

## Sunsweet

### Sunsweet Growers Uses Logi 8 To Distribute Business Intelligence to Sales Team

Nationally Recognized Brand Leader Chooses Logi 8 for Web-based BI, Reporting and Analysis



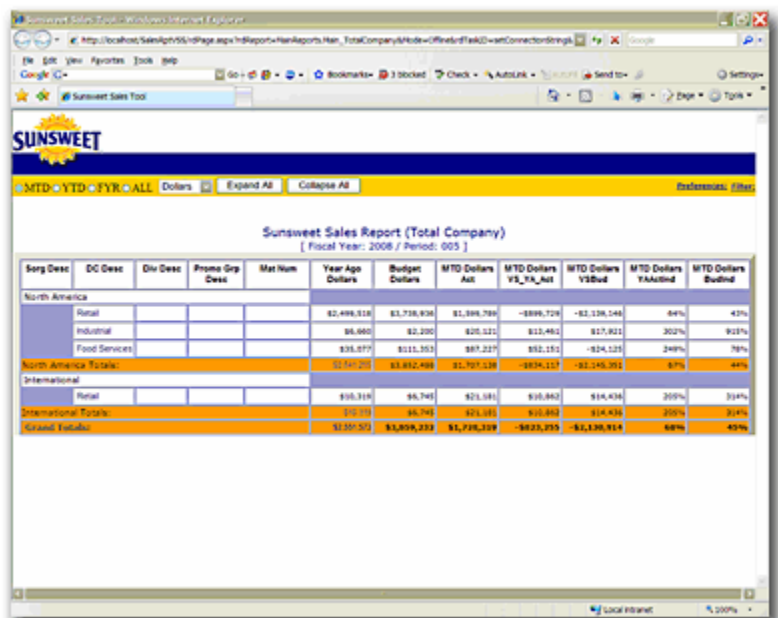
Walk through the aisles of virtually any supermarket in America, and you will see the distinctive blue and yellow Sunsweet logo on packages of dried fruit and bottles of fruit juice. While it may seem automatic to the consumer, a vast integrated network of growers, processors and brokers works very hard to make this happen. And the Logi 8 BI platform is now playing an important role in the process.

Sunsweet Growers Inc. is the world's largest handler of dried tree fruits including apricots, cranberries, mangos and prunes. A grower-owned marketing cooperative representing more than one-third of the prune market worldwide, Sunsweet processes more than 50,000 tons of prunes a year. The organization was founded in 1917 as the California Prune and Apricot Growers Association, the cooperative served as a marketing agent to offer the crops of its members--under the brand name "Sunsweet"--to consumers at better prices than were offered by individual growers.

Ninety years later, Sunsweet processes and markets the dried fruit production of more than 400 grower-members with orchard holdings primarily in California's Sacramento and San Joaquin valleys. Sunsweet boasts enviable brand recognition of 85 percent in American households, placing it in the very top rank of long-standing successful American products. Sunsweet's Yuba City, CA headquarters is home to the world's largest dried fruit processing plant, with the highest product quality standards anywhere. Each day, an average of 40,000 cases of Sunsweet products are sealed and marked for worldwide distribution.

At Sunsweet, traditions are strong but the organization is no stranger to innovation, particularly in IT. A company does not become a world leader in its field without a serious ERP and supply chain implementation to drive production. Sunsweet has deployed a complete SAP system built on an Oracle database to keep them on the leading edge in their field.

However, making this data available to users in the company's sales organization required additional innovation. IT project manager, Josh Singh, and his team deployed a SQL Server-based data warehouse to support easier access to



Sorg Desc	DC Desc	Div Desc	Promo Grp Desc	Mat Num	Year Ago Dollars	Budget Dollars	MTD Dollars Act	MTD Dollars Y3_YA_Act	MTD Dollars Y3Bud	MTD Dollars YAActnd	MTD Dollars Budnd
<b>North America</b>											
Retail					\$2,498,318	\$1,738,838	\$1,398,789	-\$898,729	-\$2,138,146	84%	43%
Industrial					\$6,660	\$2,200	\$20,132	\$12,462	\$17,821	302%	923%
Food Services					\$38,877	\$113,363	\$87,237	\$82,152	-\$24,125	249%	79%
<b>North America Totals:</b>					<b>\$2,543,855</b>	<b>\$1,854,401</b>	<b>\$1,506,158</b>	<b>-\$898,117</b>	<b>-\$2,144,051</b>	<b>87%</b>	<b>44%</b>
<b>International</b>											
Retail					\$58,319	\$6,745	\$21,181	\$18,862	\$18,438	200%	314%
<b>International Totals:</b>					<b>\$58,319</b>	<b>\$6,745</b>	<b>\$21,181</b>	<b>\$18,862</b>	<b>\$18,438</b>	<b>200%</b>	<b>314%</b>
<b>Grand Totals:</b>					<b>\$2,602,174</b>	<b>\$1,921,146</b>	<b>\$1,527,339</b>	<b>-\$879,255</b>	<b>-\$2,162,489</b>	<b>88%</b>	<b>45%</b>

data for reporting. One task remained, finding a Business Intelligence (BI) system that would be feature-rich and easy to use for their sales and finance teams as well as easy to manage for Singh and his team.

"We needed a standard tool for accessing this data for building reports and doing analysis. We were looking for a Web-based system that met our technical specifications and our budget limitations. We had used Crystal Reports in the past and knew that it would not meet our needs. The field was wide open when we began our search, and LogiXML came up when we searched the Web on our key criteria," noted Singh. "From that point on, Logi was the winner."

"A deployment for our sales force was first on our list. Our sales team knows our products well, but we do not require them to be report developers, so we wanted to make the reporting process as easy and intuitive as possible. We also wanted to extend report access to our network of brokers who are responsible for placing our products in the retail markets and wholesale distributors around the country. This requirement made a Web-based tool essential, which is a real strength of the Logi platform."



"An additional requirement was for our sales team to run their reports when they are disconnected from the Web. When you are in sales in the produce business, you have to be able to take your laptop and your reports out of the office to the farm or the distribution center where Internet service is not always available."

"We here happy that the Logi sales team was willing to work with us to meet our special need in this area. We worked with them to add a special server license for our laptops so our sales team could run the reports independently when needed to demonstrate key points to customers and suppliers in the field. They can then easily synch up with our central data warehouse when the Web connection is available."

"We have built a host of reports that provide access to the sales organization, broker shipments and 'ship to' information. Our team can drill down to deeper levels of the report easily. We have also used the Analysis Grid feature to allow them to analyze the data themselves."

Singh will begin a future phase of the project to extend the BI implementation to the organization's finance team where the ability to integrate reports with Excel using the Logi 8 templates will be key benefit. "The Logi 8 platform offers a wealth of capabilities that we are only beginning to take advantage of in our program at Sunsweet," concluded Singh.