



Frozen Gourmet, Inc.

Distributor of Premium Frozen Products

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David McDaniel,
Warehouse Manager, Frozen Gourmet

CUSTOMER PROFILE:

Company: Frozen Gourmet

Industry: Food distribution

Headquarters: Redding, California

Employees: 25

THE CHALLENGE:

- Visibility into daily inventory levels
- Increase shipping accuracy
- Manual, paper-based purchasing inventory management and shipping processes

THE SOLUTION:

RedPrairie's On-Demand Warehouse Management

THE RESULTS:

- Sustained double-digit growth using centralized, on-demand software
- Reduced stock-outs
- Gained deeper visibility into real-time inventory to cut costs
- Integrated purchasing and shipping into inventory management

Headquartered in Redding, California, Frozen Gourmet Inc. ships everything from frozen pizza to ice cream to major grocery stores, convenience stores, and small mom-and-pops in Northern California.

Up until last year, Frozen Gourmet relied on a manual system for checking inventory levels. Yet having grown steadily, 80 percent over the last ten years, the company needed to increase shipment accuracy and maintain greater control and management of its expanding inventory.

"Ten years ago, when I started with the company, we were small. Our inventory management system consisted of poking your head into the freezer, counting the products, and that was it. Our customer base and the products we carry have grown substantially in recent years. We've almost doubled our routes, the number of trucks and employees we have. With RedPrairie, we've automated a lot of our operations," said David McDaniel, warehouse manager with Frozen Gourmet. "We now know

what's coming in and going out. We're doing on-the-spot inventory checks from RedPrairie without having to make a trip to the freezer. Real-time visibility helps keep our inventory fresh and updated."

Real-time Inventory Visibility

RedPrairie's On-Demand WMS Solution helps companies like Frozen Gourmet take charge of the warehouse by providing real-time inventory visibility and automating critical inventory and warehouse processes, such as purchasing, receiving, ordering, picking, shipping, and inventory control. Efficient warehouse operations are especially critical during the peak summer season when demand for ice cream and frozen goods are high.

"Stock-out reports, the ability to receive goods off POs in the system, and do cycle counting is terrific," said McDaniel. "But it's the daily visibility into inventory status that counts. I now have a five-day lead-time on my ordering, and RedPrairie has definitely helped me manage daily inventory levels to keep up with demand."

Using RedPrairie, McDaniel noted that Frozen Gourmet also minimizes costs associated with excess inventory. "The longer you hold inventory, the more you tie up dollars in the warehouse. RedPrairie helps to avoid that."

In addition to the money tied up by acquiring inventory, inventory also brings associated costs for space, utilities, and insurance. Such costs can grow quickly, sometimes amounting to one third or even one half of the acquisition value per year.

But holding too little inventory has its own unique problems. Companies that hold too little inventory may have to turn away large orders, or even risk losing repeat business.

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*David McDaniel,
Warehouse Manager, Frozen Gourmet*

"If you run out of a product, customers will call you on it. And that used to happen more often when we had our manual system," said McDaniel. "With RedPrairie, we have fewer stock-outs. I know what I have coming and how to prepare for spikes in demand, such as the big holiday ads."

For many companies, training users on warehousing systems is onerous. But RedPrairie provides an intuitive interface that accelerated end-user adoption. After McDaniel trained himself, he found it was relatively easy to train others.

Today, three employees at Frozen Gourmet use RedPrairie, with others coming aboard soon. Moreover, the Customer Experience Manager is always there to lend additional support.

"The RedPrairie Help Desk is A-1. Even when I have a problem today, I get a response right away," said McDaniel.

Additionally, RedPrairie is hosted on a secure, enterprise-class infrastructure and uses the latest security firewalls, virus protection, intrusion detection, encryption algorithms and backup protocols. RedPrairie provides better protection for data than in-house systems or paper files.

Automated Inventory Processes

Overall, RedPrairie provides a wide array of benefits to the growing wholesaler. The solution has reduced paperwork through an integrated inventory management process; automated the re-order of inventory with stock-out reports; and provided greater visibility into inventory.

For more information

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*David McDaniel,
Warehouse Manager, Frozen Gourmet*

"When inventory levels can be trusted to be reliable, I can be safe, not sorry, when doing product ordering," said McDaniel. "For our customers, that translates into high availability and fresher products, which in turn, lead to higher customer satisfaction."

Going forward, Frozen Gourmet will leverage the wireless capabilities of RedPrairie to further automate receiving and shipping. With no modifications or additional software required, RedPrairie is compatible with any handheld with Windows CE Internet browser. Frozen Gourmet employees will be able to log in to the RedPrairie Mobile application from anywhere in the warehouse, scan the data transaction into the system and update inventory levels in real-time automatically.

Also unlike traditional enterprise software that is difficult to implement at multiple sites, RedPrairie will make it possible for Frozen Gourmet to manage both Redding and Medford sites centrally.

"Having that capability will be great, especially as we expect to grow anywhere from 10 to 15 percent this year alone," added McDaniel.

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