

m ds Customer Profile

RLB FOOD DISTRIBUTORS

Software Vendor provides seamless integration and customization with rock solid support, the foundations for the future



“*The fresh produce business means we have to act and act fast, most of our products spend less than a day on our shelves and costs and prices change every day. RLB has been using the MDS System for sixteen years, TSH has never let us down. When we have a new business goal we simply call our analyst and TSH can easily modify the MDS system to suit to our needs.*” – Floyd Avillo, President, RLB Food Distributors Inc.

RLB Food Distributors prides itself on providing the highest quality produce, deli and bakery products available to the supermarket, specialty food market and convenience stores. When first established, RLB supplied a few supermarkets and specialty food markets with fresh specialty

produce. That was in 1985. Today, RLB Food distributors services more than 1000 retailers from upstate New York and New England to the tri-state New York City area and Washington D.C. RLB offers more than 3,000 produce, deli and bakery products.

It is no surprise that RLB has grown so profitably in such a short a time. RLB has gone beyond typical food distribution to

reap profits for its customers by offering value added services, from the highest level of personalized attention to the most innovative products of extraordinary quality. RLB's experienced merchandisers work with each customer, partnering with them and enabling them to provide the very best to their retail consumers.

MDS (Master Distribution System) is the software engine that powers this commitment to their customer base and enables

"...I just call TSH anytime of the day or night and they identify and correct the issue. It's really an amazing thing to have a vendor today that offers a single source of support on all issues..."

*-- Rich Harrison
Director of I.T.
RLB Food Distributors Inc.*

RLB to react quickly and efficiently serve their clients. Providing this level of service makes RLB a standout in the Fresh Produce Industry. RLB's industry updates both costs and pricing on daily basis and has specific reporting requirements for tonnage and sales analysis. The easy customization of MDS gave RLB the flexibility to manage cost updates via a simplified interface based upon custom business logic that RLB controls. Each of these extensive business rules is then tied into a customer pricing model allowing almost completely maintenance free pricing and costing updates.

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RLB Food Distributors

West Caldwell, NJ
<http://www.rlbfood.com>

Industry:

Distributors to the supermarket, specialty food markets and convenience stores.

Employees:

170-200

TSH Customer Since:

1991

TSH Products & Services:

- U2 Database
- MDS Application Server
- MDS WMS Suite

Key Benefits:

- Seamless WMS Integration with Labor Management Software
- 24/7 365 Rock Solid Comprehensive Support
- 99% Inventory Accuracy with 200+ inventory turns annually
- Integrated EDI with Grocery Chains
- Effortless Software Customization



The Systems House, Inc.

Software Solutions for Distributors

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EDI is a challenge for most distributors and a drain on IT resources. RLB eschewed traditional EDI VANs (Value Added Networks). With the simplified MDS EDI interface RLB built custom bridges to its key clients using Internet Standards for transmission. Years ahead of the competition, RLB now has Email, FTP and Drag and Drop EDI capabilities directly connected with their key clients and suppliers. “We don’t have a full time EDI Coordinator, we found it easier and more cost effective to utilize a single system for all our EDI needs” said Rich Harrison, RLB’s IT Director.

RLB’s other business is the FreshPro Division. All ready-to-eat cut fruits and vegetables are processed in FreshPro's high-care facility, a state of the art sanitary, refrigerated, and clean environment. This allows RLB to provide an Additional service to its clients by creation pre cut vegetable and fruit packages. The MDS system easily handles the transfers of inventory from a bulk warehouse environment, to a production and component environment. MDS gives RLB the visibility into production so they can always maintain service levels and still create customized packaging and pre cut products.

“We typically turn our entire warehouse over in 1-3 days depending on the season” said Pat Mele Co-President of RLB Food Distributors. RLB knows a thing or two about keeping inventory accurate. Mele notes, “The MDS-WMS system allows us to cycle count, do a row count or just a piece count at any time. And because we can easily segregate products by zones, (Produce, Deli, etc) we can effortlessly identify where items are at any item and move them if necessary.”

RLB recognized the need to track labor more efficiently in the warehouse if they were to fully utilize the WMS system. RLB chose to implement a separate labor management system. MDS-WMS seamlessly integrates into the Labor Management System, allowing RLB to see all orders open to pick in the Labor Management System and track time and effort. “Because the MDS system talks to our Labor Management System online we have access to real-time picking and put away information. Plus with TSH and MDS, the integration was a breeze.” Said Mele

Comprehensive Rock Solid Support: Hardware - Software - Network

RLB operates in an intensive 24/7 environment. Orders are placed throughout the day and are typically shipped overnight. TSH acts as a single source of support for the entire RLB enterprise around the clock, 24/7. According to Rich Harrison, Director of IT , “I don’t have to know what’s wrong – I just call TSH anytime of the day or night and they can identify and correct the issue. It’s really an amazing thing these days to have a vendor that offers a single source of support on all issues, hardware, software, networking, whatever it takes to keep us up an running.”

Responsive, customer oriented companies are the future of distribution. Shrinking margins and rising operations costs affect every company. Having a flexible supply-chain with data flowing into the MDS application means RLB is ready to grow. The benefits of easy customization and improved integration allow RLB to provide its customers with the specialized care that differentiates them as a distributor. RLB Food Distributors operates in a fast paced 24/7 environment and knows it can rely on TSH and the MDS platform to provide the technological foundation it needs to thrive in the future.

MDS the “Next Generation ERP Solution for Distributors”

RLB Food Distributors

West Caldwell, NJ
<http://www.rlbfood.com>

For more information on Master Distribution System and Warehouse Management System from The Systems House, Inc., contact TSH at 1-800-MDS-5556, or email sales@tshinc.com

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