



## CUSTOMER CASE STUDY

# TruFood Manufacturing

TruFood's acquisition, Simply Natural Foods, goes live in just 4 months with Deacom

## The Company

With a history of excellence spanning more than 30 years, TruFood Manufacturing is a leading contract manufacturer of branded and private-label nutrition bars, protein bars, chocolate moulded products, and baked goods. TruFood supports its brand partners with state-of-the-art facilities exceeding 400,000 square feet of space.

The company, which is owned by AUA Private Equity, acquired Simply Natural Foods in July 2020, to advance their shared growth plan to provide customers with a broad range of snack brands and products.



### INDUSTRY

Food & Beverage



### WEBSITE

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



### LOCATION

Pittsburgh, PA



### CRITICAL BUSINESS ISSUES

Inventory Management,  
Centralizing Operations and  
Data, Scalability

# The Problem

As separate entities, TruFood and Simply Natural used two different ERP systems, but knew they needed to streamline operations across both businesses.

Simply Natural's legacy ERP environment had very limited functionality, especially when it came to material visibility and traceability. By using a combination of multiple systems, it was very difficult to keep track of inventory availability and location throughout the facility. The system could only determine a generic location for inventory which required employees to physically look for the items in those large areas. If the team couldn't find a particular item during their daily cycle counts, they would assume it had been used in production. This would often cause the manufacturer to waste or run out of materials without warning, causing stockouts and production delays. These limitations were only exacerbated by system procedures that relied heavily on hard copy paperwork.

TruFood, on the other hand, implemented Deacom ERP in 2014 and experienced great success. It was clear that rolling Deacom out to Simply Natural would create a more standardized and centralized environment for the two businesses to operate together. This change would also enable Simply Natural to simplify their businesses, apply more powerful ERP functionality and avoid the challenges associated with using multiple/disconnected ERP solutions.

The goal was to get Simply Natural running on Deacom with all training completed in just four months, which was no small feat. While the two companies may be similar, Simply Natural had its own set of challenges – including a very limited amount of manufacturing space which creates processes unique to their business.

## The Solution

Since TruFood was already live on the software, the foundation and SOPs were already in place for a smooth implementation of another business entity.

Deacom's expertise in process manufacturing was a driving factor in a successful implementation. The team always asked the right questions when diving deep into the company's processes which illustrated their thorough understanding of the company and industry. They then took that insight to create a strategy that would allow them to focus on mission critical areas so the tight go-live deadline could be achieved. Sometimes this meant identifying new solutions, and other times it was tweaking existing, TruFood processes to fit the unique characteristics of Simply Natural's business.

Deacom implementation team came prepared to assist TruFood throughout their various meetings each week. The team was knowledgeable, fast and efficient – and always had questions to ensure that Simply Natural's needs were met.



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The implementation team at Deacom was critical in helping us achieve our goals, including our aggressive four-month timetable. They were detailed and strategic in their approach which made us confident that the implementation project would be a successful one.

– Matt Hearn,  
IT Manager, TruFood

Anything TruFood needed to know – how things worked, which areas to focus on, how Simply Natural can best utilize the ERP, etc. – Deacom was ready and eager with information. For example, Deacom was able to help identify some of the processes at Simply Natural were no longer needed because TruFood could handle them at its facilities in Pittsburgh. This enabled TruFood to zero in on the aspects that mattered most without doubling up on resources that weren't needed or were already covered. With careful consideration at every turn, Deacom was able to expedite the timeline and ensure that TruFood achieved its goal to have Deacom up and running at the Simply Natural facility in just four months.

TruFood has been so impressed by the results, the company now plans to deploy Deacom ERP to every additional business that it acquires to keep processes consistent and efficient.

## The Results

Deacom successfully reduced both the workload and headcount at Simply Natural. By giving Simply Natural track and trace capabilities, staff can now

determine the exact location of an item in their facility using Deacom. From the warehouse rack to the bin location, Deacom informs and saves valuable time and resources. As a result, Simply Natural was able to reduce their warehouse staff from 10 to 7 people. The company is also able to perform reliable cycle counts just once per week instead of daily, saving the team an average of 8 hours every single week, or 32 hours per month.

With an accurate view of inventory, Deacom provides TruFood with accurate data – not merely assumptions – around how much of a particular ingredient is in stock across all of its facilities. With a clear understanding of what is happening throughout the entire organization, they are able to prevent unexpected stockouts from occurring, which in turn has reduced the amount of production downtime.

While the pandemic has created many supply chain challenges, TruFood is able to gain more control over material planning to ensure operations are not disrupted. For example, many brand partners require a very specific type of peanut – with a large, medium or small chop – for their products. If a supplier

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Deacom has significantly reduced the amount of downtime we would have normally had from the lack of visibility into our inventory. Now we are able to operate both businesses more efficiently than ever before.



can't guarantee delivery, or promises to do so but ultimately fails to deliver on time, TruFood can quickly pivot and find an approved substitute or adjust its production schedule accordingly. This way, other products can be shifted into production in the meantime to ensure the business is running as efficiently as possible.

Deacom also made it possible to streamline Simply Natural's operations with a lean crew that includes the plant manager and production staff, as well as

some HR professionals and staff in the warehouse. Finance and accounting professionals were not needed because TruFood was able to use the same system and database across divisions, allowing the team in Pittsburgh to handle these tasks. In short, Deacom allowed TruFood to increase its volume without increasing its headcount. At a time when labor is scarce and job openings are hitting record highs, TruFood was able to continue on its path without the same talent shortages that other businesses have faced.

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**With Deacom, we don't have to increase our headcount in order to accommodate the growth of our business.**

**Contact us today to learn more.**

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