

opentext™

Success story

Hain Daniels Group

Industry

- Consumer Packaged Goods
- Food Services

Solution

- OpenText™ Trading Grid™

Results



Accurate and timely order fulfillment support growth



Outsourced approach enables focus on core expertise



Flexibility and scalability enhance market share



Leading food company enhances supply

Hain Daniels Group fulfills orders with speed and accuracy using integrated OpenText Trading Grid

"The benefits of OpenText Trading Grid to us are accuracy and timeliness. These have been vital to our growth, and they will remain vital to our future development and expansion."

Malcolm Clarke
Business Systems Analyst
Hain Daniels Group



Hain Daniels Group provides chilled, fresh, natural foods without compromising taste. Its well-known brands include New Covent Garden Food Company, Johnsons Juice products and Farmhouse Fare. As the company has grown, these product brands have become ubiquitous at retail outlets throughout the United Kingdom (UK).

Need for speed

One key to business success in this sector is fast turnaround—with the aim being to get chilled, fresh product onto shelves within 24 hours of the order being received from a retailer. This urgency is driven partly by the fact that fresh foods often have a shelf life of only three to four days. According to Malcolm Clarke, business systems analyst for Hain Daniels Group, **“Success in our sector comes down to product innovation and manufacturing fresh and tasty foods, as well as getting them out of manufacturing and onto shelves in as timely and efficient manner as possible.”**

There is an additional layer of complexity in chilled foods businesses as the products are inherently seasonal. For example, New Covent Garden was the first to introduce fresh soup products to the world. When sales of soup products rise sharply as the weather becomes cooler, New Covent Garden must respond at lightning speed to changing circumstances, making accurate and timely electronic trading invaluable.

Although Hain Daniels products are to be found across many UK retail outlets, the principal supermarkets represent the bulk of the company's business. Orders from supermarkets are processed centrally at Hain Daniels' head office in Leeds before allocation to the company's network of UK factories and manufacturing facilities. On a typical day, Hain Daniels will receive 300 to 500 electronic data interchange (EDI) orders from supermarket chains.

Responding to these orders is the lifeblood of the business, and this is a 24x7 activity.

Right order, right time

Although Hain Daniels Group depends on electronic trading with its major customers, it does not have its own EDI team in-house. Instead, the company relies on the capability of OpenText™ Trading Grid™ to manage the variety of different EDI and AS2 formats and to provide a seamless interface to the company's enterprise resource planning (ERP) application.

The IT team is focused on managing the ERP system and integrating new divisions and operations into a highly centralized approach. **“We don't have the staffing levels to look after the intricacies of electronic trading standards. We don't see that as part of our core expertise and we are happy to rely on Trading Grid to take care of that part of the business process,”** explained Clarke. **“The benefits to us are accuracy and timeliness. These have been vital to our growth, and they will remain vital to our future development and expansion.”**

Trading Grid also simplifies the additional complexities that result from different standards and formats of various vendors. **“The supermarkets like to interpret standards and formats in different ways. AS2 data, in particular, means different certificates and this could entail a lot of additional work if we did not have OpenText Trading Grid in place to manage the translations and take the complexity off our plate,”** noted Clarke.

Recently, with the new interest in ASNs (advance ship notices), supermarket customers are looking to streamline their warehouses. A new process involves an ASN being sent electronically and then the truck is scanned in when it arrives at the warehouse. Once again, accuracy is vital.

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Malcolm Clarke

Business Systems Analyst
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Leading food company enhances supply

Private label is also growing, and Hain Daniels is a major player here. The company uses the same Trading Grid infrastructure to manage its private label business with major supermarkets. ***“Flexibility and scalability are important benefits for us,”*** said Clarke.

Simplified, sustained growth

The range of document types the company trades electronically include orders, remittances, debit notes, invoices and price files. EDI is thus

integral to the company’s track record of sustained growth. A marker of this success is increased market share in four of its five core categories.

“OpenText Trading Grid is reliable and the help desk is excellent. We don’t want to hire our own staff with specialized electronic trading expertise, and a huge advantage for us is that OpenText shields us from this complexity,” concluded Clarke.



About OpenText

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