

RedLine Solutions Help GA Foods Better Serve Their Customers



GA Foods

GA Foods is a specialized maker of highly nutritious meals, serving the unique nutritional needs of healthcare patients, seniors, children, the military, and emergency responders to disasters. Their products are marketed under the SunMeadow® brand and are available in over 40 States.

GA Foods own a fleet of trucks, which they use for home delivery services for seniors and other customers. The company was incorporated in 1973 in Florida and for the first several years, focused on supplying hot, nutritious meals to senior and child nutrition programs in Florida. From their main production facility in St. Petersburg, they continue to provide this service to programs ranging anywhere in

Customer

GA Foods

Location

St. Petersburg, Florida

Business Focus

GA Foods provide nutritious frozen and shelf stable meals to customers in over 40 states

RedLine Partner

Beck Consulting (BCG Management Resources, Inc.)

Operational Environment

Frozen storage warehouse (Industrial Freezers at zero degrees Fahrenheit), goods receiving and shipping areas

Solution Deployed by RedLine

Freezer rated ruggedized mobile computers, desktop and mobile label printers, and rugged tablets, managed via a mobile device management system.

Operational Benefits

- Access to timely accurate data
- Visibility of staff productivity, inventory movements and cycle counts
- More effective control of their activities allows GA Foods to better serve their customers

Customer Story - GA Foods

size from 50 to over 4,000 hot meals per day. Their services include meal design and nutritional counseling, food preparation and distribution to both institutional and home delivery customers. They provide support to their members through a state-of-the-art call center focused on providing outstanding customer care.



All of GA Foods' SunMeadow® meals are made with fresh, high-quality ingredients, and are designed to meet, or exceed federal and state regulatory standards and recommendations.

Business Challenge

GA Foods are always looking for ways to better serve their customers, and needed to provide their staff with technology that would increase efficiencies. Prior to installing the new system they were using a legacy AS400 based solution, stretching its functionality in order to achieve their operational goals. They turned to Beck Consulting to upgrade their software systems. They wanted to streamline their processes, improve productivity and enable better inventory control. To complete the upgrade they needed

reliable hardware that would compliment their software solution and function reliably within their freezer and warehouse environments. They looked to procure the hardware from a vendor that would be supportive and collaborative throughout the sale and beyond.

“Given this project to do again, we would absolutely go with RedLine!” says Beth Ann Valavanis, the CFO

The New System

GA Foods wanted a cutting edge system that provided more informative data in real time, and was fully integrated across their organization. The main objectives for their upgrade were:

- To operate with one fully integrated system
- To have access to timely, detailed and accurate information
- To enable greater visibility for management, higher efficiencies for their staff, and better service for their customers
- To provide their staff with a modern and efficient system

Why Select RedLine Solutions?

Beck Consulting had recommended RedLine Solutions as a supplier of choice for all the hardware needs of the project. However, the GA Foods team first looked at several alternative vendors, but quickly came to the conclusion that RedLine was the most suitable candidate. SVP and CFO Beth Ann Valavanis said, “It was obvious quite quickly that RedLine had a lot of experience with this type of process, had worked with Beck’s software before, and also knew which hard-

ware configurations would get the best out of the system. For GA Foods, RedLine Solutions was the obvious choice.”

“We are now able to manage devices across the operation, accessing real-time data from multiple sites,” Ms. Valavanis explained.

What Where The New Hardware Benefits?

The new system provides GA Foods with a more granular picture of their daily operations, enabling them to access more detailed answers to their business questions, and supporting more informed decision-making. Now GA Foods regularly compare employee productivity levels, cost per meal, cycle counts, and other important business metrics, that were previously unavailable.

“We were very pleased with Redline,” states Ms. Valavanis

GA Foods operates a manufacturing facility in St. Petersburg, Florida, a number of high volume catering facilities across Florida, and cold storage locations at other locations. They now benefit from accessing data across their organization, and can also manage their devices in ways they had never done in the past. Today everything in their operation is barcoded enabling them to easily track inventory levels, and stock movements all in real-time. Ms. Valavanis explained “When you plan for a new system, you have a vision that you will report on, but it is only when the system is finalized that you can reap the benefits of these dreams. Now, if we have a business question,



we can run a quick report and immediately get a better picture of what is going on.”

“We now have full product and staff visibility,” says Ms. Valavanis.

How Would You Recommend RedLine?

“Given this project to do again, we would absolutely go with RedLine! They were price competitive, they were great in communicating with our team throughout our long buying process, and they worked very closely with us on all our delivery requirements,” explained Ms. Valavanis.

GA Foods involved RedLine very early in the project with the knowledge that it would be a long time before any orders would be placed. RedLine provided consistent communication, addressed questions and concerns, and continually updated and adjusted quotes as the project planning cycle progressed. RedLine also provided the GA Foods team with sample hardware so that they could carry out real-life operational and environmental tests. Ms. Valavanis went on to say “I didn’t have to worry about hardware through implementation, which I am very grateful for.”

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MILITARY MEALS

RedLine Solutions

RedLine provides exceptional solutions through technology, knowledge, partnerships and service. Since 1997, RedLine has been specializing in barcode, vision and RFID, data capture and identification systems. RedLine offers industry leading consultative sales, integration and support services with specialties in warehouse management, inventory control, asset tracking, fresh produce inventory management and product labeling systems.

Redline’s experienced sales team can define the most efficient and cost effective solution for your operation. Redline can help plan, install, and commission your new system, and offer your company reliable long-term support.

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