

Perfect fit



Guided by producers' feedback in a 2008 survey, Capespan Exports is in the throes of implementing the Prophet Pr3 system for its exporting operations to further improve efficiency, quality and customer service.

This fresh produce-directed Enterprise Resource Planning (ERP) product will help the company to bring customers and suppliers closer together in a real time fully configurable and integrated solution. The latter caters for procurement, supply chain management, quality assurance, sales, grower settlements, lot and financial accounting.

Capespan Exports CIO Stef Rigotti explained that the process started four years ago when the company determined that its in-house systems weren't sufficiently flexible to address the dynamically changing international fruit environment. "We evaluated several systems following a diligent approach. Considering our criteria, we then identified the best fit for the company, our producers and clients. And this was the Prophet Pr3 system."

Pr3 uses state-of-the-art technologies to implement effective business solutions. One of the unique features is the user interface that provides flexible and customised information access to satisfy end user needs. As an example, each cell within the grid layout provides direct right of entry to other context relevant information, be it in the form of reports or other analytical tools. These all help the end user to interrogate, enquire and analyse a specific situation, issue or requirement. In addition, the system has added operational functionality; more end user configurability; increased security

control levels; and embraces features such as on the fly calculations within any grid layout.

With 10% additional features complementing the core system to meet all Capespan Exports' needs, HR manager Ronel Pfothenauer stressed that addressing producer concerns was at the heart of the system. "We'll now be able to improve urgency and communication further as demand and supply planning become more integrated, as well as boosting accuracy of service provider estimates."

In June/July 2010 when planning for the 2011 stone fruit and grape seasons, the system will be launched formally. Rigotti continued, "There will be a rolling take-on: fruit starting on the old system will finish on it."

Among the numerous benefits of Pr3 are:

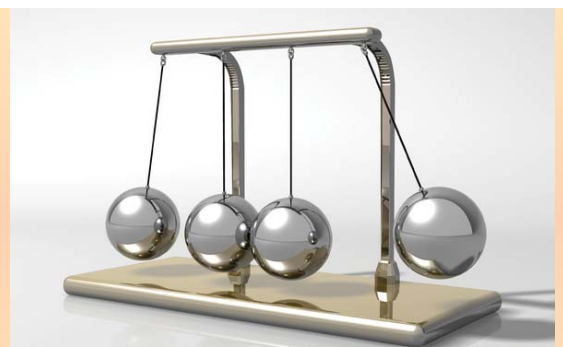
- timeous and accurate information to improve volume, cost and revenue forecasts
- event-based accounting to provide current fruit status financially and logistically
- planning information to further enable better client service
- increased effectiveness in placing producers' fruit into the best market at the right time for the most lucrative returns
- the integrated system will reduce cost of ownership when compared to changing and maintaining the current custom-built systems

Rigotti said, "By linking sales with purchase orders through lot accounting we'll strengthen both the commercial relationship with suppliers and customers and our management control. Accountability and decision making will be markedly improved seeing that changes can be tracked and costed in the system directly and immediately. Without a doubt, the Pr3 system underscores Capespan Exports' role as a market-led organisation, advancing urgency and communication to new levels of peak performance."



Putting QX to good use

At the 2009 Prophet QX User Group meeting end-September, clients discussed ways in which Prophet could make its system work even better. And the astute client who suggested monthly emails on new system developments even won a laptop for this excellent tip. In addition to a discussion and demo on new system features and remarkable uses of the Qlikview business intelligence tool, one advanced user gave an informative demonstration on how he uses QX.





New in the stable

Latest in the Prophet QX stable is GF Marketing - a fruit exporter focusing on the Middle East market. Partners David Pearce, Riaan Ferreira and Richard Cherry also set up a company in the UAE with Mazen Barakat as partner. The latter has been general manager of Abbar & Zainy in Sharjah for the last 18 years. His main responsibility is to supply real time information and coordinate imports from countries such as Spain, France and the Philippines to customers.

GF Marketing ships directly to Jebel Ali, Abu Dhabi and Sharjah in the UAE; Jordan, Oman, Bahrain, Azerbaijan, Qatar, Iran, India, Kuwait, Saudi Arabia and Sudan, as well as the Caspian Sea region. Main product lines include apples and pears, citrus, grapes and stone fruit. Other lines comprise cherries, persimmons, French apples and bananas from the Philippines.

Upping knowledge

5 November saw the first of Prophet's quarterly free QX workshops, which will alternate between English and Afrikaans presentations.

JD van Wyk, Prophet director, explained, "The intent is to provide users with a deeper level of understanding the QX system. When we analysed past user queries, these all



boiled down to a lack of sufficient in-depth knowledge. Our recent user conference also clearly pointed to the need for regular workshops."

Seats for the first-come-first-served workshops are limited, so be sure to book by phoning the Prophet office.



Umlimi

EXPOFRUT
SOUTH AFRICA

More Qliks

Recent new Qlikview users include Umlimi and Univeg Expofrut South Africa. With this single product, both companies will revolutionise business intelligence with fast and powerful visualisation capabilities. QlikView provides intelligence on customers, merchandising, operations and overall performance to move products on the shelf faster than the competition.

*Wishing all clients and suppliers
a Season of peace and
prosperity in the New Year.*

Shining at congress

At the recent Eurofruit Congress Southern Hemisphere in Somerset West, Prophet again was present with an impressive display. Said director JD van Wyk, "We always enjoy interacting with clients and industry associates at these forums. What was particularly gratifying is that some congress speakers made mention of the Prophet systems. Their essential message was that the industry benefits from good systems with decent data and reporting."



Prophet MD Paul Stofberg and Prophet account manager Wesley Loots



Klaus Rehberg from Port International, Prophet's Jenny Loubser and Arndt Gerdey from Port International