

QueBIT®

Formerly Applied Analytix, Inc.

CUSTOMER SUCCESS STORY
Agriculture Industry

Sun World

Advanced Analytics: The Newest Tool on the Farm

Based in Bakersfield, CA, Sun World International develops, grows and markets fresh fruit and vegetables. They manage over 15,000 acres of farmland in the richly productive Central Valley of California. Says Steve Greenwood, Director of Budgets and Reporting, “Our aim is to produce quality products when they’re currently not available elsewhere. It’s about hitting the market window when nobody else can.”

Addressing the Problem

With thousands of variables to consider, from determining which crops to grow, how many workers to hire, what the market will demand months from now, and the vagaries of weather, SunWorld is a classic example of a company who needs timely and accurate information, and a way to analyze it fast. When Sun World first asked QueBIT for help several years ago, they were manually putting data into Excel spreadsheets. They needed a better way to keep track of all those variables in order to better manage costs and revenue.

Why IBM Cognos TM1?

Since 1998, Sun World has been using Cognos TM1 for all their financial analysis. With the click of a button, data is loaded from their multiple GL systems directly into Cognos TM1 in a matter of seconds, saving days of work each month. Recently, Sun World decided to expand its analysis capability to the field level so the company could better determine what crops go into the ground and how they are harvested. Again Greenwood called on QueBIT to create a Cognos TM1 solution that addressed farming costs and harvesting efficiency.

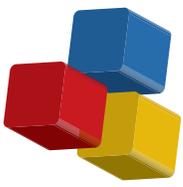


“TM1 is very intuitive... very easy for you to learn.”

— Steve Greenwood, Director of Budgets & Reporting



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The Implementation

Fed by Sun World's ERP system, the new analytics solution can now provide a granular breakdown of sales, costs, and profitability by product type, variety, region, and individual ranch. They have all the web-based information that department managers and sales people need, uploaded continuously for access and analysis. By leveraging the Cognos TM1 system already in place, the new solution was up and running in a matter of days. Sun World wholeheartedly adopted the QueBIT philosophy of knowledge transfer to help them achieve self-sufficiency. As a result, staff ownership, acceptance and understanding of the system were all greatly increased. Greenwood and his staff needed very little help from QueBIT after just a little training.

- **Analyzing farming crews by their harvest** – Sun World analyzes how many boxes per hour each crew harvests. This is powerful information because it translates to the cost per box: the more they pick per hour, the less it costs to pack the boxes.
- **Report Access** – The sales staff has up-to-the-minute price data as they negotiate with buyers.

“We’ve turned raw data into business insight, improved our order fill rates, and gone from being a reactive company to a proactive company.”

— Steve Greenwood, Director of Budgets & Reporting

QueBIT Delivers Results

Sun World's profitability has significantly increased due to these business-transforming capabilities:

- **Analyzing farming costs** – Sun World analyzes per-acre costs to grow each fruit or vegetable. For example, they analyze what it costs to get a box of grapes out of the field and into cold storage.
- **Analyzing harvesting efficiency** – Cognos TM1 allows Sun World to analyze the per-unit cost to harvest each specific fruit or vegetable. They can see what it costs to pack each product on a per-unit basis, as well as the revenue per unit.

ABOUT QueBIT Consulting

Since 2002, QueBIT has been driven to help organizations to improve their ability to make intelligent decisions that create value. Astute decision makers learn from the past in order to manage the present, predict the future and take prescriptive actions. This is why we're resolute in our commitment to excellence in business analytics strategy and implementation.

ABOUT SUN WORLD

Sun World International operates one of the world's largest fruit breeding programs and has extensive operations in Southern and Central California. An innovator in the rapidly changing agriculture industry, Sun World farms and promotes unique produce varieties with improved flavor, size, color, seasonality, and quality.

For more information about our services, please call us at 1-800-QUEBIT1 or email contact@quebit.com