

## Quick Facts

### Industry

Manufacturing: Wholesale Goods

### Company Info

- Operating since 1933
- Annual revenue: \$50M
- Employees: 160
- General Ledger: Infor Visual Manufacturing

### ROI

- Decreased time to consolidate data from 2 days to half a day
- Decreased time to create, modify and maintain templates from 3 weeks to 1 day
- Time savings of 1.5 days per month on reforecasting tasks
- Annual cost savings of \$10,000 directly associated with budgeting and reporting tasks

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--Tim Dinan  
Vice President, Finance  
Berks Packing Company



## Berks Packing Company Inc.

### Case Study

The need for timely reports and accurate data prompted Berks Packing Company to replace Excel spreadsheets with PROPHIX. With a week of initial implementation and training, Berks created four PROPHIX models—from a budgeting-reporting model to a purchasing model. PROPHIX has directly impacted time and cost savings and has helped improve processes in various areas of the company. Berks now has more time to focus on analysis and take a proactive approach.

### Background

Established in 1933 in Reading, Pennsylvania, Berks Packing Company, Inc. is a third-generation, family-owned and operated meat processor. Berks offers a large selection of Berks-branded franks, hams, ring bologna, sausage, bacon and deli meats including ham, roast beef and turkey breast.

### Recognizing the Problem

Berks was using Excel for budgeting and reporting and realized their needs required more than just spreadsheets. Their primary problem with spreadsheets was the timeliness of creating reports—followed by data accuracy. “We were not providing timely and relevant data to the company’s decision makers in a user

friendly format,” says Tim Dinan, VP Finance, Berks Packing Company. “We were taking data from our ERP system and creating Excel reports. This was taking too long, and accuracy needed to be verified consistently.”

### Implementing a Solution

Discovering that the low-end offerings provided very little power and functionality and the expensive, high-end products didn’t offer any more benefits than PROPHIX, Berks decided to implement the application. Tim explains, “PROPHIX appeared to be a very good fit for us, both from a price and functionality need, and it has been proven to be that for us.”

The initial implementation and training with PROPHIX took approximately

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one week. This involved the creation of one of Berks' four PROPHIX models: the financial reporting and budgeting model. "What made the PROPHIX consultant different from other consultants I've dealt with was the fact that he appeared to have a financial understanding as well as a technical understanding of the software, which really helped bridge the gap between us and the software," adds Tim. Shortly following the first model, Berks completed the implementation of the remaining models: a sales model, a production model, and a purchasing model.

## Benefits

Berks has benefited from each of their models. The financial reporting and budgeting model eliminated the need for Excel spreadsheets, ultimately saving time. Even further, the sales, production, and purchasing models have allowed them to look at their processes and focus on business opportunities and problem areas. Tim explains, "The sales model allowed us to look at our part profitability. We were able to generate some sales spiffs, in terms of what our more profitable items are, trying to generate more interest in those and thereby driving more to the bottom line."

PROPHIX has directly impacted time and cost savings in various areas, such as financial reporting, budgeting, and month-end and year-end close. Prior to PROPHIX, Berks spent two

days per month on gathering data and properly placing it into Excel. With PROPHIX, it takes less than half a day to gather and finalize the data—equating to a \$10,000 annual savings. Budgeting tasks in Excel, such as creating and modifying templates and obtaining historical information, required about 3 weeks. "Now with PROPHIX, those tasks take a day at most," says Tim. "We are saving about \$5K/year just in budgeting tasks alone."

## Bottom Line

"We have more time to be more proactive within the financial area," says Tim. Berks' indirect benefits include the ability to focus on business presented through the data provided by PROPHIX. Tim says, "We can identify where our most profitable parts are, where our most profitable customers are, and other relevant information—all in a timely manner."

## Future Plans

Berks routinely arranges annual reviews with their PROPHIX account manager. "This year we extensively implemented the dashboard feature on all four models, which upper management really appreciated as it provides them a better financial visual rather than simply the numbers," says Tim. "We are always interested in the new additions and looking at how we're currently utilizing PROPHIX to see that we're getting our biggest bang for the buck."

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