



## Customer Profile

# Better Baked Foods Increases Sales by 38% with Help from Infor Syteline



## Facts at a glance.

Solution: ERP

Products: Infor™ Syteline

Industry: Food and Beverage/Prepared Foods

Country: USA

"With Infor Syteline, we integrated all of our disparate systems into one application and made it easier for our employees and executives to get the data that they need."

—Brad Harrison, IT Manager,  
Better Baked Foods

## About the company.

Better Baked Foods produces high-quality, frozen products for its customers. The company has three manufacturing facilities, including two USDA Certified Manufacturing Facilities and one AIB Certified Manufacturing Facility. Better Baked Foods provides both brand and private label products to the retail, special channel, foodservice, and club markets. Their belief in continuous improvement ensures that they meet their customers' desire for improved efficiencies without sacrificing the quality or taste of the product. To learn more, visit <http://betterbaked.com/>.

## Challenges.

- Streamline inventory control.
- Facilitate consolidated data access.
- Replace home grown, disparate systems.

## Benefits.

- Increased sales by 38% with no increase in staff.
- Reduced IT spending by 16%.
- Reduced inventory process time and gained extensive inventory control.
- Integrated all disparate systems into one application.
- Enabled easier and more accurate data access for employees.
- Facilitated faster decision making for executives.
- Improved compliance with USDA guidelines.
- Eliminated manual key-in of information with bar coding functionality.

"We gained extensive inventory control, increased sales without increasing staff, and reduced our IT spending."

—Brad Harrison,  
Better Baked Foods

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