



Crocker & Winsor Maximizes Inventory Visibility Across Multiple Freezer Locations

Crocker & Winsor Seafoods, ideally located in the heart of Boston within sight of the bustling fish pier, continues its 115 years plus reputation for leadership and excellence in frozen wholesale seafood sales. Building on its original selections of local cod, haddock and pollock, Crocker & Winsor Seafoods now offers over 600 different seafood items.

Crocker & Winsor sources products worldwide and stands out as a preferred supplier of frozen seafood items. The company utilizes a vast network of contacts around the globe to procure products to satisfy its customers' requirements in the ever-changing seafood economy. The company strives, daily, to anticipate and meet the needs of distributors, wholesalers, retail and restaurant chains throughout the United States.

Crocker & Winsor's rapid service differentiates the company in the competitive seafood market. The company ships its frozen products from a state-of-the-art cold storage facility via common carriers throughout the continental United States. In addition, Crocker & Winsor ships for next day arrival to New York, Philadelphia, Baltimore and Washington DC. This assures our customers that all products remain completely frozen, maintaining the products' integrity.

"We pride ourselves on the sheer volume of transactions we process each day, along with the variety of products we offer our customers," said Dick Parker, vice president at Crocker & Winsor. "Couple that with the flexibility to select any species of seafood, in the portion size for any manner of preparation the customer prefers and you've got a winning formula."

THE PROBLEM: LIMITED VISIBILITY OF PRODUCT AVAILABILITY

"The key to making efficient and reliable delivery decisions within our customers' time constraints requires knowing exactly what's available for sale at any given moment and where the product is physically located. Whether they're in the office, at the dock or on the road, Seasoft gives our sales reps real-time access to this information, offering a level of inventory control and customer responsiveness a business like ours needs. We couldn't be happier with our decision to implement Seasoft."



Crocker & Winsor Seafoods
100 Widett Circle
Boston, MA 02118

"Seasoft makes it simple to locate inventory in any of several cold storage locations. Our customers appreciate not only the variety of products and the consistent quality of our seafood, they also rely on us to deliver product to their exacting specifications where and when they need it."



THE SOLUTION:

CENTRALLY MANAGED INVENTORY HELPS ENSURE RAPID DELIVERY

Crocker & Winsor operates a main freezer at the company's Boston, Massachusetts facility from where it distributes all 600 of the company's frozen seafood items for LTL delivery to its customers around the nation. The company keeps this main freezer location constantly re-stocked through intelligent inventory management and product movement from public freezer facilities. "The key to making efficient and reliable delivery decisions within our customers' time constraints requires knowing exactly what's available for sale at any given moment and where the product is physically located.

The key to Crocker & Winsor's success is inventory management. "We must maintain sufficient quantities of all our SKUs in our warehouse so that we can fulfill the large volume of daily orders that we receive," Parker added. "Seasoft provides the inventory visibility and tools to manage it that we require. We can quickly see current inventory levels on site and at public freezers, receive alerts when inventories run low and schedule transfers to maintain sufficient levels on site. The inventory positioning is what sets C&W apart, allowing customers to have orders filled as if they're walking through the aisles of a supermarket."

Convenient Management of Product Re-order Points

Parker added, "We know what our expected daily volumes are as well as the leadtimes for getting product from our domestic and international suppliers and we're able to manage reorder points on all of our items. When a particular product reaches a trigger point, Seasoft indicates the need to re-order or reposition the product to prevent a stockout."

The software takes into account a number of factors in determining the optimum product re-order point, including average lead time, safety stock for each item, basic stock and average unit sales per day.

Kristine Brown, Sr. Project Manager for Seasoft said, "Managing inventory costs is crucial to being competitive in the seafood distribution market. By integrating inventory control, purchasing and sales order processing with demand planning, Seasoft helps businesses like Crocker & Winsor slash inventory costs by providing tighter control of stock levels. The software is designed to provide on-demand access to detailed information on each inventory item and quantities, and with Seasoft's inventory replenishment capabilities you can ensure that there's always enough product on hand to fill anticipated orders, while keeping excess stock to a minimum."

To find out more, call 800.422.4782 or visit caisoft.com/seasoft.

