

LANSA Case Study

High Liner Foods transforms its business with LANSA

High Liner Foods Inc., with its head office in Lunenburg, Nova Scotia, Canada, is one of North America's largest processors and marketers of prepared, value-added frozen seafood and pastas. High Liner uses LANSA low-code development across its Windows and IBM i server platforms, for web, rich-client, 1WorldSync and EDI-INT extensions to its ERP system. A LANSA-based Virtual Supply chain has helped High Liner transform its business and emerge as an industry leader.

Peter Burns, director of information services at High Liner, says, "Our virtual supply chain means people get information much faster. Everybody in our supply chain has easy access to the same up-to-date information. You are getting rid of paper and errors, but most importantly, making information available to people right across the organization and to third parties. That is what a virtual supply chain is all about."



A New Business Process

Founded as a fishing company in 1899, High Liner lost 90 percent of its allowable quota when the North American east coast fishery collapsed in the 1990s. "We couldn't go fishing anymore in the local seas," explains Burns.

"We had to change our business process and decided to focus on value-added food processing. We changed from being a fishing company to being a frozen food manufacturer and started sourcing raw materials from suppliers around the world."

High Liner had just implemented JD Edwards World ERP system for production planning and raw material forecasting. But communicating requirements and shipping information with overseas suppliers was troublesome. Because of the detailed quantity and quality information involved, suppliers faxed huge reams of paper for each container they were shipping, which High Liner then entered manually.

"While data entry errors were not so much of a problem, keeping up with the paper work was a challenge," says Burns.

"Sometimes a fax arrived so late that a container would arrive before we knew it was on its way. We wanted to track containers more efficiently and inform suppliers of our raw material requirements."

High Liner's IT group, together with the newly formed procurement group, designed a virtual supply chain where preferred suppliers could see material requirements directly from the ERP system and respond with firm

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shipments, including all required quality information. High Liner selected LANSA for the Web to develop the system.

"We had used LANSA for 14 years and without a complete re-skilling quickly built our first Web process. It took one person two months to do the first build. Defining and re-engineering the business process took more time than construction of the solution," says Burns.

"Everybody in our virtual supply chain has easy access to the same up-to-date information."

Efficient Procurement

High Liner's virtual supply chain allows all members of the supply chain, including suppliers, shipping companies, customs brokers, quality control and manufacturing staff, to track orders, shipments and delivery dates in real time from anywhere in the world.

LANSA makes High Liner's forecasted raw material demand, produced by JD Edwards's Manufacturing Planning system, available to suppliers over the Web. Suppliers respond and High Liner accepts their order. Suppliers then 'build' a shipping container on the Web site, with exact specifications of what is in the container and where, and the system automatically creates and processes an order in JD Edwards.

"Shipping companies can schedule pick-ups and



deliveries,” says Burns. “Customs brokers can clear shipments. Our quality control staff can quickly locate and test samples against our strict quality standards as soon as the container arrives, because we know the exact measurements of packing inside the container.”

“Our manufacturing managers can follow shipments without having to get paperwork from the procurement department and plan around delays and changes. In short, we can track our raw materials continuously online, in real time and make good decisions based on their status.”

Paul Snow, vice president of procurement, says, “The solution let us move away from focusing on the administrative details of buying product from around the world. It reduced the need for paper and phone calls and allowed everyone in the organization and those outside involved in the transaction to work with the same information.”

“As a result we have more control of the supply chain and can devote more of our time to working with suppliers in the development of new product ideas which will help fuel the company’s growth,” says Snow.

Efficient Sales

Over 80 percent of High Liner’s business with grocery retailers uses EDI. The three largest retailers use EDI over the Internet. Wal*Mart was the first retailer to push for EDI-INT AS2 and High Liner achieved this with LANSA Data Secure Direct.

“Previously we checked our EDI VAN mailbox a few times a day, but now we receive Wal*Mart’s orders directly over the Internet in real time, giving us more time to prepare the shipping of the order,” says Burns.



The High Liner team - from left to right: Stephen Larsen - senior application analyst/programmer, Pamela MacKinnon - lead application analyst, Peter Burns - director of information services and Paul Snow - vice president of procurement.

Company and System Information

- High Liner Foods Incorporated is one of North America’s largest processors and marketers of prepared, value-added frozen seafood and frozen pasta. High Liner’s branded products are sold throughout the United States, Canada and Mexico under the High Liner, Fisher Boy, Gina Italian Village, Italian Village and Floresta labels and available in most grocery and club stores. High Liner is also a major supplier of private label seafood products to North American food retailers and a food service supplier to restaurants and institutions. For more information visit: www.highlinerfoods.com
- High Liner uses the latest version of JD Edwards World without modification and all extensions are built with LANSA. High Liner’s Virtual Supply chain is an add-on to JD Edwards Manufacturing and Purchasing, and the School Food Service extension is an add-on to JD Edwards Sales and Distribution. High Liner also uses LANSA to provide a browser extension to internal departments, for example, to view KPI information in Manufacturing and incoming shipments in Material Planning.
- The Internet procurement system is deployed on an IBM iSeries 270 and the main production machine is a model 820.

“EDI is a large part of our communication with suppliers and customers. While we use a third-party EDI translator, Gentran, LANSA does all the data manipulation and integration with JD Edwards.”

“LANSA Data Secure Direct was easy to implement using our own skills. A lot of other EDI products involve setting up Windows servers and complex systems.”

“Every year we re-evaluate how we deliver services to the company. And every year LANSA is the picture.”

“Integration with JD Edwards on the iSeries was simple. The low cost and ease of implementation and maintenance gave us the ability to move on to new business projects faster.”

“LANSA Data Sync Direct is another LANSA solution where the business process definition took longer than the software install and use. Data Synchronization will be a prime part of our virtual product catalog and will be the portal for all product info at High Liner,” says Burns.

Carolyn M. Gooch, senior manager school food service at High Liner says, “Our School Food Service Web extension has established High Liner as a leader in the industry. The site has allowed us to reach districts across the United States 24x7 with a small sales staff. It allows our customers and sales representatives to place orders, access their balance, view and track outstanding orders at their convenience.”

A Long Term Partnership

Kelly Nelson, High Liner CFO and vice president of corporate services, says, “We have been able to develop sophisticated solutions to our business problems with widespread user recognition of our IT support services.”

“LANSA has been an important tool in our systems development arsenal for over 15 years and is part of the reason we have been able to develop systems in a cost-effective manner that fill the needs of our users, the operators of our businesses.”

“LANSA has made it easier for our development people to create communication flows with both internal and external users. It has helped us turn data into information,” says Nelson.

“Every year we re-evaluate how we deliver services to the company. And every year LANSA is the picture. Whether we need a Web, integration, 1SYNC product catalog or RFID solution, we can depend on LANSA keeping ahead of our needs,” concludes Burns.

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