



BATCHMASTER[®]
Process Manufacturing Software

Fortune Avenue Foods Streamlines Operations and Integrates EDI with BatchMaster ERP Web

Customer Success Story:



OVERVIEW/INTRO

Founded in 1990, Fortune Avenue Foods produces and wholesales frozen Chinese dumplings. Since opening its USDA-regulated and SQF-certified manufacturing plant in Ontario, California, the company has expanded its product lines, exporting to Canada and the European Union. The company is renowned for serving five-star restaurant-quality food with fresh ingredients and exceptional taste, all while upholding the highest standards in safety and quality.

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Upgrading to BatchMaster ERP Web wasn't just about efficiency; it was about positioning ourselves to meet future demands and remain competitive.

Alva Chang
Sales Director
Fortune Avenue Foods

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CUSTOMER	Fortune Avenue Foods
INDUSTRY	Food Manufacturing
LOCATION	Ontario, California
PRODUCT	BatchMaster ERP QuickBooks Edition

KEY RESULTS



Remote Accessibility

The team can now access the system from anywhere—critical with reduced office hours post-COVID.



Improved Efficiency

The web interface makes it faster to find functionality and streamline daily operations.



EDI Integration

Direct connection allows real-time communication with major customers and third-party logistics.



Scalability

The subscription model allows for regular updates and smooth user expansion.



eCommerce Potential

Future integration with their upgraded Shopify website will allow B2B buyers to see real-time inventory and place orders online.

CHALLENGES

Fortune Avenue Foods initially selected BatchMaster ERP Desktop to replace its time-consuming, error-prone manual workflows. At the time, they needed a system that could integrate with QuickBooks and offer robust inventory management capabilities. BatchMaster stood out due to its traceability, verification capabilities, and seamless integration with accounting systems.

However, as the company expanded and began working with increasingly technologically advanced customers, a new challenge arose. Their ERP system lacked the ability to integrate with Electronic Data Interchange (EDI), which slowed down order processing and limited their ability to scale.

SOLUTION

Fortune Avenue Foods turned to its BatchMaster account manager to explore web-based ERP options that would meet its evolving needs. The company sought a solution that provided greater agility, direct EDI integration, and scalable performance—all while maintaining compatibility with QuickBooks.

After evaluating available options, they chose BatchMaster ERP QuickBooks Edition. The modern platform provided the features they needed, along with cost-effectiveness, robust support, and room to grow.

BENEFITS

BatchMaster ERP Web offers several advantages that align with Fortune Avenue Foods' growth objectives:



Remote Accessibility

The web-based platform enables employees to work from anywhere, facilitating collaboration and ensuring business continuity with reduced office hours post-COVID.



Enhanced Efficiency

Staff can instantly access any module, quickly locate functionality, and streamline workflows, saving significant time.



Scalability

The software's subscription model supports seamless user expansion and regular updates, ensuring Fortune Avenue Foods remains current with evolving technology.



Future Capabilities

The web version's flexibility allows for potential integration with their upgraded Shopify-based website. This paves the way for offering B2B e-commerce solutions, enabling retailers to purchase products directly and view real-time inventory.

IMPLEMENTATION

Fortune Avenue Foods is currently in the implementation phase of BatchMaster ERP Web. Cindy Deets, Office Manager, shared that the transition has been smooth, with training sessions successfully addressing their team's questions and ensuring they understand the new functionality. Alva Chang, Sales Director, noted that BatchMaster's resources and established operational SOPs provide a solid foundation for continued growth.

The team has been particularly impressed with the responsive support provided by BatchMaster's engineers and implementation specialists. "The communication and scheduling have been excellent," said Chang. "We've received timely assistance with any workarounds needed, and the overall process has been seamless."

LOOKING AHEAD

Fortune Avenue Foods is optimistic about the opportunities BatchMaster ERP Web will bring. In addition to streamlining current operations, the company plans to leverage advanced modules, such as Quality Management, for comprehensive testing functionality. With these enhancements, they anticipate significant efficiency gains and the ability to support future growth.

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Our partnership with BatchMaster has been wonderful,” said Deets. “Everyone has been cooperative and helpful, resolving any issues promptly. It’s been a great fit for us.” Chang echoed this sentiment, adding, “We’re excited to complete the implementation and realize the full benefits of the web platform. This upgrade positions us to grow our business and enhance customer satisfaction significantly.

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About BatchMaster Software

BatchMaster Software is a leading provider of ERP solutions that help emerging and growing formula-based manufacturers streamline their operations and scale production while reducing costs and complying with changing customer demands and ever more stringent regulatory mandates. The company delivers industry-specific solutions for Food, Beverage, Nutraceuticals, Pharmaceuticals, Cosmetics, Chemicals, and other process industries. BatchMaster ERP is seamlessly embedded within SAP Business One, providing a comprehensive process manufacturing solution that is available on-premise and in the cloud. BatchMaster Software has served the process manufacturing market for over 30 years and supports thousands of customers worldwide.



BatchMaster Software

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