



## CASE STUDY

# Organic Poultry Farming Business Analytics for Food ERP is a game changer



*Farmer Focus is the fastest-growing organic chicken brand in America. Their business model was featured in Forbes for increasing profits. Yet Farmer Focus was struggling to leverage their customer and inventory data.*

### A food industry leader

Farmer Focus is a leader in the food industry. Growth has come by remaining focused on farmer-to-farmer, always organic, humanely raised flocks of chickens on sustainable farms.

In 2021, Farmer Focus was struggling to leverage a wealth of data stored in their new Aspen Systems Food ERP as well as other systems. Information was spread across several systems and worksheets maintained by multiple people.

Farmer Focus lacked the ability to consolidate the data and lacked the necessary resources to implement a contemporary business analytics strategy.

Leadership was in a situation where they could not answer basic business questions.

For example:

- Which customers are buying the most?
- Why did the company stop buying?
- What is happening across our entire business: inventory, purchasing, A/R, A/P, sales?

### ReconInsight was Brought in

Farmer Focus attempted to resolve the situation internally by adding a different reporting platform with built-in capabilities. However, the resulting analytic solutions were insufficient. At the recommendation of Rich Baughman, the Vice President of Technology at Farmer Focus, they turned to ReconInsight for a solution. Baughman had worked with ReconInsight in the past with excellent outcomes.

## Data was Scattered

Despite having the raw data, Farmer Focus lacked the capability of combining data in a format valuable to business users. Also, they could not access historic data to see trends that were occurring, which is critical to success.

“There was no one place to see what was happening in the business,” according to Rich Baughman, vice president of technology, Farmer Focus. “We were not able to see sales peaks and valleys, how the business operated, where our performance was good, and where our performance wasn't good.”



Farmer Focus needed a solution that would provide the analytics capability needed by leadership and sales for forecasting, strategy, planning, and decision-making.

## Multiple Spreadsheets Raised Challenges

“Instead of having to find the right person with the right spreadsheet in the right department, we needed a single point of truth. Previously you would have 10 people going into various systems to look for the same data and each person would get 10 different answers”, Baughman added.

## Ri360 Business Analytics Software was the Solution

ReconInsight's Team recommended and installed their Ri360 Business Analytics software. Ri360 is integrated with the Aspen Systems Canopy Food ERP system and gave Farmer Focus the ability to pull data from multiple sources and have answers to business questions all in one place. Plus, it added the capability of doing analytics to meet leadership needs.

Additionally, with ReconInsight's monthly plans for service hosting, data security, storage, and processing, the IT analytic needs were all taken care of and backed by technical support. Onboarding and training were also now available.

## How has Farmer Focus benefited?

- Capability of using Ri360 for finance and operations
- Analytics in less time and for less cost
- Actionable business intelligence
- Data security and tech support 24/7
- Everything from one company
- Comprehensive charts and graphs
- Onboarding and training

### TESTIMONIAL:

*“ReconInsight is the best data analyst team. They can figure out how to pull data out of systems efficiently, and cost-effectively, and make changes very quickly.”*

*“I would use them again in a heartbeat and recommend them to everyone.”*

*Rich Baughman, VP, Farmer Focus*