

Benefits

Can you track and control true production cost, yield and variance? Manage variability in raw materials, intermediate products, and in the process itself so that you can accurately match the quality of inventory to customer and regulatory specifications?

The rules of the game are changing. The WiseFish system provides end-to-end integration for all levels of the seafood vertical: farming, fishing, and purchase trading through to processing and sales and distribution functions. Constantly changing industry dynamics require a range of systems which are alert to real-time fluctuations in production and supply. WiseFish is not only an ERP system, it is the benefits of ERP uniquely dedicated to the seafood industry and robust enough to handle all of your cross-functional needs. Your business is not generic, why should your software be?

Microsoft®
Business
Solutions

Software for the seafood industry

- Shorten Cash to Cash Cycles
- Boost Operating Profit
- Increase Production Yields
- Maximize Workforce Efficiency
- Achieve Total Traceability
- Improve Customer Service
- Cost-Effective Regulatory Compliance

Total control of your business

You cannot make wise management decisions without the ability to easily forecast future needs, analyze current and past trends, and use the information to proactively respond to identified opportunities and trouble-areas. WiseFish Analytics functions allow you to do just that. Keep a continual pulse on your company's financial health through snapshot cost/volume/profit indicators presented in a single dashboard view. Add unlimited customized graphs and forecasts, set automated e-mail alerts for out-of-target business measures, and integrate company goals throughout every level of the corporation. Powerful WiseAnalytics Business Intelligence tools mean that all information is only a mouse click away.

Shorten Cash to Cash Cycles

Effective inventory management is critical to the economics of efficient seafood operations. With WiseFish, you'll know instantly what's been purchased, what's been sold, where product is, who needs it, and when you can get it. See at-a-glance all inventory in multiple warehouse locations. View in a single click stock available and reserved to orders by expected delivery date directly from the sales order; then create a purchase or production order to fill the gap if necessary. Increase revenue and free up cash flow by effectively managing production planning and inventory holding costs while ensuring that sales can be filled rapidly and completely.

Boost Operating Profit

Many companies unknowingly use pricing practices that rob their margins during every transaction. Competitive pricing requires precision costing throughout the production process. WiseFish precision costing tools will help you define acceptable margins and provide a basis for profitable and competitive marketing and pricing decisions. You can isolate and analyze the cost elements of every activity and process, and also view the gross margin for the particular inventory chosen directly from the order to ensure that target mark-ups are met by every sales person on every sale. Armed with these tools, you can truly exercise control to easily and significantly improve your operational profitability.

Increase Production Yields

Given the challenges of seafood production, you need dependable measurement systems. The WiseFish Contribution functional area is a powerful analytical tool that will assist you to:

- understand actual yield rates and profitability margins for any given lot or processing stage
- compare the actual costs to the standard ones specified in the system
- create and play with production estimates to help plan and streamline production processes

Constant, detailed on line monitoring of yields, labor and material usage equates to higher profitability. Since raw material quality and characteristics can vary considerably, real-time adjustment of manufacturing ratios helps minimize product variability.

Maximize Workforce Efficiency

Manual processes or automation that is not fully integrated across the enterprise can result in inefficiencies that slow performance, cause frustration, and ultimately increase costs. When staff works in isolated silos of information, not only must the same information be entered multiple times, but these duplicate information sources are often difficult to reconcile. The WiseFish system provides one consistent information source to manage, maintain and view your total business. It is designed to avoid unnecessary duplications and information gaps, and to prevent a whole range of problems from freights being double-charged for the same delivery because of inadequate document-to-invoice matching processes to products being returned because of data-entry mistakes.

Achieve Total Traceability

Traceability systems are not just about meeting legal requirements, they also make good economic sense by:

- Improving supply-side management as you will be able to accurately track vendor quality and reliability performance
- Lending credibility to marketing safety and quality claims (e.g. organic)
- Minimizing the cost of product recall and return expenses to the lot (or even processing stage) level
- Expanding sales of high-value products
- Reducing the cost of insurance claims and establishing liability

This translates into larger net revenues and ensures that you can pro-actively manage quality throughout the process.

Improve Customer Service

In the WiseFish system, you can complete a customer order, reserve the inventory, and book a delivery in less than 60 seconds. Designed to minimize data entry and eliminate errors, comprehensive sales features include automatic alerts when credit limits are reached and snapshot views of a customer's buying practices and preferences. The system will also automatically select the best freight rate for the order. Visibility and control across the supply chain minimizes response time and translates into greater customer satisfaction and loyalty through faster and more reliable delivery, better order fill, on-screen customer preferences, higher quality product according to customer needs, and less passed-on additional freight and storage fees.

Cost-Effective Regulatory Compliance

The pressure of government, through legislation such as HACCP, EU Traceability directives (178/2002), FDA's Electronic Record Keeping rules (21 CFR Part 11) and Alaska State Fish Ticket sec. 210(f) of the American Fisheries Act, have all had a heavy impact on costs. Compliance failures are costly, not only in terms of fines, but also in significant damage to reputation and ongoing scrutiny. The WiseFish system eases the burden of keeping up, ensuring compliance as a natural part of the workflow while facilitating the transmission of official documents and records in the correct electronic formats. Our sterling reputation in this area minimizes repudiation, facilitates audits, resolves disputes, and eliminates the costly possibility of being red-flagged for labeling or documentation errors, all of which save you time and money.