

Client

Balthazar Bakery, a wholesale artisan baker based in New Jersey.

Business problem

A need for key business information to be available faster and more easily.

Solution

GlobalBake.

Results

A more stable information system providing data that has led to efficiency gains and improved customer management.



www.balthazarbakery.com



The Wise Artisan Bakers

New Jersey-based Balthazar shares its name and origin with the renowned New York restaurant founded in 1997. The business was originally based in New York city next to the restaurant but eventually expanded into the New Jersey-based wholesale operation.

Balthazar has developed a devoted following for its artisan baked goods, created from scratch every day. The New Jersey Monthly website recently said, "I think Balthazar Bakery is a heaven."

Balthazar supplies restaurants, grocery stores and hotels in the tri-state area (New York, New Jersey and Connecticut) with breads like brioche, baguette, focaccia and ciabatta, and pastries like croissants, danishes, galettes and scones. "We are positioned at the premium end of the market," says baker Elena Blount. 100 staff produces around 5000-6000 kilograms of dough per day which results in over 400,000 units of production per month. Distribution is handled by a fleet of 10 trucks operating nightly.

Outgrowing their systems

Balthazar had outgrown their existing computer system, a specialist software package for the bakery industry they had implemented in 2002. "Over the years the database was getting more and more unstable. Support was getting worse and any fixes we requested were very costly," says Elena.

"Customer service was also impacted - the system was frustrating when we were trying to track orders or see account statuses. It would crash and make it difficult to deal with customers who might be on the phone."

The old system was restricting Balthazar because the data it could provide was either very hard to access, or when they did, it didn't always make sense. "There was simple stuff it couldn't do for us reliably."

One particular problem was tracking Balthazar's customers. "Customer credit status had been a problem - we didn't have a clear idea of where customer accounts were at any given time."



Elena Blount, Balthazar Bakery

I'd recommend it to other baking operations - I think it has got the features that would be good for a really big bakery, much bigger than ours, but it actually works really well for an organization of Balthazar's size too.



ABOUT GLOBALBAKE

GlobalBake is software purpose-built to give food service businesses a clear view of the key production, sales and financial information they need to control their business. Our clients use GlobalBake to achieve efficiencies in their operations in areas like plant utilization, order processing and stock control.

Organizations throughout the United States, Canada, Middle East, Australia and New Zealand use GlobalBake, which is acknowledged for its excellent support and competitive pricing.

GlobalBake™

Email info@globalbake.com
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Gaining control

Two products were assessed as replacement systems, one of which was GlobalBake. After an evaluation process, Balthazar selected GlobalBake to replace their ailing system.

"GlobalBake was a nice clean solution, well engineered and user friendly. Our impression was that it was solid and focused on being useful rather than just having cute features," says Elena, admitting they were sold on GlobalBake from early on in the evaluation process. Balthazar went live on GlobalBake in June 2008, with initial use focused on production modules of the system. Payroll and accounting functions are handled by separate systems.

"We did spend a lot of time getting ready - we were nervous - it seemed like a big leap to go to a completely new system, a lot of people here were worried. We delayed and delayed it but in the end had to bite the bullet. And it went without a hitch, no problems at all and it's been stable ever since."

Elena says because of this preparation Balthazar got to grips with GlobalBake very quickly and has it working productively. Support hasn't been an issue, because they haven't needed much due to the reliability of GlobalBake. "We haven't had many problems to tell the truth so I haven't needed much support. We have requested some extensions to GlobalBake and that was done professionally and quickly."

Information they can count on

The company is confident it has made a return on its investment in GlobalBake, says Elena.

"The most productive part of it for has been the access to clean, clear data. We can get and see the

information we want. For example with GlobalBake we have a very clear idea of the status of each customer account. It means we can identify any problems early and stay on top of them - that has been a major benefit."

Elena says Balthazar have also achieved a lot in the pricing area - gaining a good understanding of the cost of each recipe now and therefore a clear idea of profitability of each product line because margin analysis can be done at a number of levels within GlobalBake.

Because system stability is fine and information is integrated, customer service has been improved. "It is also easy to find orders, create new ones or copy them which makes dealing with customers easier. GlobalBake has made the process so much more streamlined."

Over time Balthazar want to extend their use of GlobalBake to include accounting and to do more nutrition analysis and plan routes more efficiently. "There is a lot more it can do for us. For example we use it for distribution - it holds routes for each customer - but we haven't used GlobalBake to optimize the loads of trucks yet."

Despite a difficult year for the industry, Balthazar has seen a return on their investment, "There has been a measurable gain in areas like our customer accounts. Cleaning that up and getting on top of it has saved us real money."

"I'd recommend it to other baking operations - I think it has got the features that would be good for a really big bakery, much bigger than ours, but it actually works really well for an organization of Balthazar's size too."

Contact GlobalBake today to discuss your requirements and schedule a demonstration of our software.

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