

Big Heart Pet Brands Scales with Kenandy

Most of us aren't ashamed to admit it: our pets rule our roosts.

While final numbers aren't yet in, it's estimated (by the American Pet Products Association) that Americans spent more than \$58 billion on their pets in 2014. And a great many of those cats and dogs were scarfing down food and treats from Big Heart Pet Brands (formerly Del Monte Corporation and now part of the J.M. Smucker Company).

Big Heart Pet Brands is the largest standalone producer, distributor, and marketer of premium-quality, branded pet food and snacks in the United States, with annual sales of \$2.3 billion. Their industry-leading products include such perennial pet favorites as Milk-Bone®, 9Lives®, Gravy Train®, Kibbles 'n Bits®, Meow Mix®, and Natural Balance®.

Offering a variety of products and lines of business is great for pleasing picky (and pampered) pets, but Big Heart was finding it challenging to run its increasingly complex operations on the company's existing ERP systems, which were both cumbersome and costly to upgrade.

Big Heart needed a more agile, state-of-the-art system—one that could not only help them cost-effectively simplify their current systems' complexity, but could also automate manual processes and better accommodate corporate plans for growth. They found precisely what they needed on the Kenandy ERP cloud.

The right ERP platform = simplifying complexity, enabling growth

"One of the main reasons we selected Kenandy was that we wanted a flexible system that easily adapts to business changes, such as new acquisitions, while also offering enterprise-class capabilities," explains Dave McLain, Senior Vice President, Chief Information Officer, and Chief Procurement Officer at Big Heart Pet Brands.

Big Heart consolidated some 90 legacy applications onto the Kenandy ERP cloud and the Salesforce Platform. They are now running their entire operations on the new cloud system, including their corporate financials, five manufacturing facilities, and 11 warehouse operations, as well as connecting directly to more than 20 co-packer facilities and Big Heart customers across the country.

Following an agile implementation methodology—with Kenandy and Big Heart teaming to progressively configure the system in functionality-focused "sprints"—the transition to Kenandy was not only remarkably smooth and efficient, it also was on time and on budget, a feat that is all too rare for projects of this scale and scope.

From day one of the transition, Big Heart was able to automatically process hundreds of sales orders, purchase orders, production orders, shipments, receiving, internal transfers, and all accounting functionality.

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Dave McLain, Senior Vice President, Chief Information Officer,
and Chief Procurement Officer, Big Heart Pet Brands

The right ERP platform = increased automation, improved visibility, a better-running business

In addition to lowering costs, Kenandy has enabled Big Heart to automate a wide array of critical tasks and processes, dramatically increasing speed, accuracy, and time-to-value.

For example, while some level of manual intervention was required on almost all sales orders in the past, touchless processing now prevails, improving accuracy while speeding operations. The mass of Excel sheets that used to maintain pricing have been replaced by a simple, user-friendly interface that provides automatic updates and audit controls. And rather than the former risk of racking up stiff penalties for missed lead times, built-in lead-time and transit optimization features are now automatically integrated into the supply chain, producing on-time orders—virtually every time. Plus, significantly improved visibility across the company means that better business decisions can be made by all users, all the time, delivering far better business results.

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The right ERP platform = game-changing, cost-cutting, on-the-cloud

“This is a breakthrough event!” says Sandra Kurtzig, Chairman and CEO of Kenandy, Inc. “In today’s rapidly changing business environment, all companies need more agile business processes to support their growth and the demands of their

supply chain. Kenandy delivers a cloud ERP platform that can scale to the needs of any-size company in record time. Big Heart has been an excellent partner for us. They are visionaries and believed that there had to be a better ERP system than the legacy alternatives.”

Big Heart first explored moving their various on-premise ERP systems to the Kenandy cloud back in 2012, when the company, then known as Del Monte Corporation, was in the process of acquiring Natural Balance Pet Foods. Natural Balance went live on Kenandy, with a Tier-2 deployment, the day the acquisition closed, and there was no looking back.

Today, parent company Big Heart Pet Brands is the largest enterprise running all of their operations on the cloud. With the consolidation of so many systems onto a single cloud platform, Big Heart is lowering IT costs while also gaining other significant business benefits.

“We’re confident that Kenandy will live up to its promise of providing a complete, enterprise-ready ERP solution that has quick time-to-value,” says McLain. “At Natural Balance and in our corporate systems, we’ve replaced a patchwork of applications with one unified, extensible solution that will grow and scale with our needs.”

The right ERP platform = Kenandy

Like so many other Americans, Big Heart’s President and CEO David J. West readily admits, “In my household, my dog gets better treatment than I do.” Now, with the Kenandy ERP cloud efficiently running his company’s core operations, West is assured that Big Heart Pet Brands can continue to successfully deliver the variety of products that let us all cater to our frequently favorite family members.