

CASE STUDY: Colavita USA



Managing a burgeoning business through a scalable software platform

Company Profile:

Times have changed since Colavita USA was launched as a family business in 1978. At that time the company had a single product with one point of distribution: High quality olive oil sold in gourmet shops. Now the Linden, N.J.-based company has an extensive line of Italian food specialties supplied to wholesalers and supermarkets, and is sold directly to consumers online. The fact that olive oil consumption jumped 272 percent between 1991 and 2007* has contributed to Colavita USA's expansion, yet it remains a family business with 70 employees.

**According to the International Olive Oil Council*

Challenge:

Colavita USA's expansion included creating a new distribution center to serve the New York City metropolitan area. The software system in place at that time couldn't handle inventory transfers, the blending of olive oils, and other vital tasks. Simply, the company's business had outgrown its technology system. They needed a long-term solution immediately, and scheduled a demo with Munics Information Systems.

Solution:

Within 60 days Colavita USA was managing its operation through Munics' Next Generation™ software for

KEY PRODUCTS IMPLEMENTED BY MUNICS

Timeline

January 1995: Munics configures its Next Generation™ software to connect the new NYC distribution center to its main operation. The software coordinates the order and shipping programs for products sold by weight.

Product: Next Generation™ Software, approved by industry experts Gordon Graham and The Distribution Team.

January 2001: The **E-Commerce B2B Module** is installed so wholesalers, and later consumers, can purchase online at www.ColavitaUSA.com.

July 2002: The **Delivery Truck Routing System** is enabled so the company can schedule and track deliveries using their own fleet.

February 2003: The **Shipping Interface Module** is added to track shipments by UPS, FedEx, DHL and other carriers.

November 2003: The **Rapid Order Entry Module** is implemented to streamline the sales process. Customer profiles of past purchases allow the sales team to easily up-sell the client according to prior interests, resulting in higher sales revenue. This system is upgraded for access via handheld devices such as Blackberry units, which proves invaluable for the traveling sales staff.

November 2004: Munics implements the **Landed Cost Module** to the Colavita USA system so managers can track the costs of importing materials shipped from international locations.

April–October 2005: The company adds a scanning module to track packages for shipping and receiving, plus physical inventory processes to improve the warehousing function.



distributors. The company was able to respond to orders more quickly and accurately, and better service their customers.

Since that time the system has been enhanced with modules that coordinate shipping and truck deliveries, enable sales staff to up-sell customers to more products, and track the costs of importing materials from overseas. The direct-to-consumer shop at GourmetStore.net processes transactions through the Next Generation™ software interface.

For each business process that Colavita USA wanted to improve, Munics delivered a solution. The result is a robust and growing business backed by a scalable management system.

"Munics has been an integral part of our growth," says Joseph Profaci, V.P. and General Counsel. "The system gave us the capabilities to grow without a hitch."

Bottom Line:

"The Munics system is the circulatory system of the whole company."

-Joseph Profaci, V.P. and General Counsel