

INDUSTRY > Fruit Producer



A NEW ERP FOR AN AVOCADO BUSINESS

THE HIGHLIGHTS

The leading fresh Hass avocado producer faced growth challenges due to siloed operations supported by an outdated information system. Zinata initiated workshops to **align corporate vision, identifying gaps and envisioning future states.**

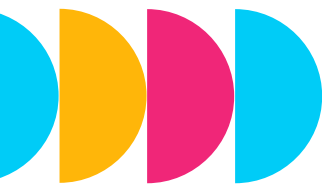
By documenting processes and facilitating cross-functional collaboration, **Zinata enabled a clearer corporate strategy, paving the way for a new ERP system.** This empowered mid-level managers to foster multi-functional teamwork and drive sustainable change effectively.

THE HEADLINES



"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." - CEO





THE DETAILS



SITUATION

The world's leading fresh Hass avocado producer faced challenges stemming from rapid growth built on an **outdated information system**, hindering its ability to meet global demand effectively. Zinata was engaged to re-map business processes and assess the feasibility of future growth on the existing system or whether to implement a new ERP.

PROBLEM

- Outdated information system
- Lack of clarity on corporate and functional vision for the future.
- Siloed operations impeding collaboration and efficiency.
- Dissatisfaction with the current state hindering progress.

SOLUTION

Zinata took a holistic approach to the project, emphasizing the importance of a clear future vision. **They initiated workshops with both executive and functional leadership teams** to identify gaps in the current state and used dissatisfaction as a catalyst for crafting a compelling future vision. **Employing an input-process-output model** the client learned to document work processes at the functional level. Functional representatives were brought together to create current state map and then redesign it for the future. This collaborative effort ignited a strong understanding of the importance of the broader business process.

BENEFIT

- New corporate strategy communicated across the organization
- Roadmap established for implementing a new ERP system
- Empowered mid-level managers to drive change



www.zinata.com

© 2024 Zinata Inc. | All Rights Reserved.

Ready to make and deliver with speed by unlocking the potential of your people and reimagining your processes?

[TALK TO AN EXPERT](#)

