



## Business Drivers

- ⇒ Access to centralized data
- ⇒ Improved information and controls around cost
- ⇒ Fluid process with reduced risk of human error

### The Company

Food manufacturing  
Based in Brampton, Ontario  
Founded in 1989, quickly becoming industry leader

Distribution throughout Canada, USA, Philippines, Asia and Israel

Canada's 50 best managed companies

### Minotaur Products

Full Business Management Suite  
Lot Control  
Advanced Reports  
EDI

### Results

Better cost controls  
Reduced Human Error  
Improved delivery of information to sales and customers

*"We have to be true to who we are. At the end of the day we're about making and selling great pasta and we need a partner who understands that. Minotaur helps keep it simple."*

**Frank DeMichino**  
Vice President and GM

### The Challenge

Italpasta had an antiquated process in place . a system held together by a lot of human touching. Double entry and errors were not uncommon. Inventory was difficult to control and with a growing need for better information and demands from strict health and safety standards, Italpasta needed a solution that could keep pace with their continued growth. Another area in need of improvement was the customer service desk. Serving the needs of consumers, retailers and road-bound sales representatives, access to good information, for this team, was key.

### The Solution

When Minotaur was selected the entire Italpasta management team was involved in the selection process. The President and CEO, Heads of Sales, Production and Finance all helped to shape the vision and all played active roles in the selection process. The project began in the spring of 2000. Italpasta deployed Minotaur across the enterprise. 10 modules in total including Electronic Data Interchange (EDI), Lot Control as well as Minotaur's Retail Marketing Module, focused on the consumer packaged goods vertical.

The success of the deployment can be attributed to two key factors; a) Minotaur's commitment to the project's success, and b) perhaps even more important, the commitment on the part of the Italpasta team. Of course, many things have to go right along the way, but ultimately it's about commitment. The Minotaur Project Manager provides a single point of contact for all elements of the project ensuring project stability and strong communication. Focus on getting the job done by the Italpasta management team and its staff at all levels drove the success of this project. This focus continues to drive their success.

### The Result

Access, Real Time, Flexible. Access means better information in the hands of those who need it. Real Time means that data is updated instantly. And flexible means information that users can use the way they want to use it.

Return on Investment (ROI) can be difficult to track in a project of this scope. For Italpasta, improving access and flexibility of data made for a strong ROI. The end result is better decisions and better controls. Sales, profitability, trend reports, inventory, and customer information are all impacted by the same data. % don't run many reports, but I know that when I ask the important questions I get answers+explains DeMichino, who continues to build on the Minotaur system delivering new functionality to the team and greater returns for the company's bottom line.



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