

# Optimize Traditional Retail Clumsy Operation Workflows

## Fern Solutions Bring You On The Path To Digital Transformation

Being in the catering business takes hard work, dedication, and experience to excel. Cash flow forecasting is always a challenge in the catering industry. Hundreds of ingredient and materials are being requested from each branch every day. Yet, due to the limited human resources at branches, it is difficult to have precise information on the consumption status. It leads to lots of guessing games during daily operations.



Eric Kayser, a fast expanding Paris bakery with over 10 outlets in Hong Kong, has challenges in human resources planning with their increasing operation volume and capacity. “Resources allocation is crucial while we expand the business. To cater for the need of expansion, efficiency of human resource planning is vital. We chose Fern and Oracle NetSuite Cloud ERP solution (FernSpeed) because we see how it fits in our business needs, even it was not the cheapest option available then. I thought it would cause a lot of money in hardware with the digital transformation, and hesitated if it would affect the daily operation too. I was overworried, it was a swift process.” said Carol Wong, Financial manager of Eric Kayser.

In old times, all logistics work is manually done by front desk and back office. From ingredient procurement to materials delivery. Lots of receipts and invoices involved during every day transactions. Everything will be sent to back office: Admin, Operation and Accounting department, for further processing. All data will then be transferred from paper to computer manually. In addition to the time and resources spent, human mistakes, accounting variance, delay in bookkeeping are other headache to the business operations.

### Before

- Order materials with guessing
- Difficult to have real-time information with physical paper
- Manual data entry by staff
- High resources consumption on financial management

### After

- Streamline the whole procurement process, improve operation visibility
- Integrating sales data in system, monitor the sales performance in real-time
- Automated data entry with ERP system, saving time
- Higher productivity and lowers the cost

FernSpeed (a purpose-built F&B operation solution ride on Oracle NetSuite ERP Platform) offers a panoramic view through the ERP system which allow real time updates on ingredients and materials status. An accurate cash flow forecasting helps to ensure a healthy business operation, elevating the level of business management sophistication. Moreover, it eliminates the physical send and delivery process of invoices and receipts, and replacing it with a peace-of-mind application on mobile devices, hence improves the efficiency and productivity.

Carol said, “We all benefit a lot from FernSpeed. Reports consolidation is always a very challenging task for us. In the past, we used to collect reports from each branch manually. There was no shared platform to collaborate and communicate between head office and branches. It was very time-consuming and inefficient. With FernSpeed, the entire process can be managed in one single platform, which improves real-time data retrieval, avoid data duplication and save a lot of time.”

Fern arranged several meetings with the staff of different departments at the start of the project, to collect business requirements and work out the digital transformation blueprint. The total transformation takes around 4 month from start to go-live. Fern then continue to provide services to Eric Kayser, including onsite training and online supports to back office and front end staff after launch.

Carol happily stated that after the deployment of FernSpeed, “At purchasing, we used to take around 10 days for approval and consolidation process. With FernSpeed, it can be completed within 3-4 days. FernSpeed enhance our operational efficiency, free up our resources for business expansion.”

Digital transformation is no longer a future, it is “Now” . Embracing digital transformation is the best way to help your business growth. However, “The mechanic, who wishes to do his work well, must first sharpen his tools” . Fern will be your best choice. We specialized in F&B industry.

## After using ERP system



Maison Eric Kayser is a well-known bakery from Paris with a presence in over 20 countries in the world. Under the supervision of a French culinary director and executive head baker with a combined experience of more than 20 years in the industry, Maison Eric Kayser is proud to bring to the people of Hong Kong breads and pastries that are made fresh daily using quality ingredients.



Fern Ltd is a IT consultancy firm which established since 2004, and became certified NetSuite Solution Provider 7 years ago. Because of the background of the company owners, we specialized in F&B industry and have several F&B clients including retails & wholesales etc. And based on our experiences, we have developed a solution called “FernSpeed” which have several specific features that fit for F&B companies.

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