



## OLD DUTCH SUCCESS STORY



### Maximising Field Sales and Delivery Processes with Mobile-First Apps

Founded in 1934, Old Dutch Foods is a private family-owned business that produces and distributes high-quality snack foods such as chips, popcorn, pretzels, dips and salsa. Based in Roseville, Minnesota, the company's sales area covers Canada and the Upper Midwest of the United States. Old Dutch Foods employs 1,400 people.

#### THE CHALLENGE

Leading snack food provider Old Dutch Foods has built a reputation for quality that spans more than eight decades—and lots of chips. Yet that attention to detail wasn't reflected in the company's cumbersome supply chain process that delivered little value to all involved.

Limited visibility of products and processes and costly third-party support revealed a need for an agile, streamlined system that delivered efficiency, control and adaptability. The answer? Cloud Inventory®, a complete end-to-end solution.

#### THE SOLUTION

Old Dutch Foods chose Cloud Inventory initially to automate data capture. Pre-built, validated integrations to the company's enterprise software facilitated secure, real-time updates between mobile devices and the back-end system, eliminating manual data entry.

#### HIGHLIGHTS

- Mobile-first Direct Store Delivery App performs on or offline
- Personalized solution supports unique business processes
- Single platform digitizes operations across the supply chain

**“Cloud Inventory provides us a single platform to handle all our mobile needs from warehouse operations through direct store delivery...”**

— TOM NOLLAN, IT DIRECTOR, OLD DUTCH FOODS



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Later, Old Dutch Foods identified the opportunity to expand its use of the Cloud Inventory® to improve efficiency and visibility in other areas of the supply chain. The company personalized the mobile-first supply chain app for field sales to optimize direct store delivery operations.

“Cloud Inventory provides us a single platform to handle all our mobile needs from warehouse operations through direct store delivery,” said Tom Nollan, Director of IT for Old Dutch Foods.

Before extending the off-premise mobile app, delivery drivers were strained by an inefficient process for completing deliveries and sales orders. Using the drag-and-drop, flowchart-driven Application Studio, the company easily configured a mobile app to support its unique direct store delivery operations.

### THE RESULTS

Drivers can now focus more time on selling instead of administrative work. Using the app, drivers can complete sales orders and confirm deliveries in mere seconds. New sales orders and confirmed deliveries automatically update in the back-end system, which accelerates the order-to-cash cycle. And because Old Dutch Foods’ system is always available, regardless of location or connectivity, drivers have real-time product visibility anywhere in the supply chain and can close transactions wherever business takes place.

“We have increased our ability to get data into our operation team’s hands faster, which has made our supply chain more efficient and reduced our manual effort,” Nollan said.

Additionally, Old Dutch Foods no longer requires costly third-party support or expensive mobile developers to maintain the solution. Business analysts can quickly and easily make modifications to the Cloud Inventory solution as business needs change.

Using Cloud Inventory, the company has saved hundreds of thousands of dollars in TCO compared to traditional approaches. “Cloud Inventory empowers us to meet our business needs of today and tomorrow by allowing us to be very flexible and adaptable,” Nollan says.

Old Dutch Foods has begun its digital supply chain transformation, eliminating bottlenecks, making operations more efficient and enabling increased employee productivity, a tasty and compelling combination that optimally positions Old Dutch Foods for continued growth.

### CHALLENGES

- Limited visibility of products and processes
- Costly third-party support
- Inefficient process for completing deliveries and sales orders

### RESULTS

- Sales orders and deliveries confirmed in seconds
- Hundreds of thousands of dollars saved in TCO
- Increased employee productivity
- Eliminated supply chain bottlenecks



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