

Fortune Fish & Gourmet Improves Inventory Control, Capacity and Customer Service with Seasoftware.

Fortune Fish & Gourmet is a premier fresh and frozen seafood distributor / processor servicing over 3,500 fine restaurants, hotels, country clubs and grocers in the Chicago area and throughout the Midwest. Founded in 2001, the company processes more than 75,000 pounds of fish, shellfish, oysters, clams and other seafood a day, and has grown to become one of the largest seafood companies in the country with over 8,000 different products.

While seafood is Fortune's primary business, the company also distributes a full line of high-quality gourmet specialty foods, including high-end olive oils, black truffles, specialty meats and cheeses.

Fortune operates a state-of-the-art, 51,000 square foot facility that includes eight separate temperature controlled areas including a finfish storage cooler, shellfish cooler, meat cooler, poultry cooler, dairy room, chocolate room, refrigerated fillet room, freezer, dry storage and loading area. The company houses a 3,000 gallon live lobster tank and a band saw for custom frozen product processing. A fleet of 45 refrigerated trucks covers Illinois, Wisconsin, Missouri, Iowa, Indiana and Michigan.

Located minutes away from O'Hare International Airport's cargo dock, Fortune is able to source seafood and gourmet products from more than 57 countries. Dominick Gattuso, CFO for Fortune said, "Our proximity to O'Hare is like being at all the major fishing ports in the world. Unlike a FedEx program from any of the coastal cities of the U.S., our customers are not limited to the species native to those coasts." The company makes numerous trips to and from the airport every day to pick-up the freshest catch. During a short lay-over, product is checked for quality, processed, packaged and sent to the nation's top chefs. Fortune also offers convenient cross docking services under which product is picked up at airport and delivered directly to customers.

Control Inventory, Control Business with Bar Code Scanning

Prior to implementing the Seasoftware, Fortune recognized that they had outgrown their existing software. "We felt like the software was not able to give us the level of control we needed, particularly how we managed our inventory," Gattuso added. "We knew it was time to graduate to something that would help, not hinder, our growth."



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"Going paperless and scanning product information into the system using barcode readers has helped us increase capacity, improve order fill rates, reduce errors and significantly improve the service aspect of our business."



The company reached out to a number of contacts within the industry. "It became evident early on, based on these conversations, that Computer Associates' Seasoft software was the way to go."



Seasoft's warehouse management system (WMS) is a real-time inventory control solution that uses wireless, hand held RF (radio frequency) mobile PCs and bar code scanners to track inventory from the time raw materials arrive to the shipping of finished goods. The system captures inventory information at the receiving dock and then utilizes this data to help you optimize all facets of your warehousing operations. The system is proven to significantly improve accuracy, reduce inventory levels and improve customer service.



"Our paper-based warehouse management was slow and error-prone," Gattuso said. "Seasoft's wireless warehouse management system (WMS) gives us unprecedented flexibility and control of our inventory. By going paperless and scanning product information into the system using barcode readers, we've increased capacity, improved our order fill rate, reduced errors and significantly improved the service aspect of our business. And, of course, from a green perspective, it's fantastic."

More Sophisticated Software for More Sophisticated Businesses

Fortune processes more than 800 invoices each day. "The speed of our orders is second to none," Gattuso continued. "The sales order gets entered on the front end and our production and inventory control folks see the information flashing on their screens in an instant. This has dramatically increased our overall production."

Seasoft also improved Fortune's traceability programs. "Prior to implementing the software, tracking our tuna and steak fish products back to the exact supplier was tedious and fraught with problems. With Seasoft, our traceability has gone from zero to 60 overnight, from both a product tracking and order fulfillment perspective. We couldn't be happier with the results."

The transition to Seasoft was much easier than Fortune had anticipated. With a dedicated Seasoft consultant working closely with key users within Fortune, the new software was up and running over the scheduled 'go-live' weekend and all of Fortune's trucks were out making deliveries first thing Monday morning.

"From the beginning, the folks at Seasoft seemed to understand exactly how we could immediately improve our inventory control, and they took the time to make sure all of our business process requirements were addressed," Gattuso said. "I really can't say enough about the people at Seasoft that we've had the pleasure of working with. Their expertise, responsiveness and attention to detail, along with a willingness to do what it takes to make sure things are running smoothly is extremely refreshing," Gattuso added.

About Seasoft

Seasoft Software is a turnkey business management solution that helps seafood processors and distributors enhance operational efficiency, reduce costs and maximize margins. Whether you deal in fresh or frozen, wild or farm-raised, Seasoft's integrated set of inventory control, production processing, sales and distribution tools will help your entire team work smarter and more profitably. We're also a Microsoft Gold Certified Partner and a single-source provider of essential network and server management services to our customers. These services include high-availability data backup and disaster recovery solutions, server virtualization to minimize your computer operating costs, and automated protection against computer viruses, SPAM and malware attacks that can result in costly business interruptions.

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