



HOLY GUACAMOLE

A PREEMINENT FRUIT PRODUCER ASKED ZINATA TO HELP GUIDE IT INTO A MORE FLUID FUTURE. HERE'S WHAT HAPPENED.

IN A NUTSHELL

Industry

Fruit Production & Distribution

Challenges

- Siloed functional operations
- Rapid growth with a homegrown information system
- Lack of clear corporate vision and dissatisfaction with the current state

Solution

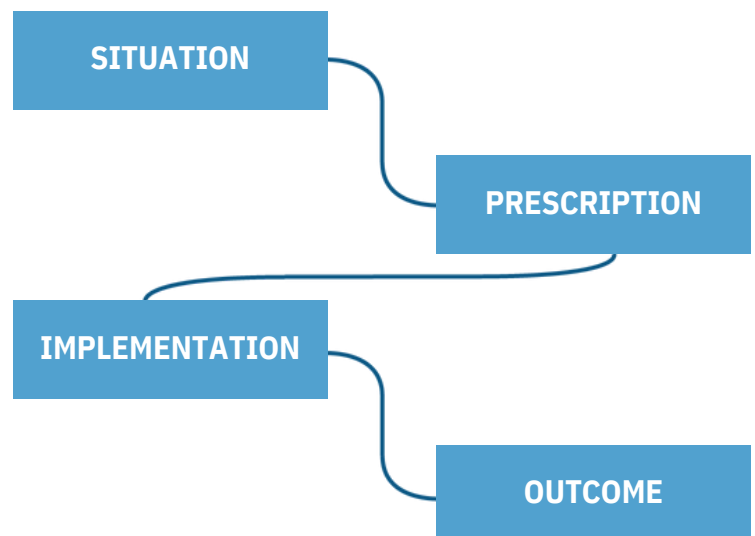
The solutions involved conducting workshops to establish a clear vision and identify gaps, training the client in documenting work processes, analyzing processes using an input-process-output model, collaborating to create process maps, and implementing best practice tools for problem-solving and change.

Outcome

- Clear and communicated corporate strategy
- Path forward to a new ERP system established
- Progress towards a more fluid and interconnected future
- Empowered mid-level managers driving change through collaboration

A preeminent fruit producer approached Zinata for assistance in navigating towards a more efficient and interconnected future. The company, known for its global distribution and marketing of fresh Hass avocados, faced hurdles stemming from rapid growth and an internal information system that operated in functional silos. Zinata was enlisted to help reevaluate the business processes and determine whether the company should continue with the existing system or implement a new one

In summary, Zinata's intervention enabled the fruit producer to articulate their corporate strategy, implement a new ERP system, and empower mid-level managers for future growth.



SITUATION

The world's leading producer, distributor and marketer of fresh Hass avocados needed help. It is a vertically integrated company whose focus is providing worldwide customers a year-round supply, global availability and various value-added services. Its troubles arose from rapid growth built on a homegrown information system that supported siloed functional operations. Zinata was asked to help re-map the business processes in order to help the company decide whether to drive future growth on the current information system or implement a new one.

DIAGNOSIS

Zinata proposed a broader view of the project – knowing that the work must start with a clear corporate (and supporting functional) vision of the future. Workshops were conducted first with the executive leadership team, then with functional leadership teams, to identify and acknowledge gaps in the current state, and to harness their dissatisfaction to create a clear, compelling vision of the future state they wished to reach.

IMPLEMENTATION

Using standard Zinata processes and templates, the client was taught how to document their work processes at the functional level. By looking at each process through an input-process-output model, the team began to appreciate the connections between processes and functions. Zinata then brought multi-functional representatives together to draw the current and future states process maps. For the first time, people understood why their work was important to others and how their various parts in the process came together to complete the whole. This unleashed a powerful desire to solve all problems by working together using the best practice tools brought aboard by Zinata.

OUTCOME

The corporate strategy is now more clearly articulated and communicated to the broader organization. A path forward to a new ERP system is in place. It includes new people capabilities and business work processes. Mid-level managers are energized and empowered to drive change now and well into the future by working together multi-functionally.

“

Zinata is extremely responsive. They've done a tremendous job so far and have given us the tools and the confidence that we can get this done. They've followed through on every commitment.

”

Company CEO

Experience the transformative power of Zinata's expertise. Book a call with us today to learn more about our comprehensive range of services and how we can drive success for your company.

Visit www.Zinata.com now to schedule your consultation.

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