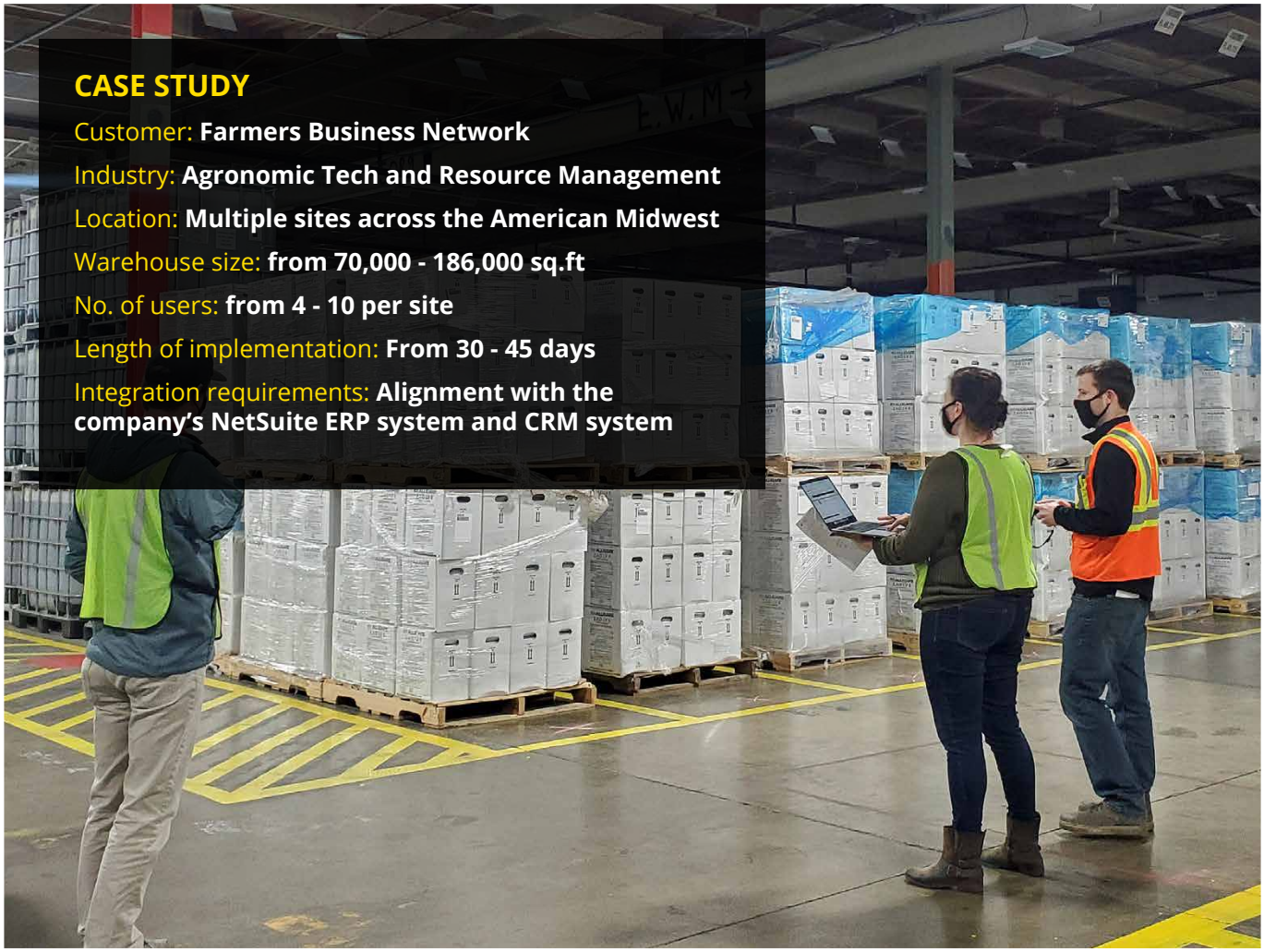
FARMERS BUSINESS NETWORK

SNAPFULFIL Warehouse Management System



CASE STUDY

Customer: **Farmers Business Network**

Industry: **Agronomic Tech and Resource Management**

Location: **Multiple sites across the American Midwest**

Warehouse size: **from 70,000 - 186,000 sq.ft**

No. of users: **from 4 - 10 per site**

Length of implementation: **From 30 - 45 days**

Integration requirements: **Alignment with the company's NetSuite ERP system and CRM system**

Cultivating self-implementation WMS - down on the farm...

BACKGROUND

Headquartered in San Carlos, California, Farmers Business Network® (FBN®) is a global farmer-to-farmer network and ag tech company with a mission to power the prosperity of family farmers around the world while working towards a sustainable future. Its Farmers First® promise has attracted over 33,000 members to the network with a common goal of maximizing their farms' profit potential.

With FBN Direct, Farmers Business Network has built the world's first comprehensive online store offering a wider array of products so farmers can compare prices and weigh risk. Most of their seed, farm chemicals and livestock feed is currently shipped direct to customers from the warehouse.

THE CHALLENGE

With demand for their products and services soaring, FBN initially targeted five new WMS-driven DCs in a year – to identify greater efficiencies.

Additionally, the ability to remotely implement and self-configure the WMS was essential to overcome the challenges of the global pandemic, decrease rollout time, and provide FBN greater control, more independence and internal system expertise.

THE SOLUTION

SnapFulfil has pioneered and mastered remote implementation (RI), which produces the same positive results in adoption and use as traditional on-site engagement. It fosters speed-to-value partnership and one of the main reasons FBN chose SnapFulfil was its ability to scale as FBN grows.

However, FBN was also keen to explore how this might facilitate its own on-site implementation and it was agreed that DC 1 would act as a blueprint for subsequent implementations, with a tailored 'Self Implementation' program developed to guide FBN in both project control and project execution.

Detailed technical support upfront (seamless integration with NetSuite, plus the likes of bespoke order transfer and stock management functionality) meant that moving forward FBN had all the essentials in place for a seamless RI rollout across its DC estate.

THE BENEFITS

FBN's first DC to be onboarded – in Newton, Iowa, and 186,000 sq.ft – quickly delivered vastly improved picking efficiencies and all the savings and benefits associated with that. The automated approach eliminated the number of people manually involved and – with an eye to the future – delivered a standardized and more professional process that staff across all sites could easily follow.

FBN's System Engineer, Darci Fluit, is now so confident in working with the SnapFulfil technology, having implemented the environment set up, rules engine and training required via web conferencing, that she and her team self implement and configure the WMS in new FBN DCs.

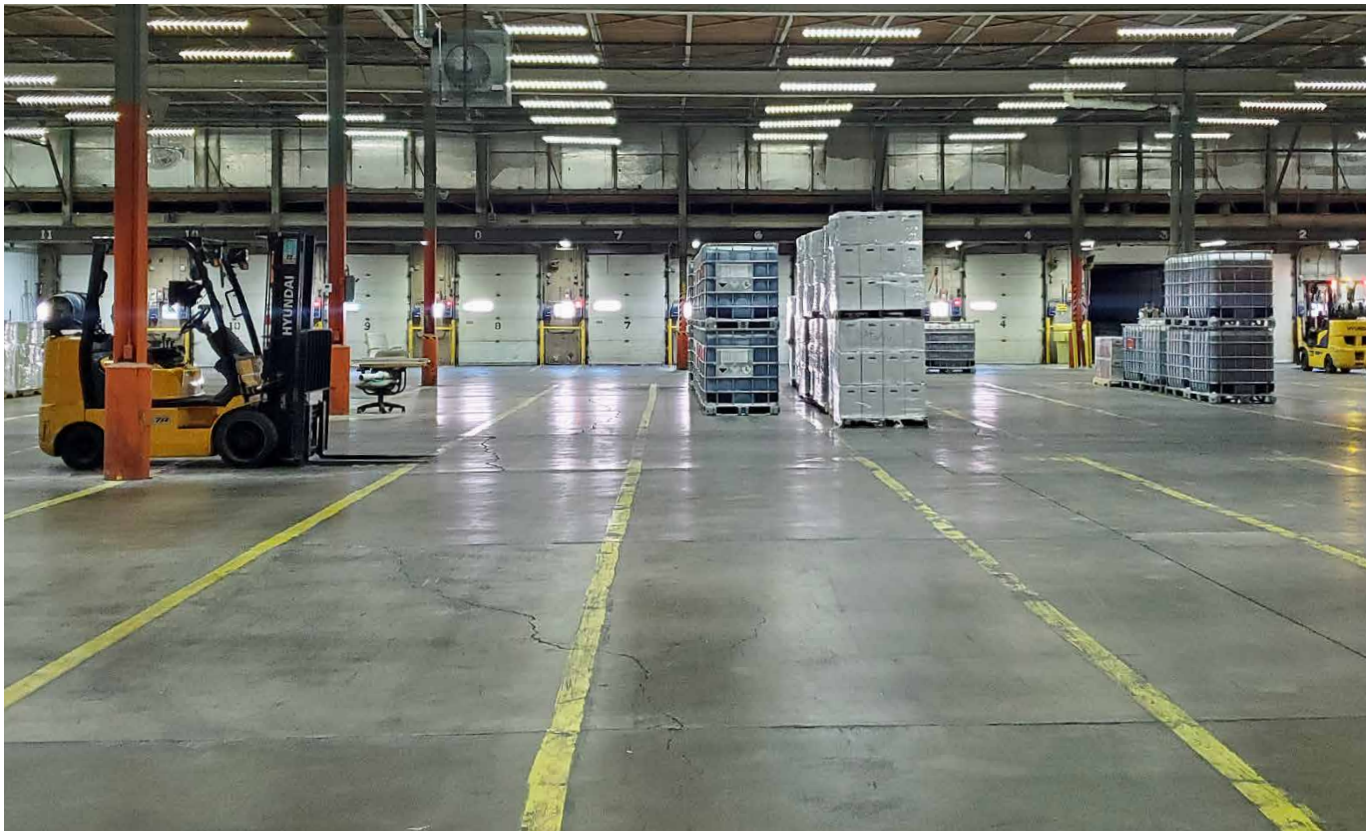
The new Self Implementation documentation covers everything from data gathering, configuring the technical infrastructure, user preparation and verification to data migration, stock take and validation, plus go live support.

Fluit said: "The SnapFulfil team were strong partners who provided instruction and advised me on how best to interview our operational staff about their specific order volume and storage requirements; then map out the intricacies of the processes needed and phased implementation from the very beginning.

"I now consider myself 'Snap Savvy' and with each Go Live we see increased speed and ease of implementation. After the first four DCs were handled remotely – and seamlessly –we've since moved on to three simultaneous sites coming on stream, just a week apart, but the program we have in place makes it possible and the economies of scale implications are obvious. We've also been able to handle more complex integrations."

With a robust, proven and ever improving Self Implementation program now firmly entrenched in the process at FBN, the company fast-tracked its expansion plans and in nine months had 12 of the 15 new DCs planned for the year, fully operational and powered by SnapFulfil. Subsequently, they've begun expanding their operations to Canada and Australia.

ABOUT FBN

FBN member farms span more than 81 million acres across North America and Australia.

Farmers Business Network, Inc has over 800 personnel and offices in San Carlos, Calif., Chicago, Ill., Sioux Falls, S.D., a Canadian headquarters in High River, Alberta, and an Australian headquarters in Perth. **www.fbn.com**