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Berry Gardens: Fast-Tracking the Berry from Turf to Shelf with SAP® BusinessObjects™ Edge Solutions

Berry Gardens Ltd. is the number one production and marketing group for berries and stone fruit in the United Kingdom. The community of UK growers who owns the business needed transparency over its huge daily production, delivery, and turnover. The company's industry-specific proprietary enterprise resource planning (ERP) software supported operations but could not produce the reports required. SAP® BusinessObjects™ Edge solutions filled that need.

MAVEN solutions
Give your business the edge

Berry Gardens

Business insight, never mind the weather

Performance visibility for berry growers

Objectives
- Introduce reporting that enables company to communicate with growers
- Integrate financial accounting processes with the enterprise resource planning (ERP) software
- Gain real-time insight into the business

Why SAP
- Best combination of business intelligence and performance management functionality, packaged specifically for the demands and budget of a midsize company
- Intuitive, Web-based software
- High potential to integrate with company's existing software

Why partner
- Pragmatism
- Experience of similar business models
- Considerable expertise in SAP® BusinessObjects™ solutions

Benefits
- Rapid user adoption due to point-and-click Web interface and intuitive keyword search
- Continuous visibility into performance for growers, replacing retrospective printed reports
- Ability to respond faster due to insight provided by SAP BusinessObjects Edge solutions

Future plans
Introduce greater scope of functionality of the SAP BusinessObjects Edge solutions to drive business in ways as yet unforeseen

"SAP BusinessObjects has enabled us to monitor our operations in real time and transformed the way we ask and answer questions as a business."

James Judge, IT Manager, Berry Gardens Ltd.

Company
Berry Gardens Ltd.

Headquarters
Tonbridge, United Kingdom

Industry
Wholesale distribution – food services and grocery wholesale distribution

Products and Services
Marketing and distribution of berries and stone fruit

Employees
150

Web Site
www.berrygardens.co.uk

Partner
Maven Solutions Ltd.
www.maven-solutions.co.uk

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