



# THE NEW FLAVOR OF FOOD AND BEVERAGE MANUFACTURING

NetSuite's Cloud ERP is the Key  
Ingredient for Success



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## Introduction

For food and beverage manufacturers, running a successful business demands constant innovation to meet changing customer tastes, and technology that can enable and adapt to that innovation. Far too often however, companies are forced to dedicate crucial personnel to IT and managing multiple disparate systems instead of driving the business and creating new, exciting products for their consumers. To effectively compete in a highly saturated space, food and beverage manufacturers need a reliable, integrated and easy-to-use ERP system.

As food and beverage brands experience rapid growth and expand around the globe, they require a platform that delivers scalability, agility and flexibility with the advanced functionality to support this growth with a real-time, unified view of the business. Cloud-based ERP systems can change the equation.

True, multi-tenant cloud ERP offers a system that eliminates concerns around scalability, security, application maintenance and upgrades. NetSuite—as a true cloud suite—is built to accommodate the largest enterprises down to the smallest startups and provides enterprise-level security for its entire customer base through economies of scale. By eliminating on-premise software, NetSuite also streamlines application maintenance and upgrades so that they are seamlessly completed via the cloud without cumbersome and disruptive upgrades. The bottom line is that with a cloud solution unifying core processes, personnel can focus more on delivering superior products, value and customer experiences, and less on their software.

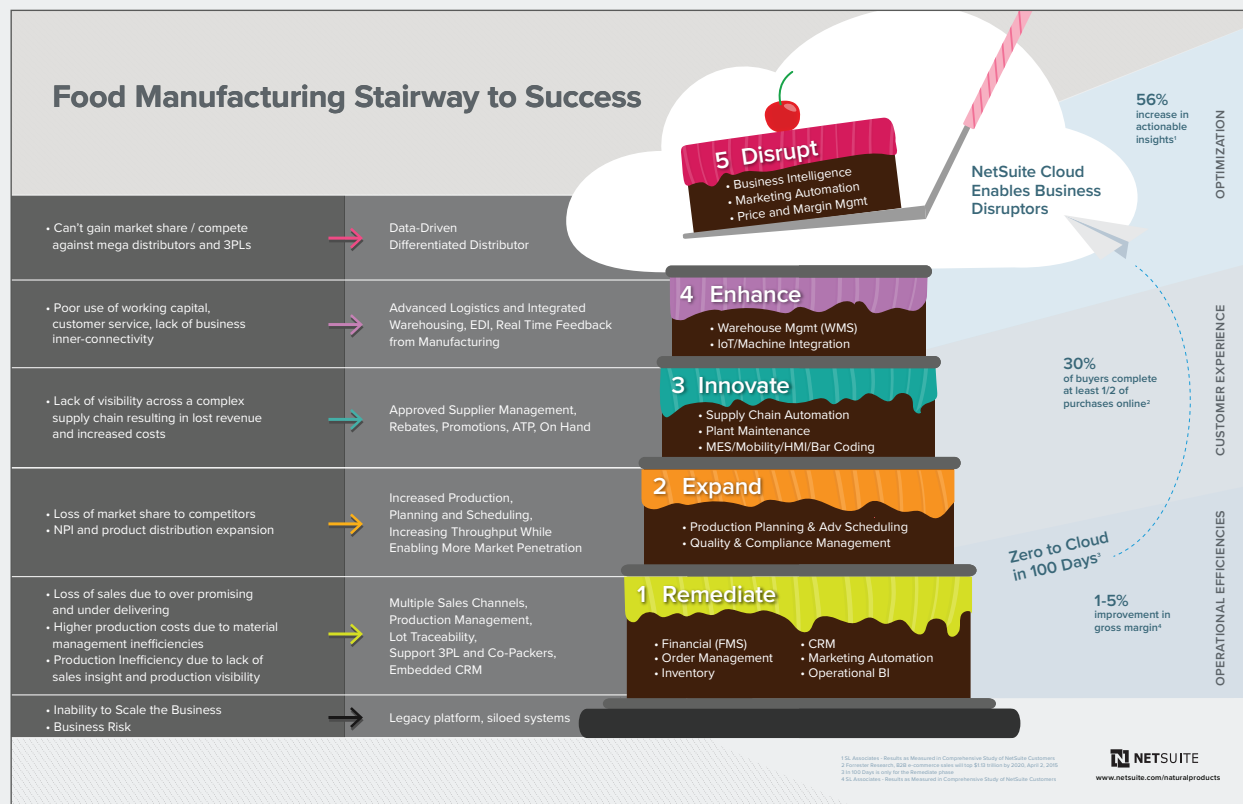
## Technology Challenges for Food and Beverage Manufacturers

- Food and beverage brands often have a wide range of disparate systems that limit visibility into business operations and are unable to grow with the business, while simultaneously demanding significant IT resources to simply keep these systems up and running.
- These disconnected systems can inhibit tracking and traceability, which is hugely problematic for managing quality and complying with industry standards.

- Legacy systems are not agile enough to allow food and beverage manufacturers to react to and capitalize on changing market conditions and advancements like globalization and shifting consumer preferences.

Integrating separate software systems for ingredient sourcing, fulfillment, inventory management, production planning, quality management, accounting and customer service introduces unnecessary complexity and inefficiencies, and requires costly IT resources to maintain. Running this multitude of systems for each and every functional

### The Stepped Approach To Adopting The NetSuite Solution



area of a food and beverage business introduces errors throughout the business process, inhibits tracking and traceability, provides little visibility into key metrics and ultimately decreases business efficiency and accuracy, which is simply unacceptable in the highly regulated and highly competitive environment of food and beverage.

### **Solution of Choice for Fast-Growing Food and Beverage Companies**

Experts and analysts consider cloud technology a compelling option for almost all companies, including food and beverage operations. In the early phases of a startup operation, the smallest companies make do with manual processes and point solutions ranging from QuickBooks for accounting to Excel spreadsheets for inventory management and recipe tracking. For larger and fast-growing food and beverage manufacturers, cloud technology provides scalability for growth and the flexibility to address a range of business scenarios, production complexities, tracing regulations, B2B and B2C channel strategies, and complex supplier networks.

The reality is that cloud adoption has been remarkably strong. In fact, analyst firm Forrester Research predicts, “the public cloud market will rise to \$191B by 2020—about 20% larger than our 2011 projection”. With this in mind, any and all modern food and beverage manufacturers need to consider a cloud-based solution to remain relevant and competitive in the changing food and beverage competitive landscape.

### **Cloud-Based Applications Level the Playing Field**

As food and beverage manufacturers expand into a wider range of sales outlets and extend to direct-to-consumer sales channels, small companies can find themselves competing with multi-national giants for shelf space and customer loyalty. The biggest brands have vertical and horizontal integration advantages that can be nearly impossible for smaller contenders to match.

Cloud-based business management suites level the playing field with access to detailed supply chain and demand planning insights that were previously available only in high-end on-premise ERP systems. A firm command of costs, margins and availability throughout the supply chain is what gave a few elite companies a competitive advantage in recent decades. Innovative food and beverage brands adopting cloud computing now have that same power.

### **A Path to Sustainable, Profitable Growth**

Because cloud solutions are designed for the modern web, unlike conventional on-premise software, they make it easier to expand and reach customers through new and emerging channels while keeping employees productive and costs low. As an example, NetSuite’s commerce platform seamlessly links to the NetSuite cloud ERP platform making inventory management, the pick-pack-ship process, and customer service a coordinated effort on a single system.

One NetSuite customer that has embraced the NetSuite platform for growth is Coda Coffee. A coffee roaster based out of Denver, Coda Coffee switched from QuickBooks to NetSuite in 2008 when it had just six employees and has since grown to over 45. The business now spans wholesale and white-label distribution, online and physical B2C operations that include a brick and mortar store, a 2,000-square-foot roasting and distribution hub in Denver doubling as a product maintenance center, and soon another roasting and distribution hub in Phoenix.

Coda Coffee, CraftMark Bakery and International Spices are just a few examples of leading food and beverage manufacturers supporting successful growth on NetSuite's cloud ERP solution. Every worthwhile food and beverage manufacturer started with a vision and an enthusiastic outlook as its greatest assets. Cloud computing solutions ensure that a business never has to compromise on those foundational principles by becoming a victim to cumbersome and costly technology. Cloud technologies can help create a path to sustainable, profitable growth and limitless scalability, from the days of grassroots awareness and reputation-building to becoming a household name.

“With NetSuite in the cloud, we are never disconnected from the business. We can see in real-time what’s going on.”

— **Tommy Thwaites**, Founder and CEO



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“We don't want to be your ordinary bakery. We want to be the best bakery. And we want to offer our customers the best quality, the best service, the best innovation that we can. NetSuite, we're very confident, will allow us to scale and grow with those strategic initiatives.”

— **Ahmad Hamade**, CEO



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"NetSuite has been such a dramatic improvement for us. I can't figure why any midsized business wouldn't go with a cloud ERP model. It's one of the best decisions we've ever made.”

— **Eric Hochstein**, Owner



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## NetSuite Addresses Your Key Business Requirements

NETSUITE		FOOD & BEVERAGE MANUFACTURING VALUE CHAIN			
FUNCTION	BUSINESS PROCESS	WORKFLOW	BUSINESS IMPACT		
Ecommerce	<ul style="list-style-type: none"> <li>B2B &amp; B2C</li> <li>Digitalization PDM</li> <li>Marketplace</li> </ul>	Orders, Pricing, Inventory, Reorders, Shipment, Traceability tracking, RMA, Product Catalog & Product Information Management	Omnichannel	Customer Experience            Mobile Customer Experience            Supply Chain Visibility	
Sales & Marketing	<ul style="list-style-type: none"> <li>Campaigns &amp; Lead Tracking</li> <li>CRM &amp; Opportunity Management</li> <li>Commission Management</li> </ul>	Prospect Capture, Forecasting, Pipeline Management, Commission Management, Contracts, Promotions, Mobile Access	Lead to Quote	Forecasted Revenue            Projected Inventory Demand            Sales Effectiveness/Close Rates	
Order Management	<ul style="list-style-type: none"> <li>Wholesale and Consumer Pricing</li> <li>Order Management</li> <li>Promotion Management</li> </ul>	Quick Order Entry, Ecommerce, Available to Promise, Multi-Channel Support (Customer Portals, Direct Sales, Distributors), Mobile, Intercompany, EDI	Order to Cash	Customer Profitability            Cost to Deliver            Profitability by Channel	
Sourcing & Supply Chain Management	<ul style="list-style-type: none"> <li>Lot Tracking, Traceability and Labeling</li> <li>Co-packer and 3PL Support</li> <li>Demand and Supply Planning</li> </ul>	Supplier Management, Lot Tracking and Traceability, Purchase Requisitions, Supplier Collaboration, Drop Ship, Demand Forecasting, Materials Management, Shelf Life, Allocations	Procure to Pay	Inventory Cost Management            Lead Time            Working Capital/Cash Flow Management	
Production	<ul style="list-style-type: none"> <li>Optimized Scheduling</li> <li>Change Over Management</li> <li>Work Order &amp; Quality</li> <li>Asset / Labor Utilization</li> <li>Materials Management</li> </ul>	Recipes, Routings, Costing, WIP, Work Order Batches, Resource Management, Lot Control, Compliance, Quality Management, By/Co-Products, Preventative Maintenance	Build to Demand	Inventory Controls            Product Compliance            Operations Management and Cost Controls	
Customer Service	<ul style="list-style-type: none"> <li>Case Management</li> <li>Transportation &amp; Shipping</li> <li>Activity Tracking</li> </ul>	Issue Tracking, Product Support, Customer Portal, Shipment Tracking, Documentation, Recall	Call to Resolution	DSOs            Product Issues            Cost to Close	
Financials	<ul style="list-style-type: none"> <li>Profit Management</li> <li>Cost of Goods Sold</li> <li>Margin Management</li> </ul>	Fixed Assets, Close Management, Multi-Currency, Multi-Location, Margin Management, Real-Time COGS	Financial Closing	Receivables            Consolidations            Close Times	
<b>CLOUD PLATFORM – SUITECLOUD – MOBILITY</b>					
REPORTING & ANALYTICS		SUITEFLOW	GRC – GOVERNANCE RISK & COMPLIANCE	SDN – SUITECLOUD DEVELOPER NETWORK	HUMAN CAPITAL MANAGEMENT (HCM)

## Run Your Food and Beverage Manufacturing Company Better in the Cloud

NetSuite helps food and beverage brands integrate suppliers, manufacturing, customers and inventory without the headaches and inefficiencies of disconnected and costly in-house IT systems.

They can focus on growing the business with a single platform for finance, order and

inventory management, demand planning, ecommerce and more. NetSuite is helping fast-growing food and beverage manufacturers improve performance by:

- Providing a real-time, 360-degree view of the business by seamlessly integrating financials/ERP, CRM, inventory management and ecommerce, thereby empowering businesses to manage their interactions directly with consumers and other businesses.

- Improving demand-planning operations with integrated inventory and order management, and building demand forecasts with real-time data to better meet customer demand across all channels.
- Allowing data to flow seamlessly to suppliers to ensure communication is in lockstep with the same data including audit trails and real-time accuracy at every stage for improved quality management and traceability.
- Managing all transactions and associated customer interactions regardless of the touch point i.e., mobile, catalog, web or store.
- Sharing container, pallet, location, forecasting, scheduling and unit-level data with stakeholders, while collaborating on a common cloud platform.
- Providing transparency, responsiveness, and visibility to customers through the front-end ecommerce solution.
- Providing the entire workforce with anywhere, anytime access to business data, improving sales effectiveness and quality management.

ORACLE® | NETSUITE

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