

**Client**

Artimex, Hispanic Frozen Baked Goods Company

**Business problem**

Needed a clearer view of key business data to help prepare the company for expansion into new markets.

**Solution**

GlobalBake bakery management.

**Results**

More control over business as it prepares for rapid growth.



# Artimex - Artisan Mexican Bakery

GlobalBake is helping Artimex gain the control they need over their business they need to support rapid expansion.

**SATISFYING THE HISPANIC SWEET TOOTH**

Based in the heart of the United States' burgeoning Hispanic market, Los Angeles-based artisan bakers Artimex are poised for significant expansion.

Artimex is the production subsidiary of Mexican restaurant chain El Gallo Giro, which has 11 sites throughout Southern California. "Our parent company El Gallo Giro is a unique concept, supplying really authentic Hispanic food," says Artimex's General Manager Mark Baca.

Artimex operates 24 hours a day, five days per week supplying El Gallo Giro with a broad menu of traditional Mexican baked goods, but the company is rapidly moving into other markets. "The Hispanic demographic is growing so fast and our products are of a very competitive quality, so we are expanding outside of El Gallo Giro into supermarkets and other retailers," says Mr Baca.

With 40 staff and a multi-million dollar turnover, Artimex is already a substantial business. But Mr Baca is predicting intense growth for Artimex over the next few years as they seek to meet the demands of a market of more than 40 million people with a spending power of \$US 600 billion per annum. "We are in the right place at the right time with Hispanic products."

**THE INGREDIENTS FOR GROWTH**

Mr Baca said Artimex has been doing a lot of work to prepare the business for supplying a new range of customers. "Going outside El Gallo Giro is far more difficult, our operation is more complex and the business conditions are much tougher. We've invested a lot of time and effort in the efficiency of our manufacturing operation, and that has included looking at what software we needed to support us."

Logistics Manager Carlos Iguchi says specific problems Artimex wanted to address included better tracking of inventory costs. "We knew we could improve the management of this with better information."

Artimex also wanted to achieve better control over the huge volume of ingredients they use each day. Mr

Iguchi said they knew the right enterprise-oriented software could help them achieve significant efficiencies in the use of raw materials.

Overall a computer system that would help them cope with the rapid growth they faced was crucial, said Mr Baca. "The challenge was to find something that we could implement easily that would be as useful as possible."



Mark Baca, General Manager,  
Artimex:

**"GlobalBake is enabling us to better control our operation."**

Carlos Iguchi, Logistics Manager,  
Artimex:

**"GlobalBake has also enabled us to more accurately track every day ingredients - it helps Artimex use these more efficiently."**



## ABOUT GLOBALBAKE

GlobalBake is software purpose-built to give food service businesses a clear view of the key production, sales and financial information they need to control their business. Our clients use GlobalBake to achieve efficiencies in their operations in areas like plant utilization, order processing and stock control.

Organizations throughout the United States, Australia and New Zealand use GlobalBake, which is acknowledged for its excellent support and competitive pricing.

## CHOOSING GLOBALBAKE

Artimex was using a computer system from its El Gallo Giro parent company to help manage production, but knew that it wasn't specific enough to their growing operation. Designed for restaurants it wasn't suited to a large scale industrial bakery.

The owners of EL Gallo Giro had come across SSI's GlobalBake product and recommended Artimex evaluate it. Mr Baca said they quickly realized GlobalBake was the kind of system needed to support their next stage of growth. As an enterprise-scale system reflecting industry-best practice, GlobalBake would help Artimex build the right foundation to effectively manage their fast growing operation.

A fast implementation followed, with Artimex quickly putting GlobalBake into daily use even though they don't have a dedicated IT resource. The production modules of GlobalBake are now used to drive the business, and an interface connects it to the parent company's accounting system.

## UNDER CONTROL

Mr Iguchi says GlobalBake has had a significant impact on the business. "With GlobalBake we now have a lot more control over our ingredients costs."

"GlobalBake has also enabled us to more accurately track every day ingredients - it helps Artimex use these more efficiently, it is very accurate. That helps both cash flow and the quality of our ingredients and will lead to greater profitability."

"The support GlobalBake provides is wonderful, they are always willing to help and get back to us in minutes. It is a feature-rich system and has lot more potential for us."

Mr Baca says because of GlobalBake he is a lot more comfortable with the clarity of the management information he has. "GlobalBake is really enabling us to better control our operation."

Artimex needs that level of control because it is positioning itself as a quality brand in the Hispanic baked goods market. "We believe our product is much better than the competition so we want to compete on quality not price."

GlobalBake has helped Artimex's management team achieve the efficiencies they need to compete in broader markets, said Mr Baca. He said Artimex was looking forward to implementing other modules of GlobalBake, particularly in the financial area, which would help them further strengthen the business.



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