

CUSTOMER SUCCESS

MEET

T&F
ALL STATES PTY LTD

Who: T & F All States

What: Pack-to-order fruit and vegetable distributor

Where: Sydney, Australia

Web: www.tandfallstates.com.au



Headquartered in the heart of Sydney, T & F All States proudly support the Hospitality & Food Services industry in the greater Sydney area and many of the main centres throughout New South Wales. The company supplies fresh and prepared fruits and vegetables via a pack-to-order process directly to customers in the region. T & F's diverse customer base includes hospitality establishments, such as hotels, convention centres, corporate and private restaurants and clubs, government organizations, national health services, food manufacturers, passenger and commercial shipping lines, airlines, schools and more.

In keeping with their corporate tagline, "Your connection to freshness," T & F have earned their reputation for excellence, working hard to deliver superior grown fruits and vegetables. The company's mission is clear – "Our number one passion and focus is supplying direct to our customers." This translates into exceptional product quality, highly personal customer service and support and delivery that's on time and on budget.

CHALLENGE

After years in the fresh produce distribution industry, it was clear to T & F management that to maintain a competitive edge and in parallel, grow their business, they had to invest in a strong and reliable business management solution. In the food and beverage sector, the heart of the business is to support what matters most – food safety and quality. This means reliable tracking and traceability, raw materials and inventory visibility and managing perishable materials and products with limited shelf-life.

For T & F, time and efficiency have long been the cornerstone of their business, as products are purchased from the markets and processed, packaged and shipped within an exceptionally short timeframe of 24 hours or less. That's why stock control and inventory management were at the top of T & F's list of "must haves" when shopping around for a viable solution. "What's more, with a tremendous number of line items and a fully-stocked warehouse, we knew we needed a real top-of-the-line ERP system," said T & F Business and Administration Manager, Arthur Zinopoulos. We also knew that our current mix of in-house systems could no longer keep up with our growing business. Plus, we needed better control of our back office activities and our entire distribution workflow, including trucks, delivery schedules and even monitoring driver' hours and routes," he added.

SOLUTION

After carefully scanning the market for an ERP solution that not only served but really 'understood' the needs of the food & beverage industry, T & F got on board with long time **Priority Software** business partner, Cincom Australia. T & F management were quick to decide on **Priority F&B**, the company's dedicated ERP solution for the food and beverage industry, to manage their entire business operations, from warehouse to table.

"**Priority ERP** gave us the operational tools we always knew were missing," comments Zinopoulos. "And we really appreciated the smooth on-boarding process, fast implementation and employee training, all provided by Cincom's project management team. During our initial meetings, they really took the time to understand our business needs and Priority F&B literally, spoke a language we could understand. That's one of the reasons we chose them. A highly intuitive and easy to use ERP system, matched with Cincom's knowledge and technical skills, continues to remind us that we had made a really good choice."

As T & F's business processes became more intricate, more complex and more difficult to manage, Priority ERP's system modules supported the entire operations workflow, including forecast and demand planning, production planning and scheduling, shelf-life and seasonality management, so vitally important in the food & beverage industry. Further tools included inventory and supply chain management, analytics and reporting, with Priority's easy-to-use, built-in reporting tools and up-to-date analytics, and handling the company's financial and budget management – all this in a single, unified system.



"WITH PRIORITY, WE CAN QUICKLY ADAPT TO CUSTOMERS' REQUESTS, PROCESS THE ORDERS AND DELIVER ON TIME, GUARANTEEING ANOTHER SATISFIED CUSTOMER."

ARTHUR ZINOPOULOS, BUSINESS AND ADMINISTRATION MANAGER

RESULTS

"It's pretty clear, the results speak for themselves," said Zinopoulos. "We've witnessed a great reduction in operational costs. For the first time ever, with Priority, we have a real bird's eye view of our workflow, from inventory to final product and distribution. With real-time data at our fingertips, we're able to make business decisions backed by reliable information and metrics. This way, we can look at actual events and analyse trends and customer buyer behaviour. When asked to give us an example of just what **Priority** does for them, Zinopoulos said, "When an unknown customer faxed an order at night requesting shipment the next day, with **Priority**, we were able to pinpoint certain trends, identify the customer, process the order and have it shipped to them in Canberra the next morning. And that's awesome!"

According to Zinopoulos, "Our underlying business process has improved with **Priority** due to the categorisation of products into many levels. This gives us transparency and better reporting capabilities," he added. **Priority's** reporting capability gives T & F the ability to access information at any stage in the process. For example, they can accept orders as late as 5:00am through 1:00am the following day and have that order dispatched on time as requested by their customer – the very next day! "The impact this has had on our customers is that we're now able to absolutely guarantee a quick turnaround. We have the flexibility to adapt to changes in customers' requests and flexibility in lead time. For example, a customer may request an earlier delivery and now, with **Priority**, we can fill this request, process the order and deliver it on time – and that means another satisfied customer."



T & F All States is supported by our valued Priority business partner, Cincom Australia (www.cincom.com/au)