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Holiday Ice and Exact

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INNOVATION, FLEXIBILITY AND COST EFFICIENCY



Ice cream manufacturer Holiday Ice was founded in 1928 by the Postma family from Sint Nicolaasga in The Netherlands. The company was later taken on by the three sons of the Postma family. Initially the organisation was made up of three divisions: Holiday Ice, Holiday Horeca and IJspaleis. In 1999, the company made the crucial strategic decision to focus exclusively on retail customers. Holiday Horeca and IJspaleis were sold in 2003 and 2004 respectively, with Holiday Ice then at the heart of the business. The factory currently produces millions of hand-held ice creams for major retailers in the Netherlands and the rest of the world. As much as 75% of total manufacturing goes abroad to 22 countries including England, France, Scandinavia, Spain and Portugal.

Holiday Ice sees its figures grow each year, with a current annual turnover of approximately 30 million euros. To be, and remain, competitive in the ice cream market, Holiday Ice focuses on innovation, flexibility, cost efficiency, a high level of service and excellent information provision. To achieve these goals, the company needs solutions: solutions to coordinate the complex flows of information and goods.

Gerco Waning, Controller at Holiday Ice, outlines the current challenges in the market: "We are a medium-sized ice cream manufacturer surrounded by a concentration of other manufacturers. We have drawn up a number of key points

to deal with this challenge effectively: innovation, flexibility, cost efficiency and a high level of service. This allows us to be a genuine partner to the retailers we supply. We work with the largest international retailers and they place the highest demand on both information provision and on the product itself. They are even up-to-date with food safety regulations and legislation. At Holiday Ice we have embraced this, improving our company. Food safety is a core value for us."

New solutions

When Holiday Horeca and IJspaleis were sold in 2003 and 2004 respectively, Holiday Ice needed to redesign its systems. Until then, the organisation



had mainly been driven by sales; now it was driven by manufacturing. An effective inventory registration became a prerequisite. In 2004 Exact Globe was implemented to better manage inventory and organise business.

At the start of 2014 WMS RF was implemented for wireless inventory management. In addition, Synergy was acquired in combination with Scan Sys for the processing of incoming invoices.

Realtime insight thanks to wireless solutions

"We initially acquired Exact in 2004 as a basic financial package," says Waning. "At first we still did the inventory management by hand, but gradually we started to use Pick-IT. And around 2007 we automated the process concerning the finished product by way of scanners with a cradle solution. Our incoming goods were added in 2009. However, we had numerous problems with the scanners and soon the product was no longer supported. This led to a lot of frustration on the shop floor.

Ultimately, however, because of adjustments in Exact modules among other factors, we were able to make the switch to WMS RF far more efficiently.

We now have Wi-Fi everywhere in the building, in our deep freeze and all outside space. Whereas the information from the scanner first went via the cradle with information only then being synchronised, now, with WMS RF, the information is processed immediately and in real-time. With this new solution we can work simultaneously with different users in the warehouse, because you can see exactly what's happening with each scanner. So if someone makes a mistake, you can trace it back to that specific colleague via a dashboard. The men on the shop floor are happier with the new solution and the scanners too - they're extremely positive.

Now things happen naturally, which saves time. What's more, the counts are far more accurate, the inventory updates are better and we have fewer queries. This new solution has allowed us to increase our operational reliability."

Automatic invoice processing

Since the start of 2014, Holiday Ice has been processing incoming invoices via Exact Synergy and Scan Sys. Waning says: "Incoming invoices are now scanned and automatically forwarded to the correct people for approval via Synergy.

THE REQUIREMENT

Holiday Ice is a growing company facing increased competition and higher raw material costs, which puts margins under pressure. Colleagues need real-time insight into centralised inventory information. In addition, there is a requirement for a more efficient process for dealing with incoming invoices.

THE SOLUTION

In 2004 Exact Globe was implemented to manage the inventory better. In 2014 WMS RF was implemented for realtime and wireless inventory processing by using scanners. Synergy, in combination with Scan Sys, was also acquired for the processing of incoming invoices.

BENEFITS

- Real-time and accurate inventory
- Less time spent on management
- Achieving more work with the same people
- Increased operational reliability
- Saving time and archive space with automatic invoice processing

Previously these invoices came in and were manually booked, with the physical invoice stamped and given a number. The invoices were then placed in folders and sent to different people to sign. Now those steps have been removed, so we save a lot of time and in the long term, a great deal of archive space. We've also gained more insight into the status of invoices. For example, now we can also review purchase orders and zoom in up to the incoming invoice. In the case of queries, with a few mouse clicks you can look at the actual purchase order. You can clearly see exactly what has been invoiced when."

The future and Exact

Waning: "At the end of 2014 our assets will still be included in Exact, so this is already included in the planning. In addition, we also aim to roll out Synergy further, specifically for our document management and customer management.

It would be prudent to do this in phases as it is fairly complex. If there is room in our planning and the demand is large enough, we will speed this up. That is how we work - and Exact suits this approach perfectly. Exact is modular, so if we need something we can simply purchase it. That makes it transparent and scalable, matching our changing company size and needs.

We also notice that Exact is getting better and better at listening to end users. Customers can regularly participate in and speak with customer groups. We hope this strategy continues and that it will result in concrete outcomes."

Facts

Name of Organization	: Holiday Ice
Number of employees	: 65
Number of Exact users	: 25 Globe users, 6 WMS users, 3 Professional users and 15 budget holders
Active Exact product lines	: Exact Globe, Exact Synergy, WMS
Sector	: Food industry
Focus areas	: Financial, Logistics, Manufacturing
Locations	: 1
Website	: www.holidayice.nl