefits
- High level of detail available for orders, inventory, and supply chain
- Manage orders and supply chain more effectively
- Access on the go
- Quick deployment and training
- Customizable reporting and metrics for future business planning
- Accurate, consistent, real-time information

About the Customer

Five generations of chocolate makers make Guittard Chocolate Company what it is today: a leading source of artisan chocolate for home and professional bakers alike.

"Stale" Data Stands in the Way of Customer Satisfaction

While Guittard's commitment to making the best chocolate available hasn't waned since its start in 1868, the company faced increasing challenges to ensure that inventory met demand.

The sales team in particular was impacted by delayed access to data on the road. To find out the status of a particular order, they had to first call contact customer service representatives, who then initiated the process of requesting reports.

The company was using SAP Crystal Reports, as well as Hubble Reporting, both on different platforms. Even though information was pulled from their Oracle enterprise system, different reporting structures sometimes meant different—even conflicting—information that could be difficult and time-consuming to consolidate. Not to mention, "It's not really real time," admitted Accounting Operations Manager Judy Bezue.

So when CIO Daniel Lim saw an Incorta demonstration, he was impressed. "The first thing that struck me was the speed in which they're able to access the information. I've been working in the industry for a long time, and I could tell you the amount of data that's out there, it takes time to process," he said.

Lim recognized Incorta's superior technology, faster data access, and enhanced analytical capabilities; however, the key selling point was mobility for the sales force, who needed real-time visibility to orders and supply chain. And deployment was a breeze.

"We were done in about 45 days. It's pretty much plug and play," he said.

Bezue was equally impressed and credited the Incorta team's invaluable support. "This must be the most successful deployment that we have experienced," she said. Training took only a couple hours for the sales team and they were "off and running," Lim marveled.

Incorta Makes Real-Time Data Possible, Paves the Way for Future Improvements

Using Incorta, supply chain management is more efficient and effective than ever before with the ability to view customer details, order status, and even drill down to item-level inventories at individual warehouses. "We're able to see the entire picture of the order," Bezue said.

With the success of initial implementation still fresh, next up for conversion is finance and accounting, followed by production, warehouse, and shipping with the goal to move off their antiquated data warehouse within 12 months.

"People are still digesting all the information that we have that we didn't have before," Bezue reflected. "It's going to open a lot more opportunities for the company—and also a lot more internal opportunities to improve our processing."

Gone are the days of relying on unappealing and static report formats. Now users can view data in graphs or make last-minute changes to how information is filtered and presented. This kind of flexibility means company leadership can make more informed, measurable business decisions for future growth to ensure what Bezue calls "100 percent customer satisfaction."

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>
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> **Guittard**

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