

BATORY FOODS ADAPTS TO DEMAND

Providing Superior Customer
Service While Meeting
Industry Regulations

OPERATIONS

7 company-owned DCs, 30 third-party DCs

MANHATTAN SOLUTION

Manhattan SCALE™,
SCALE™ Super User Training



BATORY FOODS



CHALLENGE

As a leading distributor of high-quality food ingredients, Batory Foods was concerned with its ability to maintain its superior customer service in the face of increasing food industry regulations and complications.

SOLUTION

Batory Foods selected Manhattan's SCALE platform to improve warehouse management and inventory visibility across the organization. The company also leveraged Super User Training to build a Center of Excellence on Manhattan products.

PROGRESS & RESULT

The enhanced warehouse and inventory visibility provided by SCALE enabled Batory Foods to better standardize processes across the organization and improve order fulfillment. Super User Training ensured rapid adoption of SCALE.

"Since implementing Manhattan SCALE, Batory Foods has seen a marked improvement in inventory visibility and order fulfillment processes. Through this added insight we've been able to improve standardization across the organization and enhance order and service quality for our customers."

DARYL FISHER, WMS APPLICATIONS MANAGER, BATORY FOODS

PUSH POSSIBLE

 **Manhattan**
Associates®

BETTER VISIBILITY AND IMPROVED ORDER FULFILLMENT

at Batory Foods

BATORY FOODS UNDERSTANDS QUALITY

The Chicago-based company became a leading nation-wide distributor of food ingredients by following a simple recipe for success: combine the highest quality ingredients with unbeatable customer service.



Founded in 1979, the privately owned company prides itself on its customercentric values and ability to fill large customized orders that often include valueadded services, such as ingredient blending and powdering. Batory Foods serves food manufacturers across multiple markets, including bakery, beverage, meats, dairy, candy and more. The company owns and operates several distribution centers across the country and also works with approximately 30 third-party distribution centers designed to cater to customer needs in specific markets. Batory Foods functions as a “one-stop shopping” partner dedicated to meeting all of its customers’ ingredient needs, and that dedication is reflected in how the organization does business.

ADDRESSING CHANGE

In recent years, Batory Foods began to see changes emerge in the food industry such as the farm-to-fork movement, a greater spotlight on food allergens and heightened consumer awareness of production processes. These developments helped spur increasingly stringent industry regulations and added complexity. Given the company’s distributed model, executives knew they could no longer rely on internal processes to meet the small, complicated requirements of customers across their network in a manner that reflected and supported company values. Batory Foods needed to address inventory and supply chain management on a grander scale and began looking for a warehouse management system (WMS) vendor that could meet its needs.

Batory Foods worked with a third-party consultant to assess a range of top WMS providers on the market, and Manhattan SCALE™ quickly emerged as the best fit for the company. SCALE enables organizations to tie together processes, data and workflows to cost-effectively enhance the overall performance of their supply chains. The warehouse management component of the offering fine-tunes warehouse facility processes with more efficient layouts, improved resource utilization and streamlined inventory and order fulfillment processes.

“We now have much better visibility of our stock and the new system is more efficient in the way it processes data and controls operations.”

Implementation was smooth, and SCALE integrated seamlessly with Batory Foods’ existing enterprise planning software and document management system. A significant amount of documentation accompanies ingredient orders. In particular, ingredient manufacturers must provide a certificate of analysis—a detailed breakdown of the chemical composition of products—with every product run. Because of this, effective integration with the document management system was critical, and Manhattan’s ability to effortlessly support this system was a key element that led to Batory Foods’ selection.

BETTER VISIBILITY, BETTER SERVICE

Since implementing SCALE, Batory Foods has noted a clear improvement in order visibility and customer serviceability. Deliveries are more accurate, and order processes and documentation have become increasingly consistent. The company’s employees across departments have also noted the improvements in inventory visibility and accuracy in the warehouses.

Additionally, as Batory Foods deploys SCALE across its distribution centers, which historically have operated autonomously or semiautonomously, the company is improving standardization of processes and operations throughout the entire organization—a shift that benefits customers, employees and the organization as a whole. This standardization helps provide a single face for the customer, ensuring that all documentation and value-added services are consistent across the business and eliminating opportunities for confusion or discrepancies.

“Since implementing Manhattan SCALE, Batory Foods has seen a marked improvement in inventory visibility and order fulfillment processes. Through this added insight we’ve been able to improve standardization across the organization and enhance order and service quality for our customers,” said Daryl Fisher, WMS Applications Manager, Batory Foods. “Utilizing Manhattan has helped Batory Foods reinforce our dedication to our customers and differentiate ourselves from the competition by further enhancing the sophistication of our offerings.”

CONTINUING TO IMPRESS

Batory Foods recently opened its newest warehouse in Atlanta, Georgia, and the use of SCALE in that facility has enabled a much larger, more sophisticated operation than was previously possible. This has not only assisted in accurate order fulfillment and improved customer service, it has also served as an impressive marketing tool for customers who have toured the facility. Batory Foods has already deployed SCALE in three warehouses and plans to continue rolling the system out through the remaining four company-owned distribution centers. In addition to addressing that immediate objective, Batory Foods is also focused on increasing the level of integration between SCALE and the company's existing document management system in order to develop a customer portal where users can obtain copies of their delivery documentation and order analysis.

Since implementation, Batory Foods has been impressed by the superior customer service and support provided by Manhattan. The company also leveraged Manhattan's Education Services for super-user training to build their Center of Excellence on Manhattan products. "We work with Manhattan in a partnership capacity," added Fisher. "They deliver what we need, understand our requirements and get the job done. As a company that prides itself on delivering high-quality service, we also recognize that service when we receive it."

