

HANDS-ON APPROACH

SITUATION

Chartered as America's first national dairy supplier, Darifair is headquartered in Jacksonville, FL and has been in business since 1985 when three dairy specialists consolidated. Darifair is a dairy manufacturer but their actual production is outsourced to over 50 manufacturing plants across the United States. Today, Darifair is in every national restaurant chain across America supplying goods such as hollandaise sauce, butter, ice cream and much more. They also supply dairy products to industrial manufacturers for creating sauces, condiments, and more.

Because Darifair isn't a traditional manufacturer as they manage production off-site, their technology needs are unique. They need detailed and real-time insight into the production at each of their 50+ plants in addition to their customer's needs, demands and seasonal trends.



Several years ago, Darifair went through substantial growth and kept outgrowing their home-grown technology solutions and their mass number of Microsoft Excel spreadsheets. They were struggling to keep up with the volume of orders coming in, processing up to several hundred orders a day. At this point, they didn't have any tracking capabilities and hadn't implemented quality assurance & quality control (QAQC) formulation, so Darifair was manually entering data with too few people at hand.

Jason Bell, Director of Technology, Communications and Marketing at Darifair, says, "Our operations have always been fast-paced and using resources to manually enter and check information was not a good use of our time. We were losing productivity and needed an automated solution that could keep up with our unique needs."

CASE STUDY



"Our operations have always been fast-paced and using resources to manually enter and check information was not a good use of our time. We were losing productivity and needed a solution that could keep up with our unique needs."

Jason Bell, Director of Technology, Communications and Marketing at Darifair



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

Darifair started searching for industry-specific solutions in the market, and came across Vicinity Manufacturing™ out of Georgia. Vicinity provides software solutions for process and formula manufacturers that integrate with Microsoft Dynamics® GP and Microsoft Dynamics CRM products so that Darifair could connect all their business process systems into one central location.

Vicinity also met extensively with Darifair to discuss their unique needs, planning how Vicinity and Dynamics could meet those needs. Darifair's solution now looks something like this:

- **Microsoft Dynamics CRM-** Manages client relationships and communication tracking.
- **Microsoft Dynamics GP-** Manages sales orders and financial data.
- **Integration to Genesis Research & Development (R&D):** Nutrient analysis and labels are automatically tied into their Microsoft Dynamics GP, CRM, and Vicinity solutions, and available anytime for product review and analysis by Darifair's formulators and food scientists.
- **Production Planning:** Vicinity and Microsoft Dynamics GP were configured so that Darifair can track formulas, see product trends in time to prepare, forecast production for restaurant promotions, and more, giving them a deep level of insight into each of their plants.



“I like the hands-on approach at Vicinity Manufacturing. I can talk to the people that actually create the software and run the company. As a small company of only 40 employees, we need answers fast and Vicinity is always receptive to our requests and ideas.”

**Jason Bell, Director of Technology
Communications and Marketing at Darifair**

After their solution implementation, software configuration and quality support from their new technology partner, Darifair is realizing some amazing benefits.

Much Happier Employees

Employees at Darifair can now get to the information they need to do their jobs well.

With comprehensive views into their 50+ manufacturing plants, everyone is on the same page. The data is also consistent in that everyone is now speaking the same language. Jason states, “Now that employees don't have to spend time on searching, hunting and pecking for information, they are much more productive.”

Quality Assurance & Quality Control

With over 300 customers to serve, Darifair can effectively implement QAQC to manage product issues, recalls and customer questions or requests. This was a manual and labor intensive process before, involving file cabinets and number checking. Darifair can now see where things came from, inspection reports are tied to products, and they can track batch numbers in order to give customers a response in a timely fashion. Jason reports, “Instead of responding tomorrow or the next day, we can give our customers complete updates on their products within one hour.”

As a food manufacturer, Darifair also needs to meet a number of state and Federal regulations. Their solution from Vicinity Manufacturing helps them achieve compliance and provide products

of optimum value anytime, all the time.

Production Planning

Darifair can now forecast and plan at a faster pace. Before Vicinity's solutions, it took them several hours to produce the data for production planning. They can now point, click and get the information they need to ensure each of their plants are running at maximum capacity. Jason Bell says, “To show how productive we can be with Vicinity Manufacturing's solutions, we only have four people managing the production of 53 plants. Controlling such a large volume requires similar language and great communication, something that Vicinity's all-encompassing solutions provide to us at Darifair.”



“Our workforce now has a tool that works FOR them versus a tool that makes them work harder.”

Jason Bell, Director of Technology, Communications and Marketing at Darifair

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