



## Customer Profile

Seacore Seafood is an importer, distributor, and custom processor of quality fresh and frozen seafood products. The company purchases direct from the seafood source and whenever possible sources sustainable seafood in order to maintain control over the quality and freshness of its product.

## Objectives

Seacore sought a food specific software solution and an established partner that could expand the capabilities of their company beyond what its previous ERP system could support.

Specifically, Seacore had a list of features they required from their new solution:

- Custom order guides
- Route management
- Inventory management (with bin allocation and lot control)
- EDI integration
- Customer accounts receivable holds
- Retail POS capabilities
- E-commerce capabilities
- Bulk/wave picking
- Mobile order entry

## Situation

### Summary

Thanks to VAI's advanced inventory capabilities, and processes such as S2K bulk picking, lot control, and bin replenishment, Seacore Seafood can process received orders the same day, even with volume is up 150%. This has reduced labor hours by 35% for order pickers. Despite a significant increase in sales, the company has not needed additional customer service or sales employees to manage day-to-day orders. Additionally, with IBM's 99.999% uptime, Seacore enjoys the stability of a system that averages less than two minutes of downtime per year. VAI's S2K for Food software has also helped Seacore Seafood increase its truck routing process by 50% and reduced order picking time by 40%.

## Problem

### Context

Seacore faced a familiar challenge for many food distributors and processors — by 2008, the company was quickly outgrowing an ERP system that had reliably tracked customer information, basic inventory, and invoicing for years.

With 5,000 fresh and frozen items and hundreds of order entries per day, Seacore Seafood needed a sophisticated ERP system that can optimize truck routing, verify order shipments, and automatically track inventory.

Recognizing how labor intensive maintaining the aging ERP had become, Seacore engaged with VAI for a modern food ERP solution. The VAI S2K Food solution is a fully automated and integrated food package that includes features such as: lot and date tracking, catch weight processing, case processing, inventory management, route management, financial management, and a mobile suite of applications including order entry. The VAI S2K solution is also designed to enable food companies comply with food safety regulations.

# SEACORE SEAFOOD

## Solution

S2K Enterprise for Food

- S2K Route Management
- S2K Inventory Management
- S2K Retail Management
- S2K eBusiness
- S2K Mobile Order Entry

IBM Power System

## Customer Quote

"We knew the VAI S2K food software would achieve a number of efficiencies, but we didn't realize the extent of it. Over the years, we have had the ability to automate many of our processes to make things faster and more efficient thanks to S2K. It makes you think differently and in a better way."

- Sal Battaglia  
Seacore Seafood Inc.

## Finding the Right Partner

Seacore's partner would need to offer technology and capabilities that met every requirement on the list, while future-proofing its ERP system for years to come. Other potential vendors sought to meet these objectives, but they usually require some combination of third-party application integrations to offer the full solution capabilities of VAI's S2K Enterprise for Food software, which could perform business needs under tight constraints, and automate, and integrate business processes across the entire organization. VAI met the architectural requirement for Seacore that bridged the gap between warehouse, distribution, and retail in its S2K Enterprise for Food software.

According to Sal Battaglia, VP of Sales and Marketing at Seacore Seafood, VAI was the only ERP provider with expertise in the food industry and could uniquely fit their business and growth needs.

## Solution Process

With an established food customer base already running VAI's food ERP solution, VAI was acutely familiar with Seacore's industry, and the initial deployment through additional upgrades went smoothly. According to Sal Battaglia, VP of Sales and Marketing at Seacore, some of the same VAI engineers and architects who deployed Seacore's initial ERP solution were also on hand to continually update Seacore's system over the years. VAI's familiarity with Seacore's business and technology environment helped inform and guide the process in a way no other partner could have provided.

Initially the S2K Enterprise software was deployed on a System i environment. When the time came to upgrade the software and the server, the company moved to an IBM Power System server. Recognizing the longevity and reliability of the IBM solution, Seacore, realized an IBM Power System with IBM i operating system was the optimal infrastructure, and it provided a platform with built-in autonomies for data management with the embedded IBM database to minimize the day-to-day maintenance and support. The system's ability to add extra capacity without hardware upgrades or on-site technical visits, as well as integrated security, also helped solidify and secure their future business decisions.

During initial deployment and future upgrades, the VAI team was onsite for the launches, and assisted with training and deployment.

## Using the Solution to Solve the Problem

VAI's S2K Enterprise for Food proved to be the right solution for Seacore's evolving and robust catalog of seafood offerings. With S2K, Seacore can offer their customers custom order guides whether in person or on the phone that can be further refined based on location or other factors — a difficult, tedious and resource-heavy process that the technology now makes simple.

# SEACORE SEAFOOD

Seacore Seafood implemented VAI's S2K Mobile Order Entry in 2016. Today, Seacore Seafood uses the S2K Mobile application to place orders online. Utilizing the VAI mobile application to automatically enter orders and track inventory online and offline, Seacore Seafood is able to ensure no orders are dropped and customers, sales representatives, and truck drivers are able to look up products in real-time. VAI S2K Mobile Order Entry also equips Seacore Seafood with e-commerce functions – enabling sales representatives to print or email transactions, view customer payments, and see a product's image, details, availability, and price.

Additionally, the built-in mobile ordering functionality has been a hit with both customers and employees, allowing them to complete tasks on-the-go. The "shopping list" feature also allows Seacore employees a quick window into the order history of every customer, providing insight into their spending and buying habits.

## Evaluation

### Results and Benefits

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For More Information About VAI Products and Services

p | 1.800.824.7776 e | [sales@vai.net](mailto:sales@vai.net) w | [www.vai.net](http://www.vai.net)

