



## THE CHALLENGE

The world has changed a lot since 1929 and so has the way Silver Spring Foods (SSF) runs its business. The company recognized that their current Enterprise Resource Management (ERP) system could not handle their developing business requirements and was unable to evolve as the company continued to grow.

“One of the biggest challenges we had was that we reached capacity – or so we thought,” said Noah Wallace, CIO at Silver Spring Foods. “We were lead to believe that in order to grow the business, we would need to physically expand the building, add additional manufacturing lines, and increase the staff. Something just did not seem right with that.”

The SSF team also found themselves producing unnecessary waste and wanted to run a leaner manufacturing operation. “It was not uncommon for Silver Spring Foods to have a \$250,000 - \$300,000 variance just in physical inventory,” continued Wallace. This concern led much of the evaluation discussions.

## THE SELECTION

SSF evaluated their needs and requirements in an ERP system in order to scale the business. The company determined that they were looking for a system that: tied together customer service, accounting, manufacturing, purchasing, and shipping within a single tool; had strong data mining and reporting functionality; provided strong sales reporting; was configurable *without* customization; had strong sustainable technical support capabilities; and would not exceed ERP budget allocations.

DEACOM, which required no customization, stood out as the only true, single solution in evaluation. “DEACOM was the only system we saw that met all of our requirements without

## About Silver Springs Food

Ellis Huntsinger founded Huntsinger Farms, Inc. and its subsidiary Silver Spring Foods, Inc. (SSF) in 1929 when he started growing horseradish and other vegetable crops on a few acres of land near a fresh water spring south of Eau Claire, Wisconsin. Huntsinger Farms now grows horseradish in a five to seven year rotation with corn, soybeans, snap beans and other forage crops on over 9,000 acres of prime Wisconsin and Minnesota farmland. Silver Spring horseradish is the number one retail brand in the United States.

needing to be customized. As a result of this, DEACOM was able to provide us with a 'Not to Exceed' implementation quote, which no other competitor was even willing to discuss," said Wallace.

Another benefit of installing a single, configurable system is the predictable quality and cost of ongoing IT support and maintenance. "When you think about it, no two customized ERP solutions are alike. Therefore, it becomes extremely difficult for a single vendor to provide ongoing support for each and every system. The Deacom team are all experts on the DEACOM system because every single one of our clients runs the same version of DEACOM," said Scott Deakins, COO of Deacom.

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## THE RESULTS

With real-time access to every facet of the business, SSF is able instantly gain a thorough understanding of operations to drive stronger decision making. Inventory management was perhaps the most notable improvement by applying DEACOM MRP. With all data living within one system, SSF was able to fine tune material purchases to match current production needs, sales forecasts, and production schedules.

"With DEACOM, we are able to quickly isolate where time and materials were being wasted. The first year we were on DEACOM, we were able to scale our inventory variance down to \$90,000 (from nearly \$300,000). Today, SSF is in the \$1,800 - \$2,500 range for variance in our inventory. We have gained our efficiencies, proved we were not at capacity, and improved inventory management. Those three things alone have allowed us to grow the business without adding additional square footage."

## ABOUT DEACOM

Deacom, Inc. is the producer of DEACOM ERP, a scalable, single-system ERP solution specifically designed to streamline operations for manufacturers and distributors with complex processes. As the artisans of ERP software, Deacom crafts a solution free of customization or bolt-ons to increase efficiency and decrease the total costs of ERP ownership. The company's headquarters is located in Chesterbrook, Pa. To learn more, visit [www.deacom.com](http://www.deacom.com) or call 1-877-4-DEACOM.