

Customer

Cowell's Pavlova

Need

Increase visibility to key business data

Solution

GlobalBake bakery management software

Outcome

Simplify the management of a growing business

**WHAT IS A PAVLOVA?**

A dessert consisting of a meringue base or shell usually filled with whipped cream and fruit, originally named after the famous Russian Ballerina Anna Pavlova. Pavlova was first made in her honour.

FINDING THE SWEET SPOT TO SUPPORT GROWTH**ABOUT COWELL'S PAVLOVA**

The pavlova has been an iconic New Zealand and Australian dessert for almost 100 years and Cowell's have been making the meringue-based product for over 40 years. Cowell's Pavlova (Cowell's) deliver a quality, consistent product to supermarkets and food stores throughout New Zealand and Australia. Founded in 1973, Cowell's offers a variety of sizes and flavours of meringues and pavlovas. They are one of the biggest and most established suppliers of these specialist and difficult to manufacture products.

CRAVING MORE SALES VISIBILITY

As Cowell's expanded, the company found that their existing IT systems weren't up to the task of providing the visibility they needed to effectively manage sales and customer data. "We were using (accounting software product) MYOB and expanding our business dramatically, but we were finding with MYOB that although it coped with some aspects it didn't cope with everything we wanted," says Matthew Heaton, General Manager of Cowell's. GlobalBake has automated some of Cowell's corporate sales activity with its electronic data interchange (EDI) capabilities, reducing administration time and improving accuracy.

As a specialist software product for food manufacturers, GlobalBake offered Cowell's a complete system for managing the financial and operational aspects of their business. The company particular wanted an easier way to access sales and other information.

"We were looking for better analysis of sales and wanting to more quickly be able to compare and review customer activity," says Matthew.

NO HANGOVER IN LAS VEGAS

Cowell's Export Manager, Trevor Millar, attended the International Baking Industry Exposition (IBIE) in Las Vegas with 20,000 other baking professionals from around the world. It was there he discovered the GlobalBake bakery management system and the opportunity to solve Cowell's customer sales dilemmas.

"I could see the potential in the system," says Trevor. "It could get more information about what we'd sold to each individual customer. That's where I could see the benefits were for Cowell's." Matthew agreed.

Although what happens in Vegas usually stays in Vegas, Matthew soon decided to implement the GlobalBake system at Cowell's, and now much later he is very happy that they did.

Matthew and Cowell's Sales Manager, Kirsty Heaton, have been impressed with the additional functionality the system brings to the company. "It's helped us to keep track



"It's helped us to be more accurate in picking our stock, and getting it to the right places, and plan where we need it, how much stock we've got in each location. So our customers find it easier, and they're not out of stock."

Matthew Heaton
General Manager
Cowell's Pavlova



ABOUT GLOBALBAKE

GlobalBake is a single tool for sales forecasting and management, managing inventory, manufacturing, product development, customer service and accounting.

Baking companies use GlobalBake software to introduce greater simplicity into their business and enjoy the improved efficiency and enhanced profitability that results. It is used by manufacturing bakers to gain more control over their business, helping them to manage all aspects of their operations, from inventory, manufacturing, product development to sales forecasting and management, customer service and accounting.

of where our stock is and our costings," says Matthew. "Because we operate out of different locations it's been good to be able to know what we've got and where it is in the country."

Matthew and Kirsty also trust GlobalBake to keep their data safe. "They know the importance of being able to recover from a disaster," says Kirsty. "The service they offer is fantastic."

The Cowell's team are continuing to learn more about the functionality of GlobalBake and how it can help with their growth strategies. "We're still discovering new things that we can do," says Kirsty. "GlobalBake are available to us to help us do more things. We've also got people we can call on if we have a problem."

Cowell's enjoy working with the GlobalBake team. "They're very nice people," says Kirsty. "We've been very happy with the implementation process and ongoing help that we've had from them."

CRACKING ON WITH SELLING

GlobalBake has helped to make the entire sales process of Cowell's simpler and easier. When the information is accessible, it's easier to make decisions on how to respond.

"We can do better analysis of our sales," says Kirsty. "We can quickly see where someone has stopped buying a product and give them a call."

With the GlobalBake system, Cowell's has more visibility of the sales behaviour of their customers. Being able to produce reports and access information easily has not only helped their internal team make better strategic decisions, but also helped to deliver better customer service.

"It's helped us to be more accurate with our stock management," says Matthew. "GlobalBake has given us the visibility to ensure the correct stock is delivered to the right location. We are also able to see stock levels for each of our customers."

Matthew also finds it simpler to answer customer queries around specific orders. "It's easier to track the sales history of the customer," says Matthew. "When customers enquire about previous sales it's really easy to pass that information onto them."

Cowell's look forward to continuing to work with the GlobalBake system and discovering its ongoing potential to help the business advance. "They're always keen to see us succeed with the system," says Kirsty.

Contact GlobalBake today to discuss your requirements
and schedule a demonstration of our software.

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