

Clabber Girl

Customer Profile: Clabber Girl

Microsoft Dynamics® Solutions:

Microsoft Dynamics® GP and
Microsoft Dynamics® CRM

Partners: Crowe Horwath, Vicinity
Manufacturing, Accellos, vSync,
EthoTech, and Mekorma

Industry: Batch Manufacturing and
Consumer/Commercial Food Services

Customer Since: 1999

Web Site: www.clabbergirl.com

Yeast is tricky. Yeast requires near perfect conditions to thrive and produce a loaf of bread. Yeast has made bakers through the ages more than a little perplexed.

And then there's baking powder. Baking powder is reliable; it gets the job done. Baking powder isn't volatile. For decades baking powder has allowed bakers to focus on other issues.

The same could be said of the number one baking powder manufacturer in the United States, Clabber Girl Corporation. They've been around for a century and a half, continuing to get the job done. In the meantime, their Microsoft Dynamics® and ISV solutions take care of their business management needs, enabling them to focus on other issues.

Rich Heritage

Clabber Girl got its start in the 1850s as a wholesale grocer and evolved into creating baking powder, cornstarch, custom leavening products, baking mixes, fundraising products, desserts, and micro-encapsulated products. Today their products are available throughout the United States and exported to 40 countries. In addition to their number one spot on grocer's shelves, they also have number two in a lock (labeled as Rumford) and are the country's largest manufacturer of private label baking powder. Basically, as Jamey Kirsch, executive director of IT at Clabber Girl Corporation, puts it, "if it's a chemical leavener, we're providing it."

"We're innovative within the food industry yet have a rich heritage, which finds us walking a thin line between celebrating our history and letting people know that we're on the cutting edge of new things in the industry," says Teresa Shaffer, director of public relations at Clabber Girl Corporation.

"While their flagship product of baking powder is well recognized and seen as a base product in most kitchens, their company

is dynamically moving into the newer technologies of the food industry," adds Randy Smith, CEO of Vicinity Manufacturing, one of the ISVs key to Clabber Girl's business management success.

Quality Ingredients

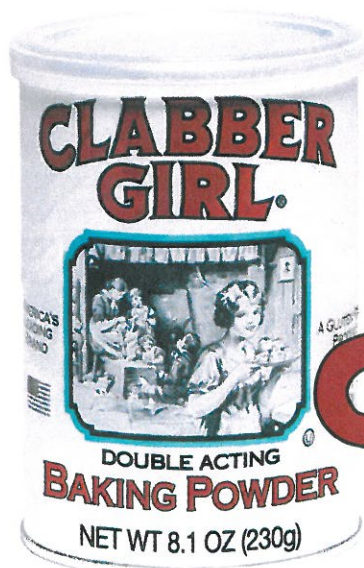
In addition to running the ever-evolving Clabber Girl, the company's owners are also behind the successful Indianapolis Motor Speedway (IMS).

Though the companies have obvious separate focuses, they conducted a joint search when it came to finding a business management solution. The companies selected Microsoft Dynamics® GP and implemented the solution in 1999, confident that it was the best way to bridge the widespread difference between the two sister organizations.

Both IMS and Clabber Girl are currently running Microsoft Dynamics GP 10.0 to manage their financials, inventory control, and sales and purchase order processing. They use Microsoft Dynamics® CRM 4.0 to track traditional customer/vendor activities and customer requests for new formulations.

In addition to the Microsoft Dynamics solutions, Clabber Girl has also implemented Vicinity Manufacturing's process manufacturing solution, Accellos' Collect for GP, vSync's EDI solution, EthoTech's commission software, and Mekorma MICR.

The benefits these ISV products bring to the business are many. According to Kirsch, Vicinity enables them to monitor everything from raw material usage to costing activities; Accellos lets their team push data to the



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core level so the people doing the work can record the work as well; EDI makes them more efficient with automating orders and invoices, cuts down their paperwork, and assists in the management of some remote warehouses; EthoTech saves the company two days a month in human time, moving from manual calculations to an automated process; and Mekorma helps them with check printing and SOP quantity discount calculations.

also just integrated a nutritional database so a panel appears, and the R&D team can change specs directly inside Vicinity rather than moving back and forth between systems."

"This is really important advancement when we talk about making custom blends," says Shaffer. "People come to us to meet their needs. We want to be in the custom blends market, and this (technology) makes it easier for us. There's great ROI there, which is a big differentiator for us."

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Culinary Innovation

Combining these ingredients has allowed Clabber Girl to enhance their business efficiency and become even more innovative with their research and development (R&D) operations.

"As we add more complex products, we're able to test and see what will work," says Kirsch. "For example, we can now pull a graph of CO₂ tests whereas we couldn't do that before. We

As Clabber Girl meets customers' needs, the company rests easy that their Microsoft Dynamics and ISV solutions will meet their needs for years to come.

"Microsoft Dynamics GP is pretty much limitless, and if there's something business specific that we need, Vicinity has always helped us out," notes Kirsch. "We're moving to an EDI server model this year, which will take care of future needs. We're in a good

position to not have to worry about adding anything for the next number of years." (That said, the company does plan to upgrade to Microsoft Dynamics GP 11.0 within a year or so.)

According to Smith, "One of the big messages in Clabber Girl's success is that of vertical. Microsoft Dynamics GP has been helping day to day, and Vicinity is helping by speaking (Clabber Girl's) language. Once they had a product to handle the manufacturing aspect, I think things got a lot easier for them. Once we implemented Vicinity, they were able to go much further, much faster."

Specifically, Clabber Girl is reaping the benefits of improved inventory accuracy and timeliness, a single source for quality control data, raw materials managed centrally in real time, and more. Having this information at their disposal enables the company to reduce internal costs and stay competitive in the marketplace.

"Our business has changed so much in 10 years that software has become more and more important," remarks Shaffer. "Thank God for people like Jamey and companies like Vicinity that can grow with us." 