DIETZ & WATSON SELECTS VAI'S ERP SOFTWARE

for Food Manufacturing for Industry-Specific Features

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Dietz & Watson, Inc. is a preparer of over 1,200 premium deli meats and artisan cheeses for the finest supermarkets and neighborhood delis throughout the United States and the world. The company recently selected VAI Software's S2K Enterprise for Food, enterprise resource planning (ERP) software for food manufacturing.

Dietz & Watson previously used custom-written software on IBM systems for document imaging, route accounting, production and shipping systems, and mobile environments that supported a national network of sales support personnel. As those legacy ERP software solutions for food manufacturing were "bolted on", the data was segregated into multiple master files and transaction files, and it became difficult to maintain and trace entries—data that resides across various channels, supermarket

retailers, warehouse clubs, independent distributors, food services, and mom and pop delis. There were also cumbersome manual processes to capture product data from the shop floor.

The food distribution company will leverage the following S2K Enterprise for Food ERP software modules: analytics, customer relationship management (CRM), distribution, financials, mobile, manufacturing, portal, and warehouse management systems (WMS). This integrated "single version of truth" is expected to improve inventory management and manufacturing processes, and gain deeper business insights through analytics. Using S2K Analytics, Dietz & Watson will provide its sales force with visually appealing relevant data that will provide the information the company needs.

The following relevant details for food distribution will be explored through S2K Analytics data:

Which customers buy on promotion versus normal pricing

Which products are driving sales or causing them to lag

How are the regions performing

Which customers and sales employees are the best/worst performers

What is the impact of advertising campaigns with newspapers, media, and television

There were many undisclosed food ERP software competitors involved, but VAI prevailed due to the following software selection factors:

Vormittag Associates, Inc.
A Leader in Enterprise Management Software
www.vai.net

The vendor's depth of food-specific application availability, including distribution and manufacturing

Its additional product offerings including S2K Mobile and Analytics applications

VAI's willingness to personalize S2K to meet the exact needs of Dietz & Watson

The VAI team's industry expertise and years of experience with implementing ERP systems

Food companies similar to Dietz & Watson should keep VAI Software on their list of candidates for ERP software for food manufacturing, taking into consideration the above factors and features.