

# Service Foods

READY FOR GLOBAL EXPANSION WITH SCALABLE  
ANALYTICS IN PLACE



## Facts

**Industry:** Food & Beverages

**Headquarters:** Auckland, New Zealand

**Profile:** Service Foods is one of New Zealand's largest family-owned and operated food service distributors, importing products from more than 20 countries as well as sourcing 8,000+ local products. Service Foods caters to restaurants, bakeries, cafes, catering businesses and supermarkets.

## Challenge

Rapid business growth through diversification and acquisition had created a vast wealth of data for Service Foods. However, the company lacked an effective way to analyze the data to support further business expansion and revenue growth.

## Logility Digital Supply Chain Platform

Logility helped Service Foods leverage best-in-class supply chain analytics to find new ways to consolidate and assess revenue data and market opportunities, and make this accessible to all staff while supporting the company's strategic business plan.

## The Bottom Line

- Adopted a scalable analytics platform to support business growth
- Refined key sales metrics
- Consolidated data from 12,000 SKUs into a single view
- Automated report distribution to key stakeholders
- Gained critical insight to enable faster, better decision-making

Service Foods is one of New Zealand's largest family owned and operated food service distributors. The 500-person company directly imports products from over 20 countries as well as sourcing more than 8,000 products locally. With 11 branch locations across the country, Service Foods serves a large and diverse market of restaurants, bakeries, cafes, catering businesses and supermarkets.

In 2015, after a period of sustained growth through diversifying product lines and new business acquisitions, Service Foods had amassed mountains of Excel data and proprietary report formats too unwieldy to quickly and thoroughly analyze with existing software. It was also clear the company's heavily customized ERP could not provide useful insight.

The cornerstones of Service Foods' culture are progress and growth, so slowing the pace of that growth was not an option; nor was allowing margins to erode for the sake of undisciplined revenue growth. With staff numbers increasing, company leaders moved to adopt a modern, scalable analytics platform that could deliver useful information as well as support the strategic business plan.

## Local Knowledge Supports Global Vision

According to Aneil Balar, Service Foods' Managing Director, the company had a vision for best-in-class supply chain analytics beginning with Sales, followed by Inventory Management, then Financials, and finally Vendor Management. "We knew Logility could meet our functional needs," said Balar. "We also talked to a lot of companies that were operated from overseas, so we really liked the fact that Logility has a local presence. This meant Logility could better understand how our business worked and could provide local support." Balar explained that Logility's Auckland team also understands New Zealand's GST environment, which makes things easier.

In short, Logility arrived at the right time and provided a compelling proof of concept. The Sales team was eager for new ways to analyze revenue data and market opportunities, so the implementation began there with three key staff members and was rolled out using a 'train the trainer' model. Since then, licenses have been rolled out to 100 users.

“Our vision is to expand our product and service range to become one of the most extensive organizations in business. To do that, we need to establish business analytics as a sustainable competitive advantage.”

Aneil Balar  
Managing Director  
Service Foods



## The Benefits of Insight

The challenge of conquering the shortcomings of existing systems and making sense of massive amounts of data was quickly resolved with dashboards that provide a global overview of company performance. Comprehensive data related to 12,000 SKUs is now in one place and refreshed eight times daily for near real-time analysis.

What was once suspected or even known, but unmanageable — because it was unmeasurable — is now revealed in detail and can be addressed strategically. A prime example is the cost to Service Foods of selling and onboarding a new account knowing that many will never place an order. This is no longer anecdotal; the company now knows that 20 new accounts are opened in an average week and eight of them will never place an order. Another example is the ability to react to rising inventory balances for slow-moving products. No one doubted this was happening; using Logility, it can now be identified and dealt with quickly and decisively.

With Logility, Service Foods staff now talk about the same information and insight using a common vocabulary. Logility makes it easy for non-technical users to access and interpret the same information as the power users. The solution can be accessed from any device that can run a browser, and employee and customer access is carefully controlled using role-based permissions and standard industry security protocols.

## Looking to the Future

Balar explains that a certain “treasure hunt” mentality has taken over now that business analytics are properly implemented. Everyone is eager to dig into the next challenge, and for Service Foods that's inventory, pricing and other operational efficiencies.

Going forward, Service Foods plans to leverage Logility for supplier cost management, more in-depth inventory analysis, pricing “what-if” simulations and further work on Management Reporting standards.

**Logility Advanced Analytics for Sales** enables YOY tracking of Actual Performance against Forecast and Budget to reveal what products are selling against the forecast, how profitable those sales are, and how market demand is changing over time.

**Logility Advanced Analytics for Inventory** delivers key information about inventory value. Focus on metrics that impact revenue and costs, identify stock-outs and slow-moving product ahead of time, and reduce mark-downs and write-offs.

**Logility Scheduled Reporting** allows distributed reporting on a scheduled basis, easily exportable to PDF or Excel. Specific conditions can be pre-set to trigger notifications for rapid response and resolution.

### Logility enables you to:

- Boost forecast accuracy
- Improve sales and operations planning
- Increase inventory turns
- Successfully plan and manage promotions
- Set time-phased inventory targets
- Easily collaborate with suppliers and customers
- Improve sourcing and production of private-labeled and branded products
- Reduce out-of-stocks

## About Logility

Accelerating the digital supply chain from product concept to customer delivery, 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. To learn how Logility can help you make smarter decisions faster, visit [www.logility.com](http://www.logility.com).