

Fortune Avenue Foods Moves to BatchMaster ERP Web for Greater Efficiency and EDI Integration



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Founded in 1990, Fortune Avenue Foods produces and wholesales Chinese dumplings. It is committed to delivering five-star restaurant-quality food using fresh ingredients, exceptional taste, and convenience. Since opening its state-of-the-art manufacturing plant in Ontario, California, in 2003, the

company has expanded its product lines, exporting to Canada and gaining approval to export to the European Union. As a USDA-regulated and SQF-certified company, Fortune Avenue Foods ensures the highest standards of food production quality and safety.

BACKGROUND

In 2018, Fortune Avenue Foods began searching for an ERP system that could integrate with QuickBooks and provide the inventory management functionality they required. The company relied heavily on manual processes, which were time-consuming and prone to errors.

They looked at [BatchMaster ERP](#) Desktop on the recommendation of their Office Manager, Cindy Deets, who had successfully used the software at a previous company. The team evaluated several other systems, including FishBowl, but chose BatchMaster due to its superior inventory management functionality, which offered robust traceability and verification, as well as seamless integration with QuickBooks. The production capabilities—managing processes from raw ingredients to finished goods and back to accounting—were also key factors in their decision.

“BatchMaster stood out because it gave us everything we needed to streamline operations without overwhelming our team,” said Deets. “Its ability to integrate with QuickBooks and provide precise inventory control made it an easy choice.” BatchMaster ERP Desktop enabled them to streamline production and achieve precise inventory control, resulting in a significant improvement in operational efficiency.

CHALLENGES

As Fortune Avenue Foods grew and acquired more technologically advanced clients, it faced challenges keeping up with the demand for faster and more integrated processes. Its reliance on a third-party Electronic Data Interchange (EDI) company for order management resulted in slow turnaround times due to Fortune Avenue Food’s manual workflows, since BatchMaster ERP Desktop couldn’t connect with EDI.

SOLUTION

When exploring web-based ERP options, Fortune Avenue Foods consulted their BatchMaster account manager to identify a solution that met their goals: greater agility, seamless integration with QuickBooks and EDI, and the ability to support two-way communication with a major customer, including third-party logistics. After careful evaluation, they determined that BatchMaster ERP Web was the best fit due to its cost-effectiveness, functionality, and high-quality customer service. Fortune Avenue Foods upgraded to BatchMaster ERP Web, integrating directly with EDI for accurate and prompt data transfers.

“We knew it was time to modernize,” said Alva Chang, Sales Director. “Upgrading to BatchMaster ERP Web wasn’t just about efficiency; it was about positioning ourselves to meet future demands and remain competitive.”

BENEFITS

BatchMaster ERP Web offers several advantages that align with Fortune Avenue Foods’ growth objectives:

- **Remote Accessibility:** The web-based platform enables employees to work from anywhere,

facilitating collaboration and ensuring business continuity with reduced office hours post-COVID.

- **Enhanced Efficiency:** Staff can instantly access any module, quickly locate functionality, and streamline workflows, saving significant time.
- **Scalability:** The software's subscription model supports seamless user expansion and regular updates, ensuring Fortune Avenue Foods remains current with evolving technology.
- **Future Capabilities:** The web version's flexibility allows for potential integration with their upgraded Shopify-based website. This paves the way for offering B2B e-commerce solutions, enabling retailers to purchase products directly and view real-time inventory.

IMPLEMENTATION

Fortune Avenue Foods is currently in the implementation phase of BatchMaster ERP Web. Cindy Deets shared that the transition has been smooth, with training sessions successfully addressing their team's questions and ensuring they understand the new functionality. Sales Director Alva Chang noted that BatchMaster's resources and established operational SOPs provide a solid foundation for continued growth.

The team has been particularly impressed with the responsive support provided by BatchMaster's engineers and implementation specialists. "The communication and scheduling have been excellent," said Chang. "We've received timely assistance with any workarounds needed, and the overall process has been seamless."

NEXT STEPS

Fortune Avenue Foods is optimistic about the opportunities BatchMaster ERP Web will bring. In addition to streamlining current operations, the company plans to leverage advanced modules, such as Quality Management, for comprehensive testing functionality. With these enhancements, they anticipate significant efficiency gains and the ability to support future growth.

"Our partnership with BatchMaster has been wonderful," said Deets. "Everyone has been cooperative and helpful, resolving any issues promptly. It's been a great fit for us." Chang echoed this sentiment, adding, "We're excited to complete the implementation and realize the full benefits of the web platform. This upgrade positions us to grow our business and enhance customer satisfaction significantly."

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