

*"The efficiencies and insights resulting from the utilization of SYSPRO are enabling us to expand our marketing efforts from a West Coast concentration to the entire USA."*

**Susan Karl** - President and CEO, Annabelle Candy

## Annabelle Candy Finds Sweet Success with SYSPRO

### At a Glance

#### KEY CHALLENGE

- No manufacturing specific software solution. Was using excel spreadsheets
- Needed an ERP system to integrate multiple aspects of their business under one software program
- Lacked flexibility
- Limited visibility of inventory
- Needed detailed accounting software
- Multiple warehouse locations

#### KEY BENEFIT

- Total visibility into inventory
- Accurate job tracking and costing
- Increased overall efficiency
- Improved customer service
- Now working under one streamlined, integrated software solution

#### ORGANIZATION

Annabelle Candy Company

#### INDUSTRY

- Food and Beverage
- Manufacturing

### The Company

Annabelle Candy Company exemplifies the great American success story. The company began operations some 62 years ago when a Russian immigrant began making candy bars in his San Francisco kitchen and selling them outside local movie theatres.

Demand for the tasty bars grew, compelling the immigrant to move operations to a factory. Today, the company, named for the immigrant's daughter, Annabelle, operates a pristine factory in the San Francisco East Bay City of Hayward, California. It produces such renowned brand bars as Rocky Road, Abba Zaba and Big HunK and is set to expand its distribution activities from the West Coast to all of the US.

### The Challenge

Sixteen years ago, in order to facilitate growth and comply with FDA rules, the company realized the need to computerize and automate inventory tracking as well as accounting operations, which were being performed manually. After an extensive search, the company selected SYSPRO Enterprise Resource Planning software.

### The Solution

SYSPRO's Cash Book enables Annabelle to optimize cash management with system-wide bank reconciliation information on cash inflows and outflows. By providing complete enterprise-wide financial recording, analysis and reporting from all aspects of the business, the General Ledger module gives Annabelle a real-time view of corporate performance.

Annabelle controls inventories and optimizes stock levels via the Purchase Orders module, which also lets the company monitor quality, lead times and costs of purchases in addition to providing comprehensive supplier performance analysis.

With sales activity data from the Sales Analysis module, Annabelle gains a total picture of sales performance as well as sales profitability and sales forecasting.



SYSPRO Sales Orders enables Annabelle to enhance customer service through fast, efficient order processing and accurate, timely order fulfillment, while maximizing sales through instant access to information about stock availability, prices and possible substitutions. The Bill of Materials module also facilitates an accurate expected cost against which to track actual production costs. The complete bill forms the basis for material and capacity planning, shop floor control and costing.

Finally, SYSPRO Electronic Data Interchange enables Annabelle to speed the turnaround of orders, while SYSPRO B2B Trading enables Annabelle to gather and consolidate data from the various Annabelle warehouses.

## The Result

President and CEO Susan Karl and Vice President of Finance Shelly Craft have attributed much of the company's rapid growth to their SYSPRO ERP implementation. In fact, the company's rapid growth in the western United States is now encouraging the company to expand nationally.

Karl and Craft are proud of their choice of SYSPRO and can relate the operational improvements the company has realized since the software's implementation.

According to Craft, "The results [using SYSPRO software] have far exceeded our expectations". Karl also states that the efficiencies and insights resulting from the utilization of SYSPRO are enabling the company to expand marketing efforts from a West Coast concentration to the entire USA.

*"Throughout every different need, we have a reason to look to and use SYSPRO and it always has our answers."*

**Shelley Craft** - VP of Finance, Annabelle Candy Company





## About SYSPRO

Established in 1978, SYSPRO is an industry-built Enterprise Resource Planning (ERP) solution designed to simplify business complexity for manufacturers and distributors worldwide. SYSPRO provides an end-to-end business solution for optimized cost control, streamlined business processes, improved productivity, and real-time data analysis for comprehensive reporting and decision-making. SYSPRO is highly scalable and can be deployed either in the cloud, on-premise, or accessed via any mobile device.

Combined with a practical approach to technology and a passionate commitment to simplifying business processes, SYSPRO dedicates itself to the success of its partners and customers alike.

SYSPRO's intuitive product features, business intelligence capabilities, and easy deployment methodology are unmatched in the marketplace. The depth of software functionality and targeted industry knowledge makes SYSPRO an excellent fit for a number of select manufacturing and distribution industries, including food and beverage, machinery and equipment, electronics, fabricated metals, automotive, and many more.

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Learn more about SYSPRO's distribution solutions for the Food and Beverage Manufacturing industry. [Click here](#) or contact us on [info@us.syspro.com](mailto:info@us.syspro.com)