

# Tree Top streamlines its business and supports expansion with Infor M3

## About the company

Headquartered in Selah, Washington, Tree Top is a grower-owned co-operative with 1,000 owners. In its 55-year history, Tree Top has become the world's largest producer of dried apple products, while still holding true to its core values: producing the highest quality fruit products for families to enjoy. With eight plants all along the West Coast, Tree Top is the leading fruit ingredient supplier in the US. Tree Top delivers food ingredients to over 20 of the nation's top 25 food companies. Tree Top produces dried, frozen, fresh-cut fruit, juices, sauces, and purees. Tree Top is an innovative leader in the development of premium fruit products for the food and beverage industry. To learn more, visit [www.treetop.com](http://www.treetop.com).

## Facts at-a-glance



COMPANY

Tree Top, Inc.



HEADQUARTERS

United States



OPERATING REVENUE

\$400 Million US



INDUSTRY

Food and beverage



INFOR PRODUCTS

Infor® M3



WEB SITE

[www.treetop.com](http://www.treetop.com)

## Business goals

- Integrate new acquisitions with its ERP system quickly and within budget parameters.
- Eliminate the need for specific customizations and modules to its ERP system.
- Upgrade Infor M3 to support its core business initiative to double sales revenue in 10 years.
- Align requirements for the safe quality foods (SQF) initiatives with end-product deliverables.

“One of the things we’re excited about right now is Infor Ming.le™ and Infor ION®. When these technologies are implemented they will directly improve our employees’ daily interactions with Infor M3. We don’t see it as technical improvement. We see it as business improvement. Employees will have superior visibility into the information that matters to them.”

Glenn King, VP of Information Services, Tree Top

# Tree Top drives business growth by upgrading Infor M3

## Improving the overall quality of end-product deliverables

From its Selah headquarters in the heart of Washington state's apple county, Tree Top is the world's largest producer of dried apple products and the primary supplier to the US market. The company has remained true to its small town roots and rural values, thanks to its organization as a co-operative. Tree Top provides food ingredients to over 20 of the nation's top 25 food companies. With 12 company acquisitions in its history, Tree Top has worked hard to become the go-to name for fruit-related products in the food and beverage industry. To help drive this initiative and streamline future acquisitions, Tree Top decided to upgrade Infor M3 from version 7.1 to 13.2. With the help of Infor Consulting Services (ICS), Tree Top completed the upgrade process on time and under budget, and now fully leverages Infor M3's industry-leading technology to meet its unique industry needs.

## Addressing business needs with superior functionality

Armed with the latest version of Infor M3, Tree Top has improved product traceability and visibility, so it can ensure that all of its fruit products meet high quality standards. In addition, the co-operative's new acquisitions can be quickly integrated into Infor M3. That way, Tree Top can seamlessly align its product offerings and resources to drive new sales. For example, Tree Top recently acquired an \$80 million US company with three locations. With an eight-month, go-live deadline looming and limited visibility into the new company's product offerings, Tree Top was able to successfully integrate all of the company's systems with Infor M3. Best of all, Tree Top was able to accomplish all this without hiring additional staff. Thanks to Infor M3's functionality and scalability, Tree Top has been able to manage the new locations added from its acquisition, increase its product offerings, and increase sales.



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Tree Top used to develop software like a lot of companies. As we started to grow, we realized that doing it in-house just didn't make sense. Infor M3 changed our world from all home-grown to the best practices in business. It allows us to leverage the best practices of thousands of customers worldwide that have used Infor M3 before us.”

Glenn King, VP of Information Services, Tree Top

# Improving supply chain management to bolster future growth

## Implementing superior capabilities to address new opportunities

Before selecting Infor M3, Tree Top identified several alternative solutions. But none of them offered as many capabilities for driving business growth as Infor M3. Infor M3's attribute-driven inventory capabilities have helped Tree Top ensure that the highest quality fruits are being used in all of its products. By improving its inventory management, Tree Top can deliver the right products to the right customers at the right time. Tree Top has also been able to increase its business-to-business (B2B) sales by increasing product sales through improved supply chain management. With Infor M3's superior product tracking and traceability tools, Tree Top can ensure that it meets all SQF initiative requirements, while delivering healthy products. Looking toward the future, Tree Top plans to implement Infor ION and Infor Ming.le to improve its employees' interactions with Infor M3. With these technologies in place, all of Tree Top employees should be able to efficiently access the most important information based on their individual job functions.

## Business outcomes

-  Redirected time and resources away from in-house system development
-  Reduced the time needed to harness the value of new employees and product lines following acquisitions
-  Increased product sales through improved supply chain management and improved B2B sales
-  Ensured that all SQF requirements are met with Infor M3's superior product tracking and traceability capabilities
-  Reduced costly and time-consuming system customizations