



CASE STUDY

SEAFOOD DISTRIBUTOR

Our client is a Halifax seafood distributor with cold storage locations, and product sourcing, around the world.

OVERVIEW

Rapid growth is exploiting inefficient systems

Our client is expanding operations into new markets and selling more products to existing channels. The inventory management system they have in place is inefficient and relies on paper processes and spreadsheets to do calculations. They don't have sales data tied to their inventory, and their industry depends on selling fresh and moving quickly. They are looking to expand into an online sales channel for high-end restaurants and consumers, but their inventory system can't communicate with a front-end web store and guarantee products to buyers.

CHALLENGE

1 INVENTORY

Lot based inventory and ageing requires thoughtful solution

2 SALES AUTOMATION

Sales activities must be automated by customer buying preferences and tied to inventory and purchasing.

3 REPORTING

Connected database required to get better business insights.

SOLUTION

- Implementing Sandbox puts all the data in a single location, meaning you can follow information from the initial lead source to final accounting entries in reporting. Every event is connected, giving life to the data.
- An inventory system that understands that even though you may have a single SKU, there are extra details, including the LOT#, supplier, and lot age, that make sales of those SKU's unique.
- Customers have preferences of what they buy based on these unique product attributes. Those must connect to the customer profile and used to automatically create sales leads when the inventory matching their preference is received.

RESULT

- Eliminate paper processes and spreadsheets that were inaccurate and labour intensive. The extensive time used to manage manual processes can be used on more valuable tasks.
- Inventory can now move faster, delivering a fresher product to clients.
- System's ready for e-commerce and business expansion.