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Jeanie Yang - Chief Accountant

Pinnacle Premix with improved operating efficiencies from SYSPRO, captures new market opportunities and boosts their bottom line

At a Glance

KEY CHALLENGE

Replacing failed prior ERP deployment and meeting changing industry challenges and opportunities

KEY BENEFIT

New cost controls + inventory visibility efficiencies

ORGANIZATION

Pinnacle Premix, owned by Western Milling

INDUSTRY

Agriculture – commercial animal feed, soil mixes, and specialty milling

END USER MARKET

B2B + Retail



Customer Profile

Pinnacle Premix is a California-based provider of customized premix for animal feed. Pinnacle was originally founded in 2014 to develop an agricultural operation that would eventually support a wide variety of farm-to-market needs, including: farm planting components, gluten and allergen-free grain milling, commercial animal feed, and pet foods. The company was up and running with manufacturing facilities by 2015.

Operating in an environment of changing food and sourcing compliance demands in a new consumer-aware era where documentation is required, Pinnacle must maintain cutting-edge manufacturing and tracking systems. Organic, non-GMO and cage-free products require more effort to source and track a wide variety of both animal and human food sources. Without new technology efficiencies, companies like Pinnacle would not be able to maintain healthy operating margins.

The Business Challenge

How do you recover quickly from selecting the wrong ERP provider when you need to improve operating efficiencies and leverage new market opportunities? Pinnacle Premix ran into this problem shortly after its founding when it selected a small ERP company that simply didn't have the accounting and production capabilities Pinnacle required to compete successfully. Frustrated by recurring operational and financial control issues, Pinnacle abandoned its original ERP deployment mid-year in 2016, selected SYSPRO ERP instead, and was live on the new SYSPRO solution by January 1, 2017.

“I came on board when things were going wrong with the other ERP provider,” says Jeanie Yang, Chief Accountant, Pinnacle. “We were facing challenging new industry requirements which we saw as a business opportunity if we could only have the right ERP backbone to support us. It was a big step for us to face our selection mistake, call it quits and do an abrupt re-direct to another vendor – but we’re so glad we did. SYSPRO provided the best ERP match up we needed for our requirements.”

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The Solution

Pinnacle selected a full suite of SYSPRO's comprehensive financial modules, inventory, purchase orders, sales, assets register, requirements planning, work in progress, bill of materials, lot traceability, factory documentation and materials requirements planning, plus various operational technology support components. Yang says she's the primary interface between the company and SYSPRO, and says that even though she doesn't have a technology background, the system was easy to learn and she does all of the employee training within Pinnacle. "Even more than two years later, I am still continually surprised by the depth of SYSPRO capabilities on things that we didn't consider doing previously," Yang reports. Specific areas that Pinnacle is using regularly and gaining great value from, according to Yang, are:

- Lot Tracking – "We really like the inventory inquiry movements table – you enter any item and you can easily see when an item came in, if it has been issued into production, if it's been sold, etc. We can see and automate when we need new products;
- Sales Fulfillment – "Previously we were constrained in fulfilling sales orders because we didn't know if we had the inventory. SYSPRO allows us to 'soft allocate' from inventory and decide if it makes sense to sell it or hold it based on different customer commitments or preferences. It's a real advantage."
- Cost of Goods/Bill of Materials – "We've gained a true picture of what our profitability is or might be on any given order because we can not only map ingredients but we can also see things like freight costs, overhead and labor allocations. This gives us maneuverability with our pricing and profit projections; for example, if an item comes in at a higher cost, or labor is higher, we can adjust and price accordingly."

The Outcome

Pinnacle believes that SYSPRO ERP's ability to help control production costs and provide needed operational visibility allows the company to be nimble, efficient and grow as market conditions change. Equally important, Pinnacle likes operating with better speed/accuracy in its monthly financial operations reviews and sales ordering processes.

"We've improved both our daily balance procedures and our month-end reviews," Yang explains. "We can spot errors and adjust entries more quickly, and we no longer need to tap the resources of our corporate parent for financial analyst support each month – SYSPRO handles many of those tasks automatically."

Additionally, as the company grows and responds to new consumer demand for organic, non-GMO and cage-free products, Pinnacle has made various adjustments that impact both its operational requirements and its customer commitments. Buyers don't necessarily understand the pre-mix industry dynamics, but they have very definite opinions on what they and their pets are consuming. SYSPRO has supported this product adjustment/ expansion to capture new market opportunities.

"We can see buying trends better based on financial and sales data, and we have good visibility into available inventory. These insights enable us not only to react in a more timely manner to improve our bottom line, it also helps to deliver a better customer experience by more accurately projecting delivery windows."



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.

Learn more about SYSPRO's solutions for Agriculture industries.
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