Project Summary

Founded in 1866, White Oak Pastures has remained a staple in the community of Bluffton, Georgia. As a fifth-generation family-owned facility, the Harris family specializes in livestock farming and meat production. Starting with a variety of cows, hogs, and chickens, they focused on providing meat to local stores, hotels, and boarding houses. Farming in the United States remains a very challenging industry practice. While meat demand is at an all-time high, farms are forced to produce higher quantities while also keeping prices low. Many farms are becoming corporations—industrializing, centralizing, and commoditizing farming processes. Because of this, many family-owned farms have struggled to stay afloat.

To stay competitive and streamline operations, they made the move to Sage 100 in 2014. As White Oak focuses on the future, they continue to look for opportunities to diversify their business, expand their offerings, and optimize Sage 100. White Oak has been live on Sage 100 for over 5 years and it has served as the backbone of their organization. According to their team, they have yet to break the ceiling of its capabilities and are still learning new ways to leverage the tools available to them.

In 2019, they are in the process of upgrading to the latest version of Sage 100cloud and will continue to expand the eCommerce portion of the business.

How White Oak Pastures Streamlined Operations with Sage 100cloud

A Blytheco Client Story

Blytheco
Transforming Companies

Company: White Oak Pastures

Location: Bluffton, GA

Industry: Farming and Meat Processing

Number of Employees: 150

Software Replaced: Sage 50

Solution(s) Considered: Sage 100

Solution(s) Implemented:
Sage 100cloud, VistaTrac, SmartHotel, Fusion POS, AvaTax, CIMcloud, StarShip, and Scanco

Website: www.whiteoakpastures.com

Why Now

As the business continued to grow in both volume and complexity, they reached a tipping point with Sage 50. Like many small businesses, White Oak Pastures was faced with excessive manual entry, duplicate efforts, error prone data, multiple disparate systems, and an overall lack of visibility into key processes and metrics. Before hiring additional staff or adding on additional modules to fill the gaps of their previous solution, they decided to evaluate their options. In 2013, the White Oak team dattended Sage Summit to determine if there were any available add-ons that could help them, or if it was more prudent to replace their ERP with something more robust.
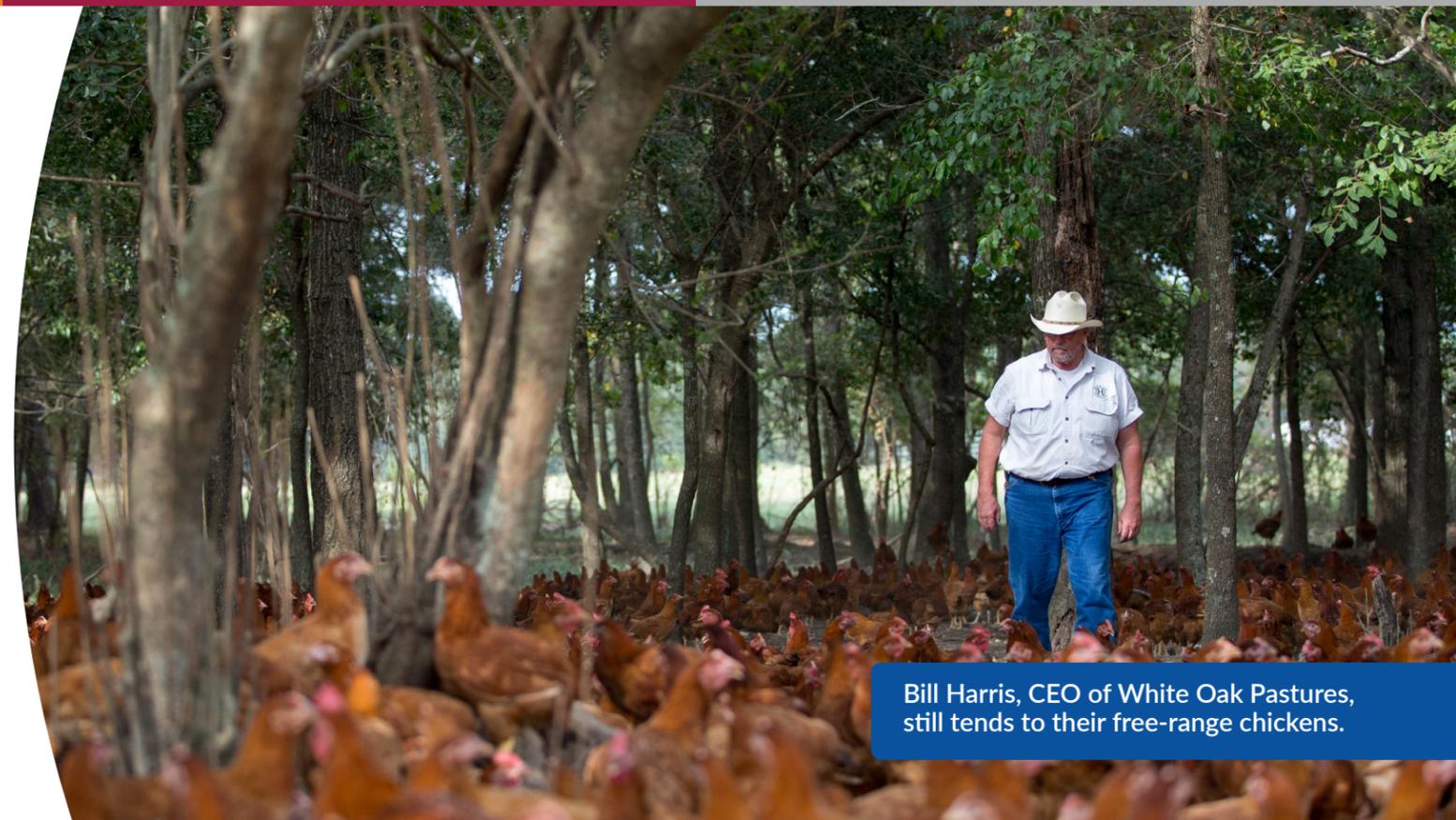
Bill Harris, CEO of White Oak Pastures, still tends to their free-range chickens.

Our Product Recommendation
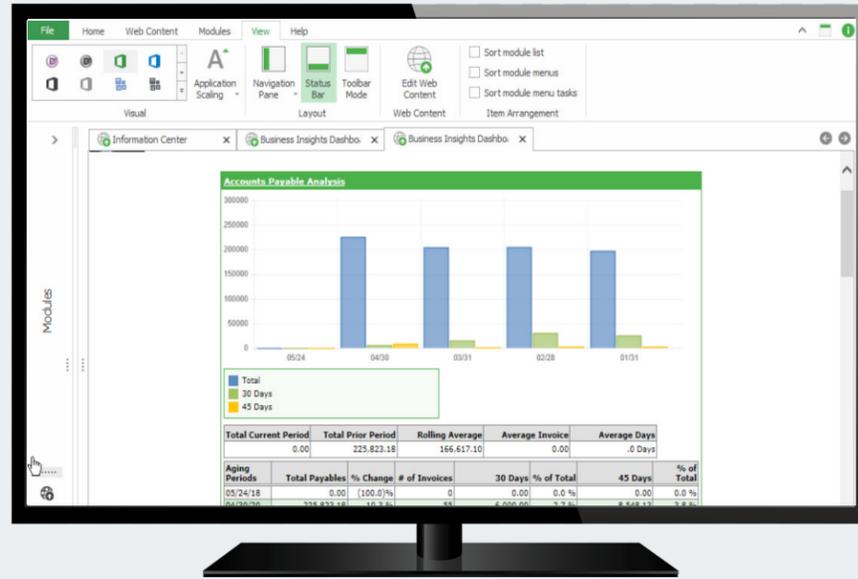
sage 100cloud

Product Highlights

- Connected cloud capabilities
- Sales tax reporting
- Warehouse management
- eCommerce integration
- Flexible intrgration capabilities
- Order and supply management
- Flexible reporting
- Shipping automation
- KPIs and dashboards

White Oak's Pet Chew and rawhide distribution center.

Take a look inside one of White Oak's eCommerce fulfillment warehouses.

Family Culture and Trust

Trust and a strong family culture is everything for White Oak Pastures. Comptroller Jean Turn's favorite part about working with Blytheco over the years is how similar the cultures are. She explained, "Blytheco is a key player in our business. We believe Blytheco and White Oak are always working toward the same goal, and we consider our consultant, Kathy, to be a member of our family."

As a partner, Blytheco aims to be more than a software or services provider; it is important to become a true partner and trusted advisor for our clients. It is also important to understand the unique needs of each client, be flexible in your approach, and immerse yourself in the business. With many small businesses, especially businesses with living-inventory, we need to be agile due to seasonality and unforeseen roadblocks and delays. Jean Turn commented, "At White Oak, there is a unique dynamic to our business, and that is the fact that we are a farm first and foremost. We are never fully 'off the clock' with livestock. Our animals must be cared for seven days a week; births, deaths, and bad weather all happen on nature's timetable, not ours." This brings a unique challenge when managing inventory, providing support, and being there for the client on their time, not ours.

In addition to strong alignment on culture and a focus on flexibility, White Oak and Blytheco have experienced a successful partnership due to a shared emphasis on trust. Jean stated, "It is obvious that Kathy cares deeply for our team and our success. She feels like an extension of our team, and we are so lucky to have her!"

At Blytheco, our passion is transforming companies, and trust is a key component of transformation. Both Blytheco and White Oak Pastures treat their employees like family and ensure that any partner or client brought on board does the same.

Blytheco consultant Kathy Lemely noted, "It is important when we work with clients that there is a mutual trust and an understanding of shared responsibilities. I feel as though White Oak is more than a client, they are family. My close relationship with White Oak allows for a collaborative effort that helps us come up with the right fixes at the right time. They are always happy to share their knowledge, expertise, and help me learn their business in an ever-changing food market. In turn, I assist them in staying on the cutting edge of technology."

Challenges Faced

1. A lack of visibility into costs
2. Manual entry, error prone data, and duplicated efforts
3. A lack of integration between primary business systems
4. No reliable reporting or business metrics
5. Insufficient inventory tracking and visibility
6. Inability to collect, track, and file appropriate sales taxes
7. Insufficient product visibility and inability to track SKUs across multiple locations
8. A lack of robust recall procedures and notifications
9. A lack of website integration and eCommerce capabilities
10. Inability to track customer price levels for retail, distribution, and wholesale

Our Solutions

1. Set up inventory and SKUs with correct costing methods as well as set up production processes to calculate correct costing as items flow through the system
2. Automation, successful integration between all key applications, and simplified workflows
3. Companywide solution integration and automated processes from purchasing, to invoicing, to inventory tracking, to in-store purchases, and beyond
4. Set up sufficient reports, reliable KPIs, alerts, and performance metrics
5. Built-in inventory controls with allocated item-level visibility
6. Automate sales tax with Avalara AvaTax software to manage and report tax liabilities
7. Configure built-in inventory controls with advanced item viability as well as implement Scanco multi-bin warehouse automation and scanning technology
8. Integration between VistaTrac with specific configuration of Visual Integrator to improve recall procedures and visibility
9. eCommerce/website integration via Website Pipeline, integration of internet orders, speeding up order entry and fulfillment
10. Built in item pricing and flexible pricing controls allows for multiple price-levels across different sections of the customer base

A White Oak employee shown embracing their motto of "radically traditional farming."

Client Perspective

"It was during the initial conversations with the Blytheco team that we began to understand that we were indeed at a crossroads when it came to our software. We were faced with purchasing multiple add-on solutions that did not communicate with one another, or look at replacing Sage 50 with a scalable ERP allowing for greater out-of-the-box functionality and a larger network of connected solutions. While we liked Sage 50, our team knew they had to think bigger if they wanted to streamline operations and grow their business.

The first step in the evaluation process was to invite the Blytheco team on-site to understand our business on a deeper level. Blytheco took a step back and took the time to tour the farm and meet with individual teams in order to document all key processes and requirements. Blytheco wanted to be sure that the solution was going to solve our most pressing challenges across all departments. With the help of our Blytheco consultant and much time spent working through thoughtful evaluations of multiple options, together the decision was made to move to Sage 100.

We knew Sage 100 was the right size for our business and its integration capabilities were robust. We have been using it for over five years and feel as if we still have not learned everything it's capable of!"

—Jean Turn, Comptroller
White Oak Pastures

"As we continue to diversify, we will continue to have new software needs. What makes this company interesting is that we are always starting up a new endeavor. Instead of getting bigger, we get more complex. Because of this, we rely more and more on technology. Without Blytheco's guidance, we would have made some very bad mistakes when it comes to technology."

—Jean Turn, Comptroller
White Oak Pastures

Key Results and Milestones

Connected all business elements onto 1 platform in less than 12-months

Streamlined eCommerce and ordering efficiency by over 50%

Achieved 100% automation of key business processes and functions

Blytheco

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Call today to begin your software evaluation with our team.
We are ready to help you start your business transformation.

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