

Specialty Food Company Gets Control of its Supply Chain with CorVu

Langdon Ingredients is a specialty food company offering ingredients, services and niche food products to a variety of customers in Australia, New Zealand and Asia Pacific. The company has more than 90 employees and offers a range of services including food storage & distribution, contract manufacturing and packing, testing and technical support and product development.

CorVu[®] provides Performance Management and Business Intelligence solutions that have allowed Langdon's staff members to get visibility into all aspects of the business and dramatically reduce inefficiencies in its operations.



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- Barry Cummings, Chief Financial Officer

Situation

Langdon Ingredients is a family-owned company that manufactures a range of food products that are sold to other companies. The business has been successful for five generations, and by 2000 had grown to a point where paper-based inventory and manufacturing processes were no longer adequate. As an example, Langdon had old stock in its warehouses that was simply unaccounted for; this resulted in lost revenue opportunities for the company. In addition, lags in reporting customer account data would complicate the order process, as staff were forced to manually check to see if a customer's account was up-to-date. This was not only labour intensive (and expensive), but often resulted in delays in processing orders and shipping product.

Implementation

According to Barry Cummings, CFO of Langdon, "I had used CorVu at another company and was very impressed with how easy it was to implement and deploy - and how quickly it helped our business. We looked at Cognos, Crystal Reports and CorVu, and CorVu was simply better for our company. I literally looked at what CorVu can do and said 'we must have this.' We didn't even bother with an RFP! We made the decision to buy in March 2000 and bought CorVu in June 2000."

Implementation Cont.

Once Langdon decided to go with CorVu, the implementation was completed quickly. "We were literally able to generate our first reports within a few days," Cummings says. "It was very easy to get it up and running, and we saw immediate benefits. For example, we could actually see exactly what products we had in stock and make decisions that affected the sales and manufacturing sides of our business.

"The major reason that we love CorVu is that it integrates perfectly with the Material Requirements Planning (MRP) philosophy that we have been implementing here. We are able to buy the items we need as we need them, which reduces the amount of stock we need to have on hand. Having access to the most current data is critical for this, and CorVu has made it possible. At this point, people would have to pay us to move away from CorVu. It has exceeded all of our expectations and become a core component of our success. It's also allowed us to flag unpaid accounts in advance so we can handle payments in an orderly way."



Benefits

According to Cummings, the implementation was a hit from day one. "It gave all relevant users the ability to get the information they needed right from their computers. People were very receptive to it and have found it to be very liberating. It gives them the information they want - rather than the information that someone else thinks they want."

The three key benefits that CorVu has provided are:

- Visibility into stock on hand, including in company warehouses and in the shipping process.
- Visibility into customers debts and other account information.
- Reports that highlight "stock on order."

Key benefits:

- Ease of implementation
- Immediate access to data
- Integration with other technology platforms
- Real-time view of stock and manufacturing data
- Elimination of admin time to generate reports
- Visibility into customers' debt

Results

Matthew Clarke, General Manager and Head of Product Development for CorVu Australasia, says, "it is wonderful not only to have such a great relationship with the user, but also to provide tangible benefits to a customer. Langdon's successful implementation of CorVu is proof that we are leading the way in helping manufacturing companies re-invigorate their operations and reduce inefficiencies whilst improving their supply-chain processes."

Langdon Ingredients

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