



Gehl's Guernsey Farms

Gehl's Implements Aptean Ross ERP for Improved Operational Efficiency

CASE STUDY

Customer Details

Gehl's Guernsey Farms
Specialized Aseptic Food Products
www.gehlsguernsey.com

Industry

Food & Beverage

Aptean Solution

Aptean Ross ERP

Challenges

- Information not visible throughout company
- Forced to conduct manual physical inventory
- Lost revenue for expired products and returned goods

Benefits

- Doubled in growth and tripled product offering since the implementation of Ross ERP
- Eliminated issues around shipping expired products
- Employees now know product inventory in real-time to accurately fill pick orders
- Streamlined inventory management increased space on warehouse floor providing more room for new products

Gehl's Guernsey Farms was established in 1894 in a three-room creamery as a milk and cream delivery service. The company is now the nation's leader in specialized aseptic food products, supplying more than 100,000 stores, restaurants and concessionaires with high-quality, ready-to-serve food items. More than a century after opening for business, the company remains privately owned by the Gehl family and maintains its commitment to develop new and better food products.

Gehl's is a pioneer in making private-label puddings, nutritional drinks and cheese sauces for some of the best-known grocery brands, while still offering high-quality dairy products to bakers, restaurants and catering services under the respected Gehl's name. With corporate headquarters located in Germantown, Wis., just a short distance away from the original creamery location, Gehl's products are behind some of America's best-known brands and private labels.

The Challenge

Speed and Efficiency

Communication between different departments within Gehl's 230-person headquarters posed a challenge as the company continued to expand. Integration between Gehl's purchasing, accounting and logistics departments was stretched, requiring additional support to keep up with growing customer needs. Additionally, information existing within one department was often not visible to the rest of the organization. With no local support, the inventory tracking system experienced frequent shut downs, requiring the IT manager to devote four hours a week just to keeping the system up and running.

Gehl's lacked an enterprise system with sophisticated reporting technology to better support its growing business lines and overall expansion. Utilizing the resources of as many as seven people, manual audits required three hours to conduct and create a report. After creating the audit report, the team would still have to double-check for accuracy. The company also needed a system to bring it up to speed with changing technology needs and comply with emerging technology standards.

Inventory Control

Without a company-wide inventory management solution, Gehl's was forced to conduct manual physical inventory. This task became increasingly time consuming as the company added new product lines. With plans on significant growth in revenue and products, Gehl's needed an automated solution that matched their state-of-the-art systems on the plant floor. Previously, the shipping clerk was the only person with access to inventory on the warehouse floor.

"Without the ability to accurately track inventory, we would commit to orders and not have complete assurance that the inventory was available to fill all requests causing significant customer service issues," said Andy Gehl, president of Gehl's. "Inventory was often overlooked if it was hidden outside the direct line of sight, and expired products cost us money in unusable product as well as shipping and handling fees for returned goods."

Solution

To continue expanding its business, it became essential for Gehl's to improve operational effectiveness. The company evaluated enterprise resource planning vendors and selected Ross Enterprise's ERP solution, implementing the system in the fall of 1999.

"We selected Ross ERP for a number of reasons, foremost being that it was tailored to meet our specific needs as a food and beverage manufacturer," said Gehl. "Ross ERP's interface is easy to work with and extremely flexible, allowing Gehl's to develop our own customizations while still setting limits to ensure accuracy."

"Ross ERP's interface is **easy to work with and extremely flexible**, allowing Gehl's to develop our own customizations while still setting limits to ensure accuracy."

Andy Gehl
President of Gehl's

Results

Enhanced Operational Efficiency

Streamlining operational efficiencies with Ross ERP, Gehl's delivers the best product possible to its customers along with superior customer service. With Ross ERP, information is now shared enterprise-wide throughout all of Gehl's departments.

Business has doubled in size since the implementation of Ross ERP. In addition, Gehl's has tripled the number of products offered, including the addition of its private-label line, to customers ranging from the nation's largest retailers and supermarkets to many of the top fast food chains. In partnership with Ross, Gehl's has established a solid technology infrastructure with the ability to support future growth.

"We could not have grown to the level we are at now without a robust system like Ross ERP focused on addressing the unique needs of our industry," said Gehl. "Ross ERP has allowed us to conduct business with large retail and fast food customers, expanding our operations and product lines."

Efficient Report Management: Ross ERP's superior real-time reporting capabilities increase Gehl's visibility enterprise wide, generating the more than 60 reports the company reviews on a daily basis. With Ross ERP, executive management no longer has to wait until the end of the month to view overall company numbers.

A general ledger report, for instance, can be run at any point during the month to track progress.

“With high seasonal demand for our cheese and chili at athletic facilities and amusement parks during the summer months, effective demand planning is essential to optimize manufacturing and distribution,” said Gehl. “Ross ERP continually improves each forecast down to the lowest levels.”

The logistics department has increased visibility into scheduling and distribution as shipping employees can open a sales order report and schedule deliveries ahead of time, leading to better relations with Gehl’s freighting company and improving coordination for shipping schedules.

Increased Inventory Control

Gehl’s has eliminated issues around shipping expired products, saving the company money in shipping costs. With Ross ERP, the shipping clerk knows exactly what products are on hand in real time to accurately fill pick orders from the warehouse. Streamlining inventory management, Gehl’s has freed up additional space on the warehouse floor adding more room for the company to introduce new product lines and increase business. This has allowed continued business growth within the same production facility.

Interested in learning more about Aptean’s Ross EPR? Please contact your account manager or email us at info@aptean.com.



Aptean provides very specific industries with very specific ERP, supply chain management, and customer experience solutions. In today’s fast-paced, highly competitive economy, organizations don’t have time to waste forcing homegrown software, spreadsheets, and one-size-fits-all solutions to do things they were never designed to do. Aptean is on a mission to end those workarounds – with industry-specific solutions instead of generic software, expert support instead of making you go it alone, and a steady influx of new ideas instead of the status quo. For more information, visit www.aptean.com.