



NETSUITE FOR FOOD AND BEVERAGE MANUFACTURERS

“We had to find a way to scale as our business grew. We needed a new system that could scale with us.” **Jules Lambert**, President, PROBAR

Today’s food and beverage manufacturers are faced with a complex set of business challenges:

- **Catering to changing customer tastes** – The movement toward fresh, quality and sustainably-produced products means producers need visibility into the sourcing of each and every product, and the ability to manage a short life cycle driven by new products and flavors.
- **Complying with high-standard regulations** – Food quality controls place a high standard of quality and traceability on the producers and their systems.

As the leading cloud ERP platform for inventory and order management, financials, CRM, and ecommerce, NetSuite is the industry solution of choice to address the complex challenges facing food and beverage producers.

Plan Demand

Accurate demand planning is crucial to meet customer service expectations and drive operational efficiency, particularly in an industry where supply perishability is part of the

equation. NetSuite factors a wide variety of information into the demand planning process—including historical sales, new opportunities and quotes, sales orders, seasonality, and trends—to create the most comprehensive, accurate picture of demand.

Plan Production and Supply

Food and beverage manufacturers are under immense pressure to produce and procure the right products at the right time. By providing real-time visibility into inventory status and sales metrics, NetSuite gives manufacturers the most up-to-date information possible for accurate production and purchase plans. This, combined with NetSuite’s ability to manage complex supply chains—including co-packers and 3PLs—makes NetSuite a comprehensive production and supply chain management tool.

Schedule Production

Food and beverage manufacturers not only manage limited and costly resources when scheduling production, but also must consider a variety of product attributes and requirements that greatly impact production efficiency,

“NetSuite was an industry favorite, and I had a lot of folks within my space who suggested it.” **Dave McCormick**, VP of Operations, Jackson's Honest

material yield and food safety. Food allergens, kosher requirements, organic sourcing and GMO/Non-GMO attributes are all critical considerations when scheduling production lines. NetSuite's finite scheduling helps businesses to ensure efficiently scheduled production and reduce changeover times along with production costs.

Manage Quality and Traceability

Food and beverage producers face strict regulations when it comes to lot traceability and food safety. NetSuite empowers producers to trace production from ingredients through finished product, providing visibility into the entire product history. Additionally, inspection processes and product compliance testing may be automated for a complete picture of quality while maintaining operational efficiency.

Reach Key Consumers

Sales channels and distribution strategies are continuing to diversify; some food and beverage producers are selling products direct to consumers while others are distributing through B2B commerce channels. NetSuite's embedded ecommerce capabilities and integrated fulfillment processes enable businesses to capture and fulfill orders in real-time for rapid expansion and higher customer satisfaction across both B2C and B2B commerce.

Monitor Financial Health

In this increasingly competitive marketplace, food and beverage producers require

a complete and timely view of business performance to ensure optimal business health. NetSuite arms food and beverage producers with real-time visibility into financial performance through dashboards, key performance indicators, pre-configured reports and a powerful end-user reporting tool catered specifically to the food and beverage industry, including cost of goods sold (COGS) tracking, vendor performance, and managing promotions and deductions.

Expand Business Operations

Food and beverage manufacturers hoping to expand operations require business systems that can grow with them in a rapid and cost-effective manner. NetSuite supports high-growth companies with a scalable business system that removes the cost and complexity of managing a large IT infrastructure. In addition, functionality supporting multiple languages, currencies and subsidiaries powers business growth globally.

The Bottom Line

As food and beverage manufacturers manage enough complexity in their day-to-day operations, more and more are turning to NetSuite as their solution of choice to simplify their business management technology. With NetSuite as the IT backbone, food and beverage producers are better able to automate processes, plan demand and supply, and drive efficiencies, which frees up time to focus on expanding into new markets and perfecting product development.