



CASE STUDY

SEABOARD

SIMFONI TRANSFORMS SOURCING AND LOGISTICS FOR TRANSPARENCY, EFFICIENCY, AND GROWTH

ABOUT SEABOARD

Seaboard Corp., an established player in the grain and flour milling industry, grappled with multifaceted challenges when it came to orchestrating their intricate logistics operations. As the Director of Purchasing at Seaboard Corporation and Seaboard Overseas & Trading Group, Brandi VanRoss leads a widely dispersed team of specialists and managers spread across the globe. Her team holds the critical responsibility of overseeing sourcing, procurement, and the intricate supply chain process, with a specific focus on logistics. Balancing the twin goals of delivering quality products to their clients while maintaining cost efficiency, Seaboard needed a solution that was easy to use, but at the same time offered deep functionality that could streamline sourcing processes, improve communication, and enhance visibility throughout their expansive logistics operations.

THE CHALLENGE

Seaboard's manual and disparate systems, coupled with unique processes and specific industry requirements resulted in operational inefficiencies, lack of transparency, and difficulty in managing vendor relationships. Communication gaps and data silos led to duplication of work, limited historical visibility, and increased risk of human error.

The search for a solution led Brandi to discover Simfoni eSourcing, a solution that offered to address Seaboard's pain points and align with their objectives. Brandi recognized the potential of Simfoni's platform to provide transparency, improve communication, and enhance visibility across their complex logistics and supply chain processes.



SIMFONI'S APPROACH



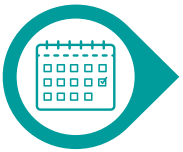
With an expansive set of users requiring training and a significant depth of capabilities offered by the Simfoni solution, the Seaboard team looked to Simfoni to ensure smooth implementation and onboarding. Working closely with Brandi and her team, the customer success team was there to ensure a smooth transition. Simfoni's customer support experts were nimble, responding quickly to user requests while ensuring widespread adoption of the eSourcing platform. Together with the Seaboard team, the eSourcing solution delivered on expectations, helping to make significant improvements in day-to-day operations right from the very start of the engagement.

RESULTS



Streamlined Supply Chain

Operations: Simfoni's platform centralized supply chain activities, facilitating transparent communication among teams, vendors, and customers.



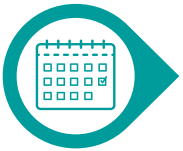
Data-Driven Decision-Making:

Brandi's team gained deeper insights into procurement and supply chain operations through data reporting and analysis, enabling strategic planning and informed decision-making.



Optimized Vendor Management:

Simfoni's solution streamlined vendor selection, price comparison, and documentation storage, enhancing vendor relationships and accountability.



Efficiency through Automation:

Seaboard automated processes using Simfoni's workflow module, reducing manual efforts, improving response time and ensuring standardized practices across the organization, leading to increased efficiency.



CONCLUSION

Simfoni's software solution revolutionized Seaboard's sourcing and supply chain operations, addressing their unique challenges and aligning with their goals of transparency, communication, and efficiency. Brandi's leadership and collaboration with Simfoni's team resulted in a successful implementation that transformed their day-to-day processes to positively impact the entire organization. Through the adoption of Simfoni's solution, Seaboard achieved greater control over their supply chain, improved decision-making, and positioned themselves for future growth in a dynamic industry.

We do things in such a unique way because of how our business is structured. But in working with Simfoni, we found the solution that works for us and aligned with all of our objectives.

-Brandi Van Ross

Director of Purchasing at Seaboard Corporation and Seaboard Overseas & Trading Group



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