Yogi Tea and Exact

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Quality requirements, warehousing and administration under control."

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ALWAYS KNOWING WHAT IS GLOBALLY HAPPENING WITH EXACT GLOBE

Yogi Tea is the world's largest manufacturer of herbal teas with facilities in the United States and Europe. Founded by Yogi Bhajan in 1984, the company's products are based on the Indian science of Ayurveda and the knowledge of what living a healthy life is all about. This is a key factor in Yogi Tea's global success.

Complex global operation

Yogi Tea is marketed in more than 40 countries all over the world and manufactured on the basis of controlled organic cultivation in Europe and the USA. More than 300 million bags of tea are manufactured in Europe alone. Yogi Tea's products are made of more than 130 different natural ingredients. Over 60 different types are sold to grocers, natural stores, importers and wholesalers around the world.

Traceability is essential

Yogi Tea is subject to the global criteria for quality defined by the Food and Drug administration, food safety, and organic regulation. This also means that Yogi Tea faces difficult IT challenges in ensuring they have the insight to keep driving increases in productivity and efficiency.

To meet legislative requirements, they need complete traceability of all ingredients and products. Quality requirements need to be harmonized with all of company's suppliers. To maintain operational control, management need access to all data on a global basis (sales/expenses/manufacturing), and full integration of the financial administration processes with logistics and data on quality management and inventory.

In search of world-wide coverage

In the period before Exact was adopted, Yogi Tea had been looking to find a truly global IT system. In addition to making a single global accounting and inventory control system a reality, the business wanted to realise business-wide monitoring of data for use in manufacturing, logistics and sales performance improvements.

The implementation of standardized, documented and verifiable business processes was considered key, with constant access to data in real-time via dashboard a must have for management. The software also needed to support them in improving quality management and certification processes.

Exact for manufacturing and logistics

Exact ERP was eventually chosen thanks to its ability to integrate all the key processes within one system, and make the harmonizing and segmenting of all global data a reality. The software offered all the process functionality required, including solutions for

warehouse management, quality management, global data disaster recovery and the recording and follow up of customer complaints. And with a standardized solution rolled out in each location (simply adjusted for local language and legislation), Yogi was also able to realise lower implementation costs than expected.

Michael Garcia Heermann, General Manager of Yogi Tea GmbH: "One of our main objectives was to make the company leaner and create an environment in which we would be able to rely on a single source of the truth. Thanks to the solution from Exact, this is still our company's standard for data management today. The mandatory introduction of standardized, documented, defined and verifiable business processes has been a success."

Traceability of products and ingredients in minutes
Heermann continues: "We must meet a number of strict quality requirements from the FDA and other authorities and guarantee 100% seamless traceability for all of our products and raw materials. Exact has helped us meet these strict quality requirements and control provisions,"

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CHALLENGES
Yogi Tea is subject to the global criteria for quality defined by the Food and Drug Administration, food safety, and organic regulation. This also means that Yogi Tea faces difficult IT challenges:
• Complete traceability of all ingredients and products
• Access to all data on a global basis (sales, expenses & manufacturing)
• Harmonization of the quality requirements with all of its suppliers
• Harmonization and control of administration, processes, logistics, data, quality and storage
• Increasing productivity and efficiency

DECLARED GOALS
Yogi Tea was looking to find a truly global solution. The main objective was to make the company leaner and create an environment in which Yogi Tea would be able to rely on a single source of data for information. Other objectives:
• Implementation of standardized, documented and verifiable business processes
• Constant access to data in real-time via a dashboard
• Improvement of quality management and certification processes
• To implement a single global accounting- and inventory control system
• Global monitoring of data for use in manufacturing, logistics and sales.

And according to Heermann, the speed of response will only become increasingly more important. "You need to be able to jump on new developments as soon as you discover them. Speed is also a must when you consider risk management. Imagine that someone contracts salmonella after drinking one of our teas. In America, the Food and Drug Administration can react and possibly even issue a full recall within a couple of hours. In such a case, we need to be able to determine what has happened with a particular batch the same day. When was it produced, and more importantly, where has it been delivered. We now have that capability."

THE SOLUTION AND BENEFITS
An ERP system that already existed was compared with applications from Exact that were being used to some extent. The company finally decided in favor of the Exact ERP solution portfolio. Reasons:
- Traceability of products and ingredients in minutes
- A platform for all modules, including warehouse management and quality management
- Harmonization and segmentation of global data and analyses that include customer complaints
- Increased efficiency and easier administration
- Lower implementation costs
- Avoidance of redundancies
- Global data disaster recovery

Facts

Name organization	:	YOGI TEA GmbH
Exact users	:	50
Active productlines	:	Exact Globe
Branche	:	Food
Focus	:	Exact Globe, WMS, Production, EDI, Event manager
Distribution	:	Over 40 countries worldwide
Offices	:	Six countries with production in the United States and Europe
Website	:	www.yogitea.com

BUSINESS SOFTWARE   = exact