



Case Study: Color Point simplifies big-box store EDI management

The Grower:

Color Point, owned by Art and Ken Van Wingerden, supplies big-box store retailers such as Lowe’s, Sam’s Club, and more. They operate out of two growing locations with over 4 million square feet of greenhouse space.

The Issues:

Color Point faced a number of issues at different stages of their process. A cumbersome user interface made generating new store orders based on replenishment slow and labor-intensive. Sluggish, unintuitive rack scanning slowed down and complicated shipping product in high volumes. Generating weekly availabilities from the greenhouse floor was inefficient. Poor inventory visibility slowed down order fulfillment. Also, EDI and billing procedures were complex and costly.

The Solutions:

SBI Software is built from the ground up to manage all aspects of the grower’s process; it’s highly flexible and customizable based on your business. That’s never been more clear than how each of Colorpoint’s issues was addressed by the **Triumph** upgrade. The order entry interface was completely re-thought and re-designed into a flexible and efficient Excel-

like grid. The interface is adaptable at the user level and allows users to setup different order entry templates for different stages

“Triumph is as good as it gets.”

Ken van Wingerden, Color Point

of order management. One template can be designed for fast and easy order generation, while another template configuration might be for reviewing rack contents or viewing orders by loads. This has greatly impacted how quickly users can complete their work, dramatically reducing labor associated with order generation, editing, and billing along with inventory availability forecasting. Implementation of SBI’s fast and easy-to-use **mobile apps** that run on any hardware device drastically sped up scanning and shipping in the greenhouse and loading docks. In addition, the transition away from native apps designed only for specific devices reduced expensive hardware costs and continuous support needs. Reducing a 5-click per item repetitive process to a 2- or 3-click process made quick work of weekly availability generation. The **Quick Availability App** allows the grower to walk through the greenhouse, adding items to the availability with very few clicks. Finally, SBI focused on the simplification and automation of the Electronic Data Interchange (EDI) process. Much of the EDI process is now automated without any user interaction, and occurs before critical EDI cut-offs, which is mandatory for many big-box store suppliers. This resulted in a much simpler experience for the users managing EDI. 🌱

Case Study Quick Look

CHALLENGE

Streamline high volume, high velocity shipping with high accuracy in a compressed time frame

RESULTS

Back office labor force reduced from 11 to 5

Set record shipping levels by streamlining process and integrating RFID

Simplified big-box store EDI management

COMPANY

Color Point

LOCATION

Paris, Kentucky and Granville, Illinois

CROPS

Color growers with a variety of annual bedding plants.

PRODUCTION SPACE

Four million square feet over two sites

CUSTOMER MIX

500+ Lowes and other big box stores