

# CASE STUDY



## BACKGROUND

A leading frozen food manufacturer needed a solution that would allow them to track inventory with greater accuracy, reduce operational inefficiencies, and improve overall business decision-making. Additionally, the company required a system that could scale with their expansion plans and help them remain competitive in the industry.

To address these needs, the company implemented NetSuite, a platform known for its robust capabilities and flexibility. However, they encountered difficulties with the platform due to the lack of support and understanding from their first implementation partner. The partner's approach offered generic solutions that didn't align with the company's unique operations, leaving the full potential of NetSuite untapped. Recognizing the need for a more tailored solution, the company then partnered with Zastro, a team renowned for its high-touch, customized NetSuite consulting, ensuring a more strategic and effective implementation that truly matched their business needs.

## TANGIBLE RESULTS

With Zastro's guidance, the frozen food manufacturer saw substantial improvements:

- **50% reduction in inventory errors**, surpassing initial targets and improving accuracy.
- **75% decrease in manual data entry time**, freeing up staff for higher-value work.
- **Faster financial close**, reducing year-end closing time from six weeks to three.
- **Streamlined promotions management**, improving execution for over 1,000 customers.
- **Improved scalability and growth**, using real-time data to identify new opportunities.



## THE CHALLENGES

Before working with Zastro, the company faced numerous operational issues, including:

- **Manual Inventory Tracking** – Heavy reliance on manual data entry led to stock discrepancies and inefficiencies.
- **Lack of Customization** – Previous consultants delivered off-the-shelf solutions that didn't meet the company's needs.
- **Limited Lot Traceability** – Their existing system struggled to meet strict food safety regulations.
- **Financial Reporting Delays** – Monthly and year-end closing required significant manual work.
- **Complex Promotions Management** – With over 1,000 customers, managing pricing and promotions was cumbersome and inconsistent.

## THE SOLUTION

Enter **Zastro**, a trusted NetSuite Solution Provider. Although the company did not purchase NetSuite through Zastro, it sought its expertise to optimize and tailor the system to its needs. Zastro provided hands-on, high-touch consulting, creating customized solutions and reports that transformed the way they operated. Zastro recognized the need for more efficient and accurate inventory management and recommended RF Smart and its warehouse management tools to the client.

Key implementations included:

- **Barcode Scanning & Inventory Automation** – Implementing barcode scanning technology streamlined inventory tracking, reducing manual data entry and the errors it can cause. This system allowed for real-time inventory updates, improving visibility and accuracy.
- **Custom Sales & Production Reports** – Zastro developed tailored sales and production reports that provided instant access to key performance metrics. This enabled company leadership to make faster, more informed decisions.
- **Lot Traceability System** – A customized lot traceability solution was built within NetSuite, allowing the company to track ingredients and finished products accurately. This improvement ensured compliance with food safety regulations and enhanced recall capabilities.
- **Automated Ingredient Cost Analysis** – The implementation of cost-tracking tools helped the company monitor fluctuations in ingredient prices, allowing it to adjust pricing and buying, controlling costs more effectively.
- **Promotions Management Optimization** – Zastro worked closely with the client to automate and streamline promotional pricing across multiple customer channels. This allowed for better tracking and execution of promotional campaigns, improving customer experience and sales performance.

## ABOUT ZASTRO

Zastro is a trusted NetSuite Solution Provider, specializing in optimizing NetSuite for growing businesses. They offer high-touch consulting and customized solutions to help companies maximize the potential of their ERP system. Whether improving inventory tracking, automating financial reporting, or enhancing sales operations, Zastro empowers businesses to get the most out of their NetSuite investment.

## FUTURE OPPORTUNITIES

As their business continues to evolve, the manufacturer is considering expanding NetSuite's capabilities to further enhance operational efficiency. Some of the key areas of future development include:

- **Machine Maintenance & Sanitation Schedules** – Automating maintenance tracking for production equipment and sanitation schedules to ensure compliance with regulatory requirements and extend equipment lifespan.
- **Real-Time Production Tracking** – Enhancing NetSuite's capabilities to track work-in-progress inventory in real-time, providing greater visibility into production processes and output.
- **Advanced CRM & Customer Insights** – Leveraging NetSuite's CRM functionalities to better manage customer relationships and gain deeper insights into customer behavior and purchasing trends.
- **Further Process Automation** – Exploring additional automation opportunities to streamline order fulfillment, invoicing, and customer communication.

Through its partnership with Zastro, this frozen food manufacturer transformed NetSuite from a complex challenge into a powerful business asset. By implementing tailored solutions, they achieved greater efficiency, accuracy, and scalability, positioning themselves for continued success in the competitive frozen food industry. With a more streamlined operation, improved reporting capabilities, and enhanced inventory accuracy, the company is now well-equipped to expand its market presence and continue growing its business.