VICINITY
Complex Formulas. Simple Solutions.

RISING SUCCESS

THE SITUATION

Clabber Girl Corporation (Clabber Girl) has undergone many transformations since incorporation over 150 years ago. The company manufactured spices, coffees, and baking powder under many different brand names. By 1899 Clabber brand baking powder was introduced, and today the Clabber Girl brand, as renamed in 1923, is distributed nationwide and to many countries across the world. Foodservice offerings include baking powder, baking soda, cornstarch, OilFlex Oil Stabilizer, and Royal brand products, which include cheesecakes, puddings, and gelatins. Industrial formulations are designed specifically for the foodservice industry.

Providing high-quality products to the at home baker and the industrial baking industry involved complex processes that didn't match current software features. Using discrete manufacturing software was causing production delays and limiting their ability to use batch manufacturing, or formula manufacturing, to satisfy customer needs. Tracking ingredients, multiple packaging options, and configuring production schedules based on formulas was a challenge. Controlled material requirement planning was difficult, there were multiple users entering transactions that generated volumes of data, and there was no consistent way to collect and store component attributes.

Clabber Girl's business was growing, and operations were becoming more complex. With an aggressive business plan, Clabber Girl needed real-time data to make the crucial decisions to drive growth.

"We have an aggressive business plan and now we can use real-time data to make the important decisions that keep us on track toward reaching our strategic goals."

–JAMEY KIRSCH
Executive Director of Material and Operations Planning, Clabber Girl Corporation
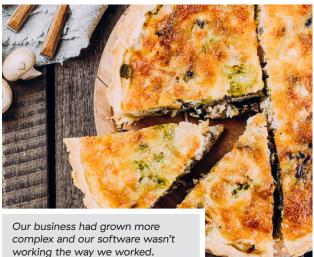
SOLUTION & BENEFITS

Clabber Girl was in search of a manufacturing solution to streamline production, as well as a business management solution that would provide the insight needed to grow their business. In the first quarter of 2008, Vicinity was evaluated and selected as the solution best suited for Clabber Girl's goals, and the system went live that fall.

"After our demo with Randy Smith at Vicinity, we knew that they understood our challenges and the processes we wanted to improve. Working with Vicinity has been a great experience. Our ability to provide input and direction in the future releases of our software, plus work with their amazing team, is an absolute bonus" says Jamey Kirsch.

After implementing Microsoft Dynamics GP and Microsoft Dynamics CRM, Clabber Girl was able to use formulas to develop finished goods based on packaging requirements. Retooling dynamics for batch manufacturing, by formula with Vicinity instead of discrete manufacturing, was a significant factor in streamlining production operations. They now have the flexibility to package specific formulas in multiple containers. The new software permitted employees to quickly and easily record data as they complete tasks. In addition, Clabber Girl can analyze true cost data to maximize operations and profitability. The software developed by Vicinity has been able to satisfy all of the challenges that Clabber Girl once faced. As a result, business has grown and Clabber Girl improved productivity, profitability, and is able to provide superior customer service.

Streamlined Manufacturing Operations Leads to Quick 7% Growth

Clabber Girl has always been a company on the move manufacturing high-quality food products, providing superior personal customer service, and supplying trusted brands that add value to preparation and consumption at home. Once Vicinity had been joined with Microsoft Dynamics GP for batch manufacturing and added Microsoft Dynamics CRM for added customer relationship management, the technology was finally able to keep pace with

Clabber Girl's business goals. Clabber Girl achieved a 7% top–line growth the year after implementation and was able to purchase a dessert line for the foodservice industry. Clabber Girl was also able to reduce fill waste by 0.5% by collecting adequate data and robust analysis. By evaluating formulas and streamlining manufacturing operations, they can save money as well as reduce waste.

Greater Insight for Controlled Growth & Superior Customer Service

Integrating the batch manufacturing module with Microsoft Dynamics GP business intelligence software provides a full view of Clabber Girl operations. Employees from accounting to the production floor enter their data into the single software solution generating real–time data that is used to streamline production, maximize performance, and improve the bottom line. The powerful software generates detailed reports used to identify trends in production and customer interactions. Clabber Girl can identify best–selling products or top customers and use that data to generate incremental sales.

Tracking ingredient inventory, packing, and finished goods are much easier with Microsoft Dynamics GP. Using interfacing electronic scanners, Clabber Girl can input finished good quantities in the packaging area. In addition, the ability to calculate true formula costs enables them to maximize profitability by formula, providing customers with a high–quality food product at the ideal price.

Using the Right Technology Generates Results

Just like using the right ingredients can mean the difference between a delicious dinner or a disaster, the right technology can make or break the bottom line. Clabber Girl was struggling with software meant for a different type of manufacturing operation. It wasn't capturing the data needed and was causing inefficiencies in production and scheduling. Vicinity turned the software upside–down and created a formula–based, batch manufacturing solution with Microsoft Dynamics GP. This software solution was just the right ingredient for Clabber Girl's operations. As a result, Clabber Girl was able to land new industrial customers, grow their business, and improve their food products along the way.

Powered by a team of developers, technical experts, and business consultants all based in the U.S., Vicinity is known for introducing the first software product for formula–based manufacturing in the Microsoft Dynamics® reseller space. By delivering the most robust and flexible software available to our market, we help companies of all sizes manage limitless recipes, improve inventory visibility and control, enhance quality assurance, eliminate redundancies, reduce costs – and most of all, experience smart growth.

Help your customers streamline and scale with Vicinity. Go ahead, put us to the test. We're ready to mix it up with anyone. Call Vicinity at **770–421–2467** or visit us online at **www.vicinitysoftware.com**.

VICINITY