

CASE STUDY »

CASALARE PASTA

Managing rapid growth in the supply of gluten free food

Interview: Nancy Hewitt, General Manager of Casalare Specialty Pasta



Casalare Specialty Pasta are an Australian owned and operated manufacturer of premium gluten-free pasta and baking products. They have established a name for themselves in this rapidly growing niche by providing premium quality products.

Q. What was the trigger for starting the selection process for an ERP/CRM system?

We have grown our manufacturing business using MYOB Premier for many years. Our business has the same legislative and administrative requirements of large corporations yet less resources and employees. With the advent of our main office administrator going on maternity leave we had to consider how we were going to manage the office. Also, we hired a sales manager the year before and did not have an adequate CRM to structure her work. On the financial side, there were features like costing, KPI's and sales reports that were manually applied through the use of spreadsheets with information drawn from MYOB. Very time consuming and costly but the information is necessary for growth. We spent some time researching the available options that would be financially affordable for a small business but would deliver all the features we required.

Q. What benefits did you expect a new system to deliver for your business? How will it help you succeed?

We expected the new system will streamline all our operations in "real" time to cut administrative input. Previously our inventory was always incorrect. This was one area of focus. We knew that most of the software programs were adequate in accounting management, however we required a software program that would include manufacturing and sales as well. The expected benefits were accountability in each department, time-saving, and streamlining of all operations into one software package for ease of use. We knew if we could achieve this it would lead to increased sales, efficiency on the manufacturing floor and the ability for admin staff to spend more time on more productive elements of the business as well as all the legislative requirements.

Q. What was the process you used to search for a system? How many vendors did you consider and how did you make the final decision?

I began my search on the internet contacting various companies and sifted through a lot of information to compare the features. It was an exciting learning curve to explore what was available as I began to see the possibilities for our business. But it was frustrating that the cost of many packages were out of our league. When I discovered cloud technology I began to see it as a viable option as the costs were far less for a system that gave us all the features we needed. The apprehension was in diverting from an in-house system to an internet system where control is given to others. However I decided as cloud technology is the way of the future and I am always up for new technology, to give it a go.

Q. Software Shortlist introduced you to several vendors as part of your selection process, including the one you chose. What feedback do you have on that experience?

Having Software Shortlist do some of the searching was excellent as they weighed up the available options versus our requirements and budget. Software Shortlist was the company who helped us achieve our aim in finding the right software for our business. There was no charge to Casalare so I would definitely recommend the service.

Q. What stage are you at in implementing the new system? How is it going so far?

The system we chose is JCurve, implemented by BM Online. Implementation is vital for Casalare because there are specific requirements to be met and the software customized to suit. Ensuring the manufacturing set-up worked was the main priority at this stage. It has taken around six months to go "Live". Moving all the data from one system to the other without causing disruption to the office was the challenge. We are only one week into being "Live" and already our team on the factory floor can see the benefits – from building items, to inventory, to ordering and having real time information available at all times to make decisions. The next step will be to implement the CRM functions and integrated website which will be used as a platform for our distributors to place orders and have all the latest information on hand.

Q. What does the future hold for Casalare, now that you've got your major IT platform in place?

We've invested in the last three years in improvements in equipment, packaging and technology. We have strong foundations in place and we'll have time to focus on more productive elements of the business such as sales, increasing brand presence and R&D.

CASE STUDY » FACTS

COMPANY:

Casalare Specialty Pasta
VIC, Australia
www.casalarepasta.com

ERP SOLUTION:

JCurve + BM Online
Selection advice from
Software Shortlist

