

Where's the Beef?

Westler Foods get the bigger picture with Onesys Orderline

Westler Foods of Malton in North Yorkshire (www.westlerfoods.com) turn over 25 million Pounds in the highly-competitive processed foods market, serving both trade and retail customers.

Offering a diversified range of branded and own label products they serve a wide spectrum of customers ranging from the Ministry of Defence to the UK's leading supermarket chains.



Fig 1. For over 20 years, the army has marched on Westler's highly-specified pouch meals.

If this extensive matrix of customer and product requirements were not enough, Westler must contend with the vagaries of "food fad" fashion and government regulation placing yet further demands on management to make responsive and informed decisions.

Westler use Onesys Orderline to support their business processes from sales order processing through to accounts.

Order taking in this industry sector is heavily technology dependant and determined by the requirements of the customers.

Onesys Orderline can be easily configured to meet the requirements of the industry-standard EDI regimes.

Once orders are captured, they are tracked through production where stock transactions are integrated to a sophisticated third-party warehousing system. Finished goods are captured into the Orderline for consolidated reporting.

Westler use an EIS, **Spreadsheets Analyser®** from **Analyst** to range across the various separate data sources to create vital information for example, the performance of production processes against sales demand.



Fig 2. The Chesswood range of organic produce backed by the imprimatur of the Soil Association.

Maurice Wear, IT Manager at Westler is an Analyst fan.

"I was able to take the initial designs from Onesys and easily construct our own reporting suite. Reports can be distributed as spreadsheets if the users don't have the time for computer work or, for more detailed work, they can choose their own viewing parameters within Analyst."

For Westler Foods agile decision-making is a necessity not an option. The key to such agility is the ability of management to see the Bigger Picture across the processes of the business.

They can see the Beef, can You?



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