

# RISING SUCCESS

## SITUATION

Clabber Girl Corporation (Clabber Girl) has undergone many transformations since incorporation over 150 years ago. Continually expanding operations, the company manufactured spices, coffees, and baking powder under many different brand names. By 1899 Clabber brand baking powder was introduced, and today the Clabber Girl brand, as renamed in 1923, is distributed nationwide and to many countries across the world. Foodservice offerings include baking powder, baking soda, cornstarch, OilFlex Oil Stabilizer, and the Royal brand products include cheesecakes, puddings, and gelatins. Industrial formulations are designed specifically for the foodservice industry.

Providing high quality products to the baker at home and the industrial baking industry involved complex processes that didn't match current software features. Tracking ingredients, multiple packaging options, and configuring production schedules based on formulas was a challenge fraught with delays throughout the process. Controlled material requirement planning was difficult, there were multiple users entering transactions which generated volumes of data, and there was no consistent way to collect and store component attributes.

Clabber Girl contacted Vicinity Manufacturing to guide their search for the right software solution. Their business was growing and operations were becoming more complex. In addition, with an aggressive business plan, Clabber Girl needed real-time data to make the important decisions to drive growth. Vicinity Manufacturing understood the challenges facing Clabber Girl and customized a solution to meet their needs.

**“After our demo with Randy Smith at Vicinity Manufacturing, we knew that they understood our challenges and the processes we wanted to improve. Working with Vicinity Manufacturing has been a great experience. Our ability to provide input and direction in the future releases of our software, plus work with their amazing team, is an absolute bonus.”**

# CASE STUDY

**“Our business had grown more complex and our software wasn't working the way we worked. Vicinity Manufacturing got us back on track with the right manufacturing module for Microsoft Dynamics GP.”**

## Microsoft Dynamics GP and Vicinity Manufacturing streamlines operations & improves customer service

1. Improved production efficiency: Using the right type of production software will streamline production operations. Vicinity Manufacturing changed the Microsoft Dynamics GP configuration for batch manufacturing, based on formulas, instead of discrete manufacturing. Grouping production lines by formulas saved time and improved productivity.

2. Growing business needs flexible software solution: Microsoft Dynamics GP is scalable and easily customized so the software is always in alignment with business needs. Streamline operations, improve productivity, and increase profitability with technology that matches unique business needs.

3. Partner with the right people: Clabber Girl found a software vendor that understood their complex manufacturing operations and provided a solution that would support their aggressive business plans. Vicinity Manufacturing continues to work with Clabber Girl to make sure the software stays aligned with their operations as their business grows and changes.



## About Vicinity Manufacturing

Vicinity Manufacturing was founded in 2002 with the focused goal to build a manufacturing system written specifically for and to serve only formula-based manufacturers – not as an alteration to a discrete/assembly system. Their efforts were based on a strong belief that, for years, formula-based manufacturing companies have been under-served by software companies that only partially understood the market and with technologies that grew old with the times. Their solution would employ the most appropriate technologies available and be engineered to foster growth as technologies evolve. This refreshing contrast to the old approach has helped Vicinity Manufacturing become the new standard for formula-manufacturing software.

## SOLUTION & BENEFITS

Clabber Girl knew they needed a new software solution that matched their unique needs. They sought the help of Vicinity Manufacturing to find a manufacturing solution to streamline production, as well as a business management solution that would provide the insight needed to grow their business. In the first quarter of 2008, Vicinity Manufacturing shared a demonstration on the technology solutions that best suited Clabber Girl's goals, and the system was live that fall.

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After implementing the customized Microsoft Dynamics GP and Microsoft Dynamics CRM solution, Clabber Girl was able to use formulas to develop finished goods based on packaging requirements. Retooling the software for batch manufacturing, by formula, instead of discrete manufacturing, was a significant factor in streamlining production operations. They now have the flexibility to package specific formulas in multiple containers. The new software permitted any employee to quickly and easily record data as they complete tasks, instead of having one person enter data at a time. In addition, Clabber Girl can analyze true cost data to maximize operations and profitability. The new software solution developed by Vicinity Manufacturing has been able to satisfy all of the challenges that Clabber Girl once faced. As a result, business has grown and Clabber Girl improved productivity, profitability, and is able to provide superior customer service.

### Streamlined Manufacturing Operations Leads to Quick 7% Growth

Clabber Girl has always been a company on the move - manufacturing high quality food products, providing superior personal customer service, and supplying trusted brands that add value to preparation and consumption at home. Using discrete manufacturing software was causing production delays and limiting their ability to use batch manufacturing, or formula manufacturing, to satisfy customer needs.

Once Vicinity Manufacturing customized Microsoft Dynamics GP for batch manufacturing, and added

Microsoft Dynamics CRM for added customer relationship management, the technology was finally able to keep pace with Clabber Girl's aggressive business goals. Clabber Girl achieved a 7% top-line growth the year after implementation and was able to purchase a dessert line for the foodservice industry since the software could handle the formulations. Clabber Girl was also able to reduce fill waste by 0.5% by collecting adequate data and robust analysis. By evaluating formulas and streamlining manufacturing operations, they can save money as well as reduce waste.

### Greater Insight for Controlled Growth and Superior Customer Service

Integrating the customized batch manufacturing module with the Microsoft Dynamics GP business intelligence software provides a full view of Clabber Girl operations. Employees from the accounting office to the production floor enter their data into the single software solution generating real-time data that is used to streamline production, maximize performance, and improve the bottom line. The powerful software generates detailed reports that are used to identify trends in production and customer interactions. Clabber Girl can identify best-selling products or top customers and use that data to generate incremental sales.

Tracking ingredient inventory, packing, and finished goods is much easier with Microsoft Dynamics GP. Using interfacing electronic scanners, Clabber Girl can input finished good quantities in the packaging area. In addition, the ability to calculate true formula costs enables them to maximize profitability by formula, providing customers with a high quality food product at the ideal price.

### Using the Right Technology Generates Results

Just like using the right ingredients can mean the difference between a delicious dinner or a disaster, the right technology can make or break the bottom line. Clabber Girl was struggling with software meant for a different type of manufacturing operation. It wasn't capturing the data needed and was causing inefficiencies in production and scheduling. Vicinity Manufacturing turned the software upside-down and created a formula-based, batch manufacturing solution with Microsoft Dynamics GP that was once a discrete manufacturing solution. This new software solution was just the right ingredient for Clabber Girl's operations. As a result, Clabber Girl was able to land new industrial customers, growing business, and improving their food products along the way.

**"We have an aggressive business plan and now we can use real-time data to make the important decisions that keep us on track toward reaching our strategic goals."**

Jamey Kirsch, Executive Director of Material and Operations Planning  
Clabber Girl Corporation

