



#### DAISY BRAND

Leading manufacturer of award-winning sour cream products.

**Industry:** Manufacturing  
**Geography:** United States

#### Deployment Summary

- TIBCO's business process management solutions power order-to-delivery workflow.
- TIBCO's solution sends automatic alerts about order changes to the logistics management workbench.
- Future projects include automation of new customer entry; integration of plant control systems; support for collaborative planning, forecasting, and replenishment (CPFR) and vendor-managed inventory (VMI); and implementation of a real-time order-arrival board.

#### Benefits

- Process automation enables traceability of individual orders and reduces manual errors and order-to-delivery cycles.
- TIBCO's automatic alerts enable Daisy Brand to flexibly accommodate last-minute customer requests and ensure minimal impact on the order-to-delivery cycle time.
- Reutilization of existing programming foundation saves money by enhancing productivity, enabling a small group of developers to deploy many projects.



"To achieve these capabilities with any solution other than TIBCO, I probably would have had to double my staff. In the six months since we deployed TIBCO's solution, we already have gotten 100 percent ROI from the savings in salaries and benefits alone. In addition, we want Daisy Brand to be known as a company that is easy to do business with – and TIBCO helps us accomplish that goal."

**J. Kevin Brown, information systems manager, Daisy Brand**

## Daisy Brand Uses TIBCO's Solution to Deliver Fresh Services

High quality has been a constant feature of award-winning Daisy Brand sour cream products for almost 100 years. But since the family-owned company was established in 1917, little else has remained as constant. The company – which sells to retail, food service, and the military – has recently been adapting to the significant changes in the way that the retail segment conducts business.

Over the last decade, supermarket retail chains have undergone a wave of mergers and consolidations, resulting in an increase in the services they expect to receive from food manufacturers. More customers require that manufacturers provide certain services that will improve the efficiency of their operations – for example, vendor-managed inventory, collaborative planning, and forecasting.

"There's a greater need to share information with our retailers," says J. Kevin Brown, information systems (IS) manager at Daisy Brand, "not just monthly or quarterly, but potentially on a weekly or even daily basis. To remain competitive, we must provide these services."

#### Workflow gathers metrics while automating business processes

To supply customers with new types of services without incurring a corresponding rise in manufacturing costs, the Daisy Brand IS team sought technology that would improve the efficiency of its existing business processes. Every order that Daisy Brand handles travels through three applications. Retail customers submit orders through an electronic data interchange (EDI) transaction. From there, orders flow to an Invensys Protean enterprise resource planning (ERP) system and various other systems for fulfillment, and ultimately to shipping. Brown sought to implement a workflow solution that could integrate and automate this order-to-delivery process. After looking at different vendors and implementing pilot projects, Daisy Brand decided to partner with TIBCO Software Inc., a leading enabler of real-time business.

"We evaluated a leading integration broker suite, but we found it to be cumbersome. We would have had to code everything ourselves, and we could not have tested before deploying. Failure would have been a

greater possibility," Brown says. "TIBCO's solution enabled us to test, and it offered a much shorter time to implementation."

Using TIBCO's business integration and business process management solution, Brown's team designed, developed, tested, and deployed a workflow in only three weeks. The workflow manages the order process from inception all the way to the point of delivery to ensure that orders move forward within the set timeframe. Every time an order proceeds to the next step in the process, TIBCO's solution records that information and provides a set of data that can easily be transformed into performance metrics. In addition, the company can send notifications about shipping activity back to the customer.

"If an order is supposed to ship out within a certain number of hours and hasn't been completed, we can use TIBCO's solution to trace that order and get it moving faster," Brown says. "TIBCO's solution also helps stop problems before they start by auditing customer order information before it enters our ERP system. That means we do much less cleanup after the order has been created."

#### **Daisy Brand serves customers more flexibly without raising costs**

In addition to improving the efficiency of order processing at Daisy Brand, TIBCO's solution also enables the company to more flexibly accommodate customer needs. For example, a retail customer might change an order after the order is sent to the warehouse – perhaps to request that the order ship on a different day or with a different amount. In these cases, the TIBCO-based system sends an alert to the logistics management

workbench to immediately notify the warehouse that the order has been modified. Thus, the logistics team can quickly implement the change, ensuring minimum impact on the order cycle time.

In the past, order changes presented a logistics challenge," Brown says. "But now, it's all automated, and we can accommodate our customers immediately. We want Daisy Brand to be branded as a company that is easy to do business with – and TIBCO helps us accomplish that goal."

The cost-effectiveness of TIBCO's business integration solution also helps Daisy Brand to remain competitive. The IS department has been able to provide new customer-oriented services without paying for additional development staff.

"TIBCO has saved us a significant amount of money," Brown says. "To achieve these capabilities with any solution other than TIBCO, I probably would have had to double my staff. In the six months since we deployed TIBCO's solution, we already have gotten 100 percent return on investment (ROI) from the savings in salaries and benefits alone."

#### **Reusable TIBCO functionality enhances productivity**

One of the most effective ways that TIBCO improves productivity is by enabling developers to reuse the functionality they create. Brown's team currently is repurposing the EDI interface that retail supermarket customers use to enter orders into the workflow. By creating a web page and using TIBCO's solution to integrate it with the ERP system, the company's food-service business customers – such as restaurants and catering companies – will enter orders directly into Daisy Brand's

"TIBCO's solution helps stop problems before they start by auditing customer order information before it enters our ERP system. That means we do much less cleanup after the order has been created."

#### **J. Kevin Brown, information systems manager, Daisy Brand**

systems. The same interface will provide Daisy Brand with the ability to support electronic sharing of data for CPFR and VMI. Because future projects can leverage already-developed TIBCO functionality, Daisy Brand plans several future projects that will further increase efficiency and competitive advantage: automation of the way that it establishes new customers in the system; integration of plant control systems to automate inventory tracking; and an order-arrival dashboard to provide visibility into the orders received on a given day.

"We're a little ahead of the curve, and better positioned to meet our customers' needs as they come up. Some of the retailers are being very aggressive about the use of UCCnet standards. So, the nice thing is that our TIBCO-powered architecture already has the capability to work with UCCnet. When a retailer calls us and invites us to get on board, we can say that we already are."



**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

[www.tibco.com](http://www.tibco.com)

Global Headquarters  
3303 Hillview Avenue  
Palo Alto, CA 94304

**Tel:** +1 650-846-1000  
+1 800-420-8450

**Fax:** +1 650-846-1005