



SEALORD NETS COMPETITIVE ADVANTAGE WITH GS1net

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JAMES PERKINS

Sales & Marketing Administrator, Sealord

EXECUTIVE SUMMARY

Sealord is a leading international manufacturer and supplier of retail and foodservice seafood products. Based in New Zealand, Sealord supplies to New Zealand and Australia’s largest retailers. With an eye on increasing market share against international competitors, getting up-to-date product information to its customers is vital for Sealord. Uploading this information to GS1net, a data synchronisation catalogue used by a majority of Sealord’s customers, proved time consuming until a solution was found with Bizcaps Eziform.

Company Name

Sealord

URL

www.sealord.com

Core Business Activity

Manufacture and supply of seafood products to supermarket chains and foodservice outlets

Size

- 1600 employees
- Supply to New Zealand and Australian supermarket chains and foodservice outlets
- Processes 220,000 tonnes of product annually

IN SUMMARY

Key Business Challenges

- To maintain market leader spot in New Zealand and gain market share in Australia against fierce global competitors
- Pressure from customers to upload product information to GS1net

Key Business Drivers

- To minimise time spent on data entry and the costs incurred

Evaluation Process

- Two other software solutions were examined

Solution Provided

- Bizcaps Eziform

Key Business Results

- One day a week saved in data entry
- Price change information processed with just a couple of clicks

REQUIREMENTS

Sealord is synonymous with seafood and this major manufacturer of seafood products supplies to supermarket chains and foodservice outlets worldwide.

With its customers requiring fast product information and turning to GS1net to find it, Sealord made the switch. While entering data into GS1net was much easier than the old handwritten forms, it was still a time-consuming process until Eziform arrived.

"Before Eziform, Sealord entered data onto multiple individual screens. Entering data for the retail pack required one screen, then the shipping details would be another screen, and the pallet details another, and so on. For just one product we might enter data onto five or more screens and switching between these would take so much time, especially when waiting for each one to load," said Sales and Marketing Administrator James Perkins. "We needed software that would make data processing and entry simpler and less time-consuming."

SOLUTION

A number of options were considered to streamline the data entry process. "Eziform was brought in to make the process a lot more efficient and the time saved and ease of operation have been fantastic," says James Perkins. "Now we simply enter multiple products onto just a few screens and there is little switching back and forth. When there's a price change to be made it involves little more than a couple of clicks of the mouse."

Eziform required minimal training and Bizcaps offered extensive support during the implementation phase. "Bizcaps was great at solving any problems straight away. Sometimes one solution would lead to something else but with a phone call or email, Bizcaps would have it fixed, often in just a couple of hours."

"It's a great product and their responsive support meant they addressed our questions quickly, thus minimising the time pressures we were under. We were one of the first New Zealand companies to use the software so there were some teething issues, but they have been resolved and we are happy that future Bizcaps customers will benefit from the lessons learned."

Sealord has found it advantageous to be GS1net live with its customers. "It's good from a retailer's point of view. We can get our information in there as fast and accurately as possible and that makes us look good. It helps with our data integrity and means we are able to respond to price and packaging changes a lot faster."

BENEFITS

Time Efficiency

"Originally I was uploading data directly into GS1net and that was time consuming," says James Perkins. "With Eziform most of the required information is on one screen and this is so much faster to process. We have saved up to one day a week in the time it takes us to upload product information to GS1net. That's a huge amount and a significant cost saving."

Instant Response

"When we have product price changes or there's a change of packaging, we're able to update that information to GS1net with just a couple of clicks of the mouse. That means our customers get this information quickly and accurately, and that makes us look good."

Fast Support

"As we were one of the first companies to integrate Eziform into our system, there were a few bugs to iron out initially. Even while dealing with these, we were able to continue to work faster than before. Bizcaps was always on hand to answer our questions or trouble-shoot and solve any problems and we'd happily recommend Eziform to anyone."

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