



MIC Food Finds its Tropical Flavor with SAP Business One and IBM Cognos Analytics

CASE STUDY

THE NEED

Delivering high-quality tropical foods to hundreds of distributors across the United States is a complex logistical operation. To serve up success, MIC Food must forecast sales, plan deliveries, and quickly adapt to any supply chain disruption. Struggling with limited visibility into key business performance metrics, how could MIC Food perfect the recipe for seamless operations?

THE SOLUTION

To build a clearer picture of business performance and support its strategic planning activities, MIC Food enhanced SAP Business One® with QuickStart from NewIntelligence. Powered by IBM® Cognos Analytics, QuickStart extracts granular insight into mission-critical business metrics and serves them up to decision makers via user-friendly dashboards and reports.

THE BENEFIT

With QuickStart for SAP Business One powering its reporting and forecasting activities, MIC Food is better placed to predict changes in demand and adapt to sudden market and supply chain disruption. With more detailed sales data available at decision makers' fingertips, the company can better direct its marketing activities and achieve greater transparency when calculating performance-related bonuses for its sales associates.

Founded in 1987, MIC Food is a family-run business specializing in ready-to-use frozen tropical food products. The company supplies prepared tropical fruits to distributors in its own brands as well as private label brands across the United States. Employing more than 750 people across supply chains in Central and South America, MIC Food is committed to improving the lives of its team members and their communities.

EXPANDING AMERICAN PALATES WITH EXCITING TROPICAL INGREDIENTS

Initially launched to serve a niche in the frozen food market, MIC Food has become one of the leading wholesalers of tropical foods in the United States. Today, the company provides restaurants and stores with a wide range of natural, preservative-free tropical ingredients, including yuca, plantain malanga, boniato and much more.

As demand for its delicious goods increased, so too did the complexity of MIC Food's operations—placing additional pressure on the company's sales management, inventory planning, forecasting, and reporting activities.

Isabel Roldan, Chief Financial Officer at MIC Food explains the challenges: "Accurately anticipating future demand for our products, tracking current sales, and monitoring the deals we have with our suppliers is essential to our business. As the complexity of our operations increased, we found that our existing SAP Business One enterprise resource

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planning solution couldn't offer the visibility, reporting capabilities, and ease of use that we required."

To help support strategic decision making during board meetings, MIC Food relied on an external contractor to formulate key financial reports. What's more, the company struggled to track sales performance accurately—giving the company limited opportunities to motivate sales teams with targeted incentives.



TAKING A FRESH APPROACH

To step up its reporting and planning capabilities, MIC Food decided to deploy QuickStart for SAP Business One: a robust, feature-rich dashboarding and reporting solution powered by IBM Cognos Analytics.

“We were blown away by the demonstration of QuickStart carried out by NewIntelligence,” says Isabel Roldan. “The NewIntelligence team took the time to understand our business needs and clearly explained how QuickStart could help to give us greater insight into every aspect of our operations.”

She continues: “We were especially impressed by the user-friendly dashboarding capabilities and intuitive interface, which highlights the latest business performance metrics so effectively. And the fact that QuickStart could be easily integrated with SAP Business One without the need for time-consuming and disruptive implementation was also a huge plus.”

Keen to harness the power of QuickStart for SAP Business One, MIC Food purchased licenses for the solution and worked with NewIntelligence to implement it.

“Thanks to the expert support of NewIntelligence, we managed to get up and running with QuickStart in under three weeks,” explains Isabel Roldan. “NewIntelligence were really helpful, showing us how to get the most out of the solution and even offering to support us with our more complex reporting needs on an ongoing basis.”

Corey Mendelsohn, President at NewIntelligence, comments: “While MIC Food wanted to achieve independence for dashboarding and on-the-fly

reports, they also looked to ensure best practices for their financial reporting and planning cycle. We were pleased to help them achieve these goals, and agreed to support them with the creation of comprehensive financial reports used during strategic boardroom meetings.”

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***— Isabel Roldan,
Chief Financial Officer at MIC Food***



COOKING UP MORE EFFICIENT FINANCIAL REPORTING

Since enhancing its financial planning activities with QuickStart for SAP Business One, MIC Food can produce even more timely and accurate reports on every aspect of business performance.

“Adopting QuickStart for SAP Business One eliminated the need for us to work with a third-party financial consultant to produce key reports for our strategic board meetings,” says Isabel Roldan. “Previously, it would cost up to \$3,000 to produce these reports and it would usually take a couple of days. Thanks to the intuitive dashboards in QuickStart we can work with the solution to generate budgeting, cashflow, profit and loss and other critical reports in a matter of minutes—freeing up time and saving resources.

“QuickStart helps us to be much nimbler in our response to market changes.”

— Isabel Roldan,
Chief Financial Officer at MIC Food

With QuickStart for SAP Business One underpinning MIC Food’s sales monitoring, the company can now gather detailed data on the performance of each product set, and track the profitability of certain deals with greater accuracy.

“QuickStart for SAP Business One lets us dive much deeper into each product category to see how our sales are distributed across all of our product lines,” continues Isabel Roldan. “This makes it much easier to spot low-performing

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products so we can better direct our marketing efforts. At the same time, we also have a clearer picture of the performance of each of our sales associates, which enables us to be even more fair when calculating commission-based employee bonuses and offering promotions.”

She concludes: “QuickStart helps us to be much nimbler in our response to market changes. Given that much of the food industry is grappling with significantly disrupted supply chains as a result of the COVID-19 pandemic, having more detailed insight into our costs, revenue and business performance puts us in a much stronger position to navigate this uncertainty. We look forward to working with NewIntelligence as we target further growth in the years ahead.”

SOLUTION COMPONENTS:

- **SAP Business One®**
- **NI QuickStart for SAP Business One**
- **IBM® Cognos Analytics**
- **IBM® Planning Analytics**
- **NewIntelligence ICI**

ABOUT NEWINTELLIGENCE

NewIntelligence is an IBM, Microsoft and SAP partner, a leading provider of business intelligence, performance management, and data warehousing solutions. With offices in Montreal, Quebec, and Toronto, Ontario, NewIntelligence's twenty-five-year experience has led the company to work with several hundred unique customers locally and abroad. NewIntelligence currently has strategic alliances with software companies in Arizona, California, New England, Texas, Australia and New Zealand.

NewIntelligence QuickStart for Reporting and Dashboarding for SAP Business One delivers a solution that is both cost-effective and delivered in a timely manner, thereby providing customers with a solution that adds value to their business. The company is passionately committed to helping SAP Business One clients achieve rapid results from their investment by using the latest technologies and industry best practices. NewIntelligence's expertise is sought out by many organizations, as the company has a reputation for delivering what they need, when they need it.



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