BREAKTHROUGH PERFORMANCE

SITUATION

Chartered as America's first national dairy supplier, Darifair is headquartered in Jacksonville, FL and has been in business since 1985 when three dairy specialists consolidated. Darifair is a dairy manufacturer but their actual production is outsourced to over 50 manufacturing plants across the United States. Today, Darifair is in every national restaurant chain across America supplying goods such as hollandaise sauce, butter, ice cream and much more. They also supply dairy products to industrial manufacturers for creating sauces, condiments, and more.

Because Darifair isn't a traditional manufacturer, as they manage production off–site, their technology needs are unique. They need detailed and real–time insight into the production at each of their 50+ plants in addition to their customer's needs, demands and seasonal trends.

Several years ago, Darifair went through substantial growth and kept outgrowing their home–grown technology solutions and their mass number of Microsoft Excel spreadsheets. They were struggling to keep up with the volume of orders coming in, processing up to several hundred orders a day. At this point, they didn't have any tracking capabilities and hadn't implemented quality

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> **–JASON BELL**
> Communications and Marketing, Darifair

assurance & quality control (QAQC) formulization, so Darifair was manually entering data with too few people at hand.

Jason Bell, Director of Technology, Communications and Marketing at Darifair, says, "Our operations have always been fast–paced and using resources to manually enter and check information was not a good use of our time. We were losing productivity and needed an automated solution that could keep up with our unique needs."

SOLUTION & BENEFITS

Darifair searched for industry–specific solutions in the market, and came across Vicinity. Vicinity provides software solutions for process and formula manufacturers that integrate with Microsoft Dynamics® GP and Microsoft Dynamics CRM products so that Darifair could con–nect all their business process systems into one central location. Vicinity also met extensively with Darifair to discuss their unique needs, planning how Vicinity and Dynamics could meet those needs. Darifair's solution now looks something like this:

• **Microsoft Dynamics CRM**– Manages client relationships and communication tracking.

• **Microsoft Dynamics GP**– Manages sales orders and financial data.

• **Integration to Genesis Research & Development (R&D)**: Nutrient analysis and labels are automatically tied into their Microsoft Dynamics GP, CRM, and Vicinity solutions, available anytime for product review and analysis by Darifair's formulators and food scientists.

• **Production Planning:** Vicinity and Microsoft Dynamics GP were configured so that Darifair can track formulas, see product trends in time to prepare, forecast production for restaurant promotions, and more, giving them a deep level of insight into each of their plants.

Our workforce now has a tool that works for them versus a tool that makes them work harder.

Quality Assurance & Quality Control

With over 300 customers to serve, Darifair can effectively implement QAQC to manage product issues, recalls and customer questions or requests. This was a manual and labor intensive process before, involving file cabinets and number checking. Darifair can now see where things came from, inspection reports are tied to products, and they can track batch numbers in order to give customers a response in a timely fashion. Jason reports, "Instead of responding tomorrow or the next day, we can give our customers complete updates on their products within one hour."

As a food manufacturer, Darifair also needs to meet a number of state and Federal regulations. Their solution from Vicinity helps them achieve compliance and provide products of optimum value, all the time.

Production Planning

Darifair can now forecast and plan at a faster pace. Before Vicinity, it took several hours to produce the data for production planning. They can now get the information needed to ensure each of their plants are running at maximum capacity. Jason Bell says, "To show how productive we can be with Vicinity software, we only have four people managing the production of 53 plants. Controlling such a large volume requires similar language and great communication, something that Vicinity's all–encompassing solution provides to us at Darifair."

"I like the hands–on approach at Vicinity. I can talk to the people that actually create the software and run the company. As a small company of only 40 employees, we need answers fast and Vicinity is always receptive to our requests and ideas."
–JASON BELL
Communications and Marketing, Darifair

Powered by a team of developers, technical experts, and business consultants all based in the U.S., Vicinity is known for introducing the first software product for formula–based manufacturing in the Microsoft Dynamics® reseller space. By delivering the most robust and flexible software available to our market, we help companies of all sizes manage limitless recipes, improve inventory visibility and control, enhance quality assurance, eliminate redundancies, reduce costs – and most of all, experience smart growth.

Help your customers streamline and scale with Vicinity. Go ahead, put us to the test. We're ready to mix it up with anyone. Call Vicinity at **770–421–2467** or visit us online at **www.vicinitysoftware.com**.

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