

ProWare Services, LLC



CASE REFERENCE STUDY

California repacker uses customized software to maximize sales and minimize shrink

Customer:

Green Thumb Produce, Inc.

Location:

Banning, California

Size:

200 Employees

Contact:

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CUSTOMER PROFILE

Green Thumb Produce is a family-owned business that has been built from the ground up by Lonnie and Caryn Saverino in Banning, Calif. What started as a small vendor business has grown into a premiere repacking operation, offering top-of-the-line produce at a premium price to selective West Coast retailers. Green Thumb Produce supplies local vendors, some smaller chain stores, and several large retailers.

The company focuses strictly on its warehouse and repacking operations where it supplies a wide variety of private-label, fresh produce products.

Software & Services:

- AgWare Agricultural Software
- ProWare Services, LLC Implementation & Training Services

Hardware:

- Windows Server 2003/2005/2008 SBS
- Window XP Pro, Vista Pro, Windows 7
- Microsoft SQL-Server database engine

As a top custom repacker for some of the West Coast's premiere retailers, Green Thumb Produce prides itself on delivering top-of-the-line fresh produce packs. In fact, the company promises its customers no shrink – guaranteed. In order to live up to that claim, inventory management must be efficient, accurate, and accessible.

That's why Green Thumb's IT Systems Administrator, David Radtke chose AgWare Agricultural Software from ProWare Services LLC, when Green Thumb sought to automate its operations three years ago.

After more than a decade in operation, AgWare has become recognized as a system that helps those in the perishable foods industry manage all aspects of their business, as well as providing valuable traceback capabilities with regard to food safety.

For Green Thumb Produce, the AgWare program streamlined the buying and selling process from a matter of hours to just minutes. "It used

to be, on order days, it would take four to five hours of hand-writing orders on a 12-column ledger sheet and two to three hours of phone calls," Radtke says. "Now, we can get all the orders in an hour."

"We trusted them right off the bat. They were willing to do whatever we needed on our time frame and create from scratch whatever we needed."

—David Radtke, IT Systems Administrator, Green Thumb Produce

A hidden jewel

Program performance is important, but the service and support that the ProWare Services team offers is the real gem of the deal.

ProWare customizes its AgWare system to fit each customer, a concept that immediately appealed to Radtke. "We trusted them right off the bat," he says. "They were willing to do whatever we needed on our time frame and create

from scratch whatever we needed."

One of the most valuable things ProWare Services did for Green Thumb was to develop a customized label program to use with their largest client. Previously, Green Thumb was forced to estimate how many labels to generate for repackaged product, a number that could vary with every order. The AgWare program now determines exactly how many labels will be needed based on the size of each order as it comes in, which cuts down on cost and waste.

That personal service carries over into everything ProWare Services does.

When it comes to implementing the AgWare system, ProWare Services sends a team of experts to train employees on how the program works at every level – from the sales office to the loading docks. "I think the best thing for us here was the ease of use (of the software) and the fact that the learning curve was so short," Radtke says. "Steve

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ProWare Services, LLC is a software development and services company focused on providing solutions for the perishable foods, seafood, and floral industries. The company's center of concentration remains upon supply chain products and services that are affordable to small & mid-size growers, packer/shippers, brokers, and distributors. ProWare staff provides complete consulting and system integration services to facilitate an effective implementation and long term support of these solutions. AgWare™, ProWare Services' flagship product is a mature and stable platform deployed in the agricultural community since 1999. AgWare™ is an ERP package for managing your business with the added benefits of lot traceability for food safety. ProWare Services provides unparalleled products, and services with commitment and integrity.

Dean (from ProWare Services) would come out here and give base knowledge to everyone – salespeople, production guys – everyone. If their shift started at 2 a.m., Steve was here at 2 a.m.," he says.

And that training and support is not a one-time thing. The ProWare Services team has flown out from Florida to California four or five times in the three years that Green Thumb has been using the AgWare program. "They're always accessible," Radtke says. "We know their wives; we have their home phone numbers. If they know they're going to be away, they let us know before they leave." The ProWare team goes above and beyond at all levels. "They even researched and found a local IT guy for us to help us set up our hardware initially," Radtke says. "They really fit our needs and our family structure. We really feel like they're a part of our team."

Managing multiple accounts

As Green Thumb Produce has expanded from serving just a single store to serving multiple customers, AgWare has allowed the company to easily manage buying and selling operations by tracking every item that comes in and every pack that goes out.

From a food safety standpoint, such measures are critical, Radtke says.

The company conducts quarterly mock recalls, and the difference with AgWare is dramatic. "It used to take eight to 10 hours to pull old files in a warehouse with receiving and shipping logs," he says, "now, it's minutes. We used to dread the recall process, but now it's no big deal."

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