


Ceres Fruit Growers Case Study

Imperial Operating Company / Partner		
Customer Name	<i>Ceres Fruit Growers</i>	
Industry	<i>Agriculture</i>	
Project Summary	<p>Ceres Fruit Growers (CFG) is one of the largest fruit packing operations in the world and has the largest cold-storage facility in the southern Hemisphere. Their modern storage techniques enable CFG to provide the market with crisp, juicy apples and succulent pears all year round. However, CFG needed to stay ahead of advancements in the area of technology relating to the areas of warehouse and inventory management processes.</p>	
Reference Framework	Technology Enablement	
Business Context	<p>CFG's warehouse and inventory management system users were using a non-Windows based system similar to obsolete mainframe 'green-screen' technologies.</p>	
Objectives / Purpose of Project	<p>The purpose of the project was to replace CFG's outdated system and in the process add new functionality.</p>	
Project Detail	<p>CFG's warehouse and inventory management system users were using a non-Windows based system similar to obsolete mainframe 'green-screen' technologies. One of the major challenges faced was to align the system user community to the use of Windows-based technologies. Additionally the following challenges were faced:</p> <ul style="list-style-type: none"> • The new system was required to be cost-effective, scalable and reliable for on-demand use. • Comprehensive operational and management reporting with full audit trails required. • Integrated to existing Producer Payment and Debtors Management systems. 	
Project Achievements	<p>The value delivered to CFG can be summarised as follows:</p> <ul style="list-style-type: none"> • Upgrade to latest industry leading technology provides for CFG's foreseeable future requirements. • Real-time information of stock positioning and on-floor activities, whilst assisting in reducing data capture errors with state of the art RF scanning technology. • Operational and management reporting with full audit trails to CFG. • Verification at product in-take against pre-received EDI data expedites the in-take process. 	

Customer References

"Although hesitant in being first to implement a new solution that is core to our business, we are very pleased with the end result. PalStore PRO is truly a worthy successor to the Paltrack RF product that has served our business for over ten years."