

Background

Lundberg Family Farms, based in Richvale, California, was started by the Lundberg family in 1937. They farmed rice and were early pioneers in ecologically sound agriculture. The Lundbergs were the first American farmers to market a brand of organic rice products. Lundberg Family Farms has successfully grown its land under management to 17,000 acres and is one of the United States' top brands of organic food products.

Prior to the implementation of BluePlanner, Lundberg Family Farms' Trade Promotion & Deduction process was managed through a highly manual process using spreadsheets with limited systems support. Lundberg Family Farms was looking for a low cost solution that would support their continuing growth. Their key priorities for a new TPM system were to:

- Provide for Easy and Quick Adoption
- Increase Trade Promotion Performance Visibility and Efficiency
- Increase Sales and the Ability to Measure Promotion ROI
- Support Promotion Collaboration Across Departments
- Introduce a Mobile Platform for Platform Management
- Integrate with Microsoft Dynamics NAV for Sales Forecast and Account Reconciliation
- Deduction Management

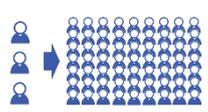
UpClear Case Study Lundberg Family Farms Deploys BluePlanner for Food Service Trade Promotion Management



Why Lundberg Chose BluePlanner

Besides meeting all of its needs and supporting scalability, Lundberg chose BluePlanner for its pilot and eventual deployment thanks to its low risk offering. There was no long-term commitment and the month to month licensing included implementation. A low upfront cost was also extremely important for a company of Lundberg's status, minimizing deployment risk for a new process and minimizing hassle and effort that would be spent on Lundberg's expansion. Other reasons for deployment were:

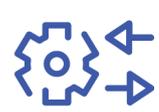
- BluePlanner's Underlying Technology Supports Scalability and Future Company Growth
- An Intuitive User Interface and Layout Improves User Adoption
- BluePlanner Requires Limited Support from Lundberg IT Department
- RSM Centric with Improved Support for Customer Reconciliations



MODULAR AND SCALABLE



COLLABORATIVE AND ENABLING



EASILY CONFIGURABLE



DEPLOYABLE IN RECORD TIME



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Deployment

After selecting BluePlanner as the TPM software of choice, Lundberg Family Farms and UpClear engaged in a standard deployment with the aim of deploying to internal sales users in 3 months and sales brokers shortly thereafter. UpClear was able to satisfy this timeline by beginning with a pilot implementation of the core BluePlanner features for the key project team members within the first month.



BluePlanner Benefits

Thanks to the implementation of BluePlanner, Lundberg Family Farms has greatly reduced the complexity and time involved with managing a manual Trade Promotion, Deduction, and Reconciliation process. This has been achieved by centralizing trade spend, promotional planning, and deduction management in a single system while making spreadsheets redundant.

We Make It Easy

...for global clients,
by rapidly deploying
through an 80/20
template approach

...for IT,
by supplying
managed integration
and data security

...for users,
by providing an
intuitive UX and
access from anywhere

"Over the past 10 years, our BluePlanner solution has proven its benefits to Consumer Goods users, whether through improvements to process and collaboration, increased visibility on customer profitability or greater insights on promotional effectiveness. We are passionate about what we do and committed to our principles: industry focus, on-going client collaboration, continuing solution evolution, and our SaaS, Cloud model."

Thierry Soudee
CEO

UpClear serves clients in over 20 countries across America, Europe, Asia, and Africa, from our offices in New York, London and Hong Kong. Clients we work with include Danone, Equal, Ferrero, Hovis, King's Hawaiian, LALA U.S., Reckitt Benckiser, Splenda, Treasury Wine Estates, and Twinings.



Complementary
Partner