



Gem Pack Foods Transforms Finance & Operations

With ProStrategy ERP Solution To Meet Future Growth Ambitions



Introduction

Founded in 1967, Gem Pack Foods is a leading food ingredients company based in Dublin. Their products can be found in homes, restaurants, and cafes across Ireland. They've now grown to employ well over 100 people and have a turnover of around €40 million. With consistent growth, relying on their legacy systems had become increasingly difficult, so they sought out an independent consultant to review their processes and to help implement an ERP system.

However, coordinating stock movement through the company and out to customers – while maintaining a variety of critical legislative records – was becoming a greater challenge as Gem Pack continued to grow.

The team knew that their labour intensive, paper-based system was no longer fit for purpose, and so they turned to leading Gold Certified Microsoft Partner, ProStrategy. ProStrategy designed a solution which not only met the company's current needs, but also futureproofed Gem Pack's future ERP developments in line with its growth ambitions. ProStrategy's deployment of Microsoft Dynamics 365 Business Central as a centralised digital system means Gem Pack is now able to coordinate its business with better transparency and understanding.

The Problem

Gem Pack had grown its business and customer network year on year using its legacy systems. However, it had become clear that if they wanted to continue to grow and hit their targets, they would need a modern system: one that offered traceability and transparency, all built on interconnected data. One of the big challenges that Gem Pack faced was managing stock. Working in the food industry, there are mandatory labelling requirements for expiry dates and product ingredients/contents. Ensuring that this is carried out accurately and consistently is vital in the process.

Under the legacy system, information like this was managed manually – causing a large amount of work for Gem Pack's teams. In addition, each product had to run through multiple checks for validity – adding further work.

Also, the legacy inventory management platform didn't easily connect to Gem Pack's finance system. This made the ratification of stock contents and value a real challenge. The siloing of data was creating more work for everyone within the business, increasing the potential for errors, and impeding effective analysis.



"If we didn't have Dynamics 365, we probably wouldn't be in operation today, particularly with the amount of growth we have encountered over the past few years. If it hadn't been for ProStrategy's expertise in this area, we would have struggled to cope with our customer requirements. Our ability now to drill down and get real time information is invaluable."

— Oliver Cronin, Finance Director, Gem Pack Foods

The Solution

Gem Pack's Operations Director and Finance Director began a consultation process with an independent assessor to understand the requirements of their business processes. Gem Pack took this information to form a tender seeking a solution provider and a software platform which could help them achieve their goals. After a rigorous search process, ProStrategy and Dynamics 365 expertise emerged as the best choice.

This decision was made based on the knowledge and expertise that ProStrategy demonstrated during assessments and demonstrations. Above all, ProStrategy showed that their approach to clients was based on honesty and effective relationship building. Between initial provider selection and implementation of the new system twelve months work ensued. At every step ProStrategy provided a straightforward approach to finding and designing solutions, as well as advising on best practice. Fundamentally, ProStrategy developed Gem Pack's robust ERP system on the Dynamics 365 platform. The teams involved in designing the solutions were also responsible for implementation; so that the transition process was as seamless as possible.

The ERP system created the much-needed link between the stock management part of the business

and the accounts team. Traceability was the key concern here; as well as the ease of accessibility for both departments to update and monitor all the data.

Using Dynamics 365's out of the box features, ProStrategy worked to customise some of these elements – such as the inventory management tool which enabled easier product picking analysis.

However, user adoption was also a key concern. ProStrategy was instrumental in showing the teams at Gem Pack how much value it could offer them. To do this, ProStrategy offered formal training on the software and demonstrated real-life scenarios that the teams would likely face when using the system. This gave them a great opportunity to understand how it could quickly improve day-to-day operations and individual roles.



The Microsoft Partner



ProStrategy

ProStrategy is a Gold Certified Microsoft Partner and recognised as the leading partner in Ireland for Microsoft Dynamics ERP, CRM, and Analytics solutions. Since 1985, ProStrategy has been helping businesses to transform and grow, to streamline their operations and gain deeper insights into their business processes. To do this, the company brings over 35 years' experience of the industry and world-class software to the table. ProStrategy's success to date has been built on an impressive track record of high-quality service delivered to a diverse customer base. The team has replaced, upgraded and implemented Microsoft Dynamics and Analytic solutions across a broad range of industries for some of Ireland's leading brands as well as establishing itself on the international scene.

All of this is backed by a team of over 60 highly skilled consultants who have an average of 10 years' experience each – ensuring a successful return on your technology investment. Their focus is to empower businesses to make better decisions.

The Result

Gem Pack's investment in the new Dynamics 365 Business Central ERP solution – and in ProStrategy – has paid off in many different ways. It has changed the way in which the business operates at a fundamental level – from planning, to sales, to production, to purchasing.

From a finance perspective, management accounts can be produced in half the time – 4 days instead of 8-9 days. This also means that Oliver Cronin and the rest of the finance team can focus more on value-adding tasks – such as the strategic development of the business – rather than being involved in day-to-day operations.

All of this was attained within a year of starting their relationship with ProStrategy.

With a system that offers excellent data transparency, the labelling and maintenance of product records is now a far more intuitive process for Gem Pack. The need for convoluted and siloed data practices has gone and has been replaced with a system that can be accessed by the relevant teams whenever required.

Not only has this cut down on the labour-intensive task of manually updating records in multiple locations, it has also improved the way the Gem Pack can audit product labelling across the business. Thanks to a successful implementation, Gem Pack is now looking at ways to further improve elements of their operations in the future. ProStrategy has demonstrated that they have the expertise and attitude to handle this ongoing evolution.



*"We developed an excellent working relationship with ProStrategy. They set out exactly what was required to make the whole project implementation as seamless as possible and worked tirelessly with us to get the entire ERP system, not just operational, but firing on all cylinders. The entire Gem Pack team now benefits from more accurate and up-to-date data – on-demand. This leads to better product traceability, improves the entire decision-making process, and enables Gem Pack to focus on improving the customer experience. **As a result, there has been – and continues to be – a quantifiable margin improvement.**"*

— Oliver Cronin, Finance Director, Gem Pack Foods



Customer information

Customer name	Gem Pack Foods
Customer website	www.gempackfoods.ie
Microsoft Bizz App Product	Business Central
Industry	Food Production
Company size (FTE)	140
Country	Ireland



Partner information

Partner name	ProStrategy
Partner website	www.prostrategy.ie
Country	Ireland