

## P&H Foods

### Consumer Packaged Goods

## Customer Profile

### P&H Foods Tightens Inventory Control and Speeds Business Decision Making

#### ***Business Driver: Unify Locations to Lower Costs and Increase Revenue***

P&H Foods is a division of Parrish and Heimbecker, Limited. P&H Foods is the sole Canadian licensee for the Butterball turkey brand and sells turkey products both under the Butterball and private label brands.

With such a huge inventory, P&H Foods needed a system that could let them know accurately what was in stock. “Seventy-five percent of our sales occur between October 1st and December 15th,” says Paul Borg, president, P&H Foods. “We typically ship the bulk of our turkey products during this very compressed 11-week end-of-year holiday season. The logistics of this are staggering. We store turkeys in six warehouses located across Canada. Turkeys are stored according to weight, SKU number, and brand. We need to know what is in stock at each warehouse at any given time.”

Before J.D. Edwards was deployed, P&H Foods relied on a combination of spreadsheets, databases, and, in some cases, written inventories. Borg says, “It’s an antiquated way of doing business and we knew we needed to upgrade to a more integrated, adaptive, nimble system for retrieving the information we needed to run our business more efficiently.”

“We needed accurate, timely information for our sales team. We also needed real-time data available automatically, in order to make smarter and faster decisions,” says Borg.

#### ***Results: Better Business Decisions Through Analysis Of Accurate Information***

According to Borg, P&H Foods is already seeing an improvement in how the company makes decisions. “Now we have one set of information that we can all relate to and this changes how we view our business picture and the decisions we might make.”

“There are many opportunities for the front-end (order entry and order invoicing) to tie into the back-end (manufacturing work orders and inventory control). J.D. Edwards is helping us make sure those front-end processes and back-end processes are more streamlined and are working more smoothly together,” says Borg.

#### **BUSINESS DRIVERS**

- Improved inventory management
- Increased sales process efficiency
- Reduced administrative expenses

#### **RESULTS**

- Ability to make timely, informed decisions
- Ability to more closely manage inventory
- Unified, automated systems and processes

- 6 locations in Canada including manufacturing plants and sales offices
- Headquarters in Hanover, Ontario
- More than 350 Canadian employees

*“Before we implemented J.D. Edwards, we were not following a best practices model, which we are still working toward. By using J.D. Edwards we gained an automated, integrated system, and a new and better model for conducting our internal business. This will be particularly helpful for making smarter marketing and sales decisions — and making them more quickly.”*

*Paul Borg, President  
P&H Foods*

  
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“By keeping track of finished product inventory, J.D. Edwards helps us track what is out there by SKU, location, brand label, and size,” says Borg. “It’s important to know, for instance, if we need any more 10 to 12 pound Butterballs in Calgary. The challenge is to have the right-sized turkeys in the right quantity at the right warehouse at the right time to accurately and quickly meet customer demand. Any miss for any of those parameters will not allow us to optimize our potential sales. With J.D. Edwards, we are able to manage inventory much more closely now.”

**How P&H Foods is Getting There: J.D. Edwards Software and Consulting Services**

J.D. Edwards Consulting helped P&H Foods implement OneWorld® Xe in Q2, 2001. The company chose J.D. Edwards because it had unique capabilities and a solid customer base to prove it. “One issue was that we did not have a catch-weight system to handle the different weights of the turkeys.

J.D. Edwards has worked with us to resolve this non-standard, variable weight requirement — a very challenging and unique necessity for our company. It is always complicated being an early adopter, as we were, but we are pleased with the end result. We’d definitely choose J.D. Edwards again,” says Borg.

“We sent quite a bit of our staff to J.D. Edwards training, because to really understand the power of the software you need to be exposed to it and trained on it. There’s no question that the software is valuable, and I really feel that J.D. Edwards has delivered on its promise,” Borg says.

**The Future: Deploying Human Resources and Procurement**

P&H Foods is completing its initial implementation and Borg is confident that by Q3, 2002 the entire company will be up to speed on J.D. Edwards. P&H Foods’ vision for the future includes adding J.D. Edwards Human Resources and Procurement and Subcontract Management modules.

“There are many tasks that we are still doing manually right now. By increasingly automating our processes using J.D. Edwards solutions, we will improve efficiency, speed, and ease of use, and will be able to process more orders than before in a shorter amount of time. The more real-time data we can gather and access to make sound real-time decisions, the better off we will be,” says Borg.

**HOW P&H FOODS IS GETTING THERE**

- J.D. Edwards collaborative enterprise solutions:
  - Financials
  - Inventory Management
  - Sales Order Entry
- Platform: Windows® NT & 98
- Database: Microsoft® SQL Server
- J.D. Edwards Consulting

*“We’re early in the process of implementing J.D. Edwards. However, we’ve made the commitment and I can foresee a time in the not-so-distant future when everything is under one system and we function in a synchronized fashion.”*

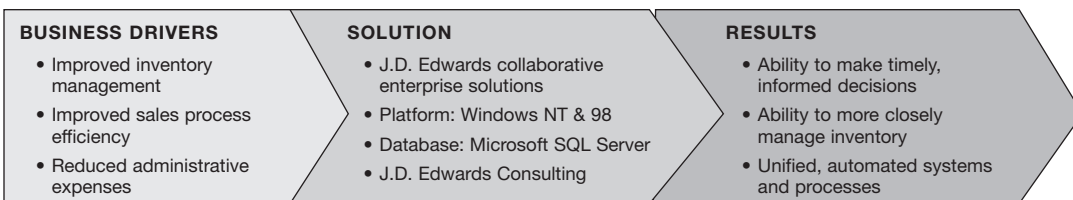
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