LOGILITY

Customer Success Story

E.A. Sween strengthens customer relationships

Enhanced supply chain visibility

Increased customer loyalty through secure, distributed reporting

Improved response time to market trends

Delivered more sales through more tailored customer programs

EAS

Challenge

E.A. Sween has a wealth of data available; however, the company was unable to extract meaningful insights from this data. The team identified a need for a solution that was quick to implement, cost-effective, user-friendly and would integrate seamlessly with existing technology to help them turn information into action.

Logility Digital Supply Chain Platform

Following a rapid implementation, the Logility platform enabled the E.A. Sween team to quickly gain visibility across the supply chain to sense and respond more effectively to customer needs and market trends.

Facts
Industry
Manufacturing

Headquarters
Minnesota

Profile
E.A. Sween Company manufactures and distributes more than 70 million sandwiches a year through wholesale, direct store delivery [DSD] and combined distribution centers [CDC] across the United States. Their brands are known for providing high-quality food for people on the go.

"Logility was installed within one week. By the end of the second week it was completely validated. We are absolutely thrilled with the results."

Ron Myshka, VP Information Services - E.A. Sween

From humble beginnings in Minnesota in 1955, E.A. Sween has grown to become the nation's largest selling brand of retail sandwiches, making more than 70 million sandwiches each year - as well as burritos and bakery items - and distributing them throughout the United States via wholesale, direct store delivery [DSD] and combined distribution centers [CDC].

Every week, a complex supply chain sees millions of high-quality sandwiches, burritos and baked goods sold in convenience stores, delis, drug stores, resorts and vending machines from coast to coast. E.A. Sween's core purpose is "to provide food for people on the go and deliver convenience without compromise."

Why Focus on Business Analytics?

E.A. Sween relies on JD Edwards World for its enterprise resource planning [ERP], a system that records millions of individual transactions each year. The system tracks transactions and manages the financial side of the E.A. Sween business, but it is unable to provide the timely, high-level view of the business needed by management.

"We have massive amounts of data," explained Ron Myshka, vice president of Information Services. "However, preparing even simple reports in our ERP system was cumbersome. We began to search for a more responsive analytics solution. The system we chose had to be cost-effective, integrate cleanly and simply with JD Edwards, and be easy to operate so that our management team could find the information they were looking for. We investigated several solutions, but they were either too expensive, or had implementation cycles of six months or more."

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>
> Ron Myshka
> VP Information Services
> E.A. Sween

Logility Inventory Planning™
improves inventory performance and customer support through demand and inventory plan alignment.

Logility Advanced Analytics for Sales
provides E.A. Sween with deep insight into customer performance, leading to greater collaboration between sales executives and customers.

Logility enables you to:

- Boost forecast accuracy
- Improve sales and operations planning
- Ensure in-store product availability
- Increase inventory turns
- Successfully plan and manage promotions

- Set time-phased inventory targets
- Easily collaborate with suppliers
- Improve sourcing and production of private-labeled and branded products
- Reduce out-of-stocks

Meeting Customers' Unique Needs

Beyond the eight-month ROI and elimination of IT backlogs, E.A. Sween gained immediate visibility into its entire supply chain, from manufacturing to product delivery to sell-through at the customer site. Managers were empowered to make quicker business decisions and respond more effectively to market trends. At the same time, the business quickly increased customer satisfaction and strengthened loyalties with distributed reporting that reaches all the way to the customer site.

Sales increased as each customer was able to enjoy a program better tailored to meet their unique needs. "Our sales team can generate reports for customers that detail regional sales with just a few clicks of the mouse," said Myshka. The reports can be emailed, so if a customer wants to see monthly —even weekly—reports, it's done within seconds.

"It's easier and faster to get the information from Logility than from the underlying ERP system," Myshka said. "When we do business reviews with our key customers, our sales managers show the customer products sold, sales volume, profit—all the information that we used to have to dig out of JD Edwards. With Logility, pulling that information is quicker, and it's easier for our customers to understand up or down performance immediately."

Turning Information Into Action

"Our marketing department tracks product tests and introductions quickly and easily. We can see whether individual stores are achieving different results from others in a chain of stores. If a program isn't selling at that chain or in a particular store, our rep can help the customer spot trends, understand their performance and make adjustments to improve performance."

Logility allows managers to be responsive to issues as they arise and take steps to correct them. "In addition, we're saving on IT costs," reported Myshka. "We don't get requests for information, because everything's there in Logility. We are absolutely thrilled with the results."

About Logility

Accelerating the sustainable digital supply chain, Logility helps companies seize new opportunities, sense and respond to changing market dynamics and more profitably manage their complex global businesses. The Logility® Digital Supply Chain Platform leverages an innovative blend of artificial intelligence [AI] and advanced analytics to automate planning, accelerate cycle times, increase precision, improve operating performance, break down business silos and deliver greater visibility. Logility is a wholly owned subsidiary of American Software, Inc. [NASDAQ: AMSWA].

To learn how Logility can help you make smarter decisions faster, visit www.logility.com.