

**CUSTOMER**

The Gonnella Baking Company

**INDUSTRY**

Food & Beverage

**LOCATION**

Chicago, Illinois

**Number of Locations**

Six

**SYSTEM**

Sage MAS 500 ERP

Sage SalesLogix

O2 Process Manufacturing

O2 Mobile Warehouse

## Gonnella Baking Company Reaps the Benefits of Sage MAS 500 and O2 Process Manufacturing

In 1886, Alessandro Gonnella purchased a small storefront bakery in Chicago and began baking and delivering fresh bread to neighborhood homes. The business has enjoyed consistent success ever since; today The Gonnella Baking Company produces three million pounds of product weekly. By combining traditional goodness and modern production techniques, Gonnella is ensuring its success for the next 100 years. Among the tools the company relies on to build that success are Sage MAS 500 ERP and O2 Process Manufacturing from Escape Velocity Systems.



Bruce Birky, Gonnella's network administrator, worked with Sage MAS 500 ERP in a previous position and continues to be impressed by the solution's architecture, power, and scalability. "We saw Sage MAS 500 as a natural progression for the company," he says. "The SQL database fit well with the other technology tools we have deployed and when we learned about the O2 Process Manufacturing solution, we knew we had a good fit."

### A Fresh Approach

As Gonnella prepared to open a second production and distribution facility to support its frozen dough division, it faced a system challenge. Doubling the size of the operation required an integrated process manufacturing and ERP solution. "We were satisfied users of Sage MAS 90 and Sage MAS 200," explains Dennis Marcucci, vice president of information systems and administration for Gonnella Frozen Products. "However we needed advanced manufacturing functionality and so we turned to another Sage solution, Sage MAS 500."

### Effective Lot Tracking for Recalls

Previously, Gonnella manually performed the mandatory lot tracking required of food manufacturers, with mock recalls consuming hours of staff time. Designed for food and beverage manufacturers, O2 Process Manufacturing includes powerful, integrated lot tracking and Certificate of

**CHALLENGE**

As Gonnella prepared to double its production facilities, it recognized the need for an integrated ERP that includes a process manufacturing solution.

**SOLUTION**

Sage MAS 500 and O2 Process Manufacturing were the logical next step for the company, delivering powerful enterprise-wide functionality.

**RESULTS**

Efficiency gains allowed the company to double its operation without requiring any additional administrative resources. Performance of required lot tracking is fast, accurate, and reliable.

*“From purchasing, to the production floor, to the warehouse and shipping operations, to the back office — we have increased efficiency, control, and accuracy.”*



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Analysis (C of A) functionality that has dramatically streamlined operations. “In less than an hour we can trace any lot, identifying the source of the ingredients, the final products they went into, and who we shipped the products to,” says Marcucci. “This is a crucial component of our business and we’re right on top of it.”

The Quality Control component of O2 Process Manufacturing allows Gonnella to establish tests and acceptable ranges for the test results for both raw materials and finished products. If a test fails, the lot can be placed on hold until quality can be ensured.

### **Use Data Effectively**

By deploying Sage MAS 500 and O2 Process Manufacturing enterprise-wide, Gonnella is reaping benefits. “Using these tools we’ve centralized our data, cut our expenses, and are making for efficient use of our existing resources,” says Marcucci. “From purchasing, to the production floor, to the warehouse and shipping operations, to the back office — we have increased efficiency, control, and accuracy.”

### **Wireless Real-Time Data Collection**

In addition to O2 Process Manufacturing, Gonnella deployed O2 Mobile Warehouse, an advanced warehouse management and automated data collection module built for Sage MAS 500. The data collected updates Sage MAS 500 in real time, ensuring that staff is always working with current numbers.

“Our warehouse personnel use wireless handheld devices and wireless units installed on our forklifts,” explains Marcucci. “We use the units for receiving, picking, packing, shipping, inventory movement, and our cycle counts.”

Previously, warehouse staff would spend up to six hours each week, moving in and out of freezers counting product, recording their results, and double-checking discrepancies. Now the company performs smaller cycle counts on a subsection of its inventory using the wireless devices. “We’ve dramatically reduced the time spent on inventory counts,” Birky notes. “And we see much greater accuracy as well.”

### **Double Production With the Same Lean Staff**

Despite doubling its operations, Gonnella Frozen Products has not had to hire additional administrative personnel to support the growth. “We’ve moved the data entry to the place where the work happens,” Marcucci explains. “In that way we’re eliminating redundant tasks, minimizing overhead, and doing away with paperwork — all while increasing accuracy.”

“The solution has far exceeded my expectations,” concludes Marcucci. “We could double our operations again and with Sage MAS 500 and O2, we would be ready.”



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