

## MonkeyBakery™ ROI Indicators

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MonkeyMedia Software will bring measurable financial gain to your bakery business through a positive impact on sales growth, operational efficiency, process standardization and business intelligence. The following is a summary of where you will see a positive ROI across your operations.

### Account management

- **Centralized control and visibility over your accounts** - Create, store and retain complete customer records, multiple ship-to's per billing account, order history, account-level and individual-level notes
- **Delegate functionality to your customers to reduce admin workload** - Client-side login provides access to account information, order history and invoices. You will never have to mail out an invoice or statement again!
- **Hold your sales team accountable** - Self-contained system for Sales staff to track sales, and manage their accounts.
- **Closely monitor and sustain customer satisfaction** - Built-in incident/feedback tracking with ability to assign follow-up tasks to managers.
- **Rapid access to and distribution of invoices and statements for easier and more effective A/R management** – Individual or batch distribution of invoices and statements via email, or print for snail mail distribution. Invoices for house accounts are generated automatically, requiring no additional data entry. Accounting staff can apply payments, reconcile accounts, and export data to financial accounting package.
- **Accurate, detailed reporting on customer profitability** - Ability to perform detailed sales and profit analysis on a per-client, per-account and per-group basis to determine 'value' to your business; Built-in reports include 'sleepy clients' – customers who haven't ordered since a defined date.

### Order processing

- **Streamlined order entry and reduced training and labor requirements** - A centralized, standardized interface for call center representatives makes account management easy and repeatable.
- **Reduced demand-side effort for ordering and account management** – Online access for your customers lets them submit orders more easily, and quickly access their account history.
- **Reduced supply-side labor requirements with online ordering** - Taking orders online reduce means you need fewer people taking orders by phone.
- **A single system for taking orders online or by phone, fax or email** - All orders filter into the same system for production, invoicing, accounting, and reporting.

### Production

- **Adaptable production control for a range of product lines** – Make to order and make to stock for fresh, frozen par-baked and sell-through products.
- **Instant visibility over inventory, planned production and demand** – Maintain optimum capacity and ideal production levels with blended views of product movement.
- **Create and store your recipes and formulas online** – Ensure product consistency with standardized recipes and formulas that you build and maintain within MonkeyBakery. Include labor and packaging components to establish a complete cost profile and keep close tabs on efficiency and profitability.
- **More efficient production execution** – With production details by order, by item, by time required, etc., you can create the view that you need to run your bakery as you see fit. Pre-formatted worksheets for production, packaging and distribution result in more consistent quality control.
- **A single system to handle multiple production facilities** – each location sees only their own orders, while the central administrator can view global details.

### Distribution

- **Improved delivery efficiency** – Automatically generate detailed labels and pack slips for easier distribution. Drivers can also generate invoices to include with deliveries when dropping off.
- **Better route management** – Built-in driver setup and scheduling lets you proactively manage routes and drivers to attain an ideal balance between speed, efficiency and customer satisfaction.

### Inventory and vendor management

- **Highly functional inventory management** – Easily monitor and control inventory for raw materials, work in process and finished goods in multiple locations and multiple formats.
- **Flexible material structure** – How you buy goods might be different from how you use them. MonkeyBakery lets you manage your raw materials the way you work, so you can track costs and usage quickly and easily.
- **Multiple materials, multiple vendors** – Ensure flexibility and cost-effectiveness in your ingredient list by maintaining multiple vendors for each item. Assign a primary vendor, but always have access to alternates should the need arise. Quickly determine the cost impact of changing vendors for a given item.
- **Online access for vendors** – Just as you do with customers, let your vendors log on and retrieve purchase orders, view delivery history, and more. MonkeyBakery also supports EDI (Electronic Data Interchange) for doing business electronically with your larger suppliers.

### Overall operations

- **Improved operational efficiency** – a single system that fully integrates sales with production, distribution and accounting. Repeatable, standardized processes reduce training requirements and streamline execution.
- **Increase staff productivity** - Granular user permissions let you assign functionality based on roles, e.g. sales, production, accounting, etc. Repeatable, standardized processes simplify training and increase efficiency.
- **Less paperwork** – With all records retained electronically and never archived, you have 24/7 access to all your data, from any computer, anywhere. No need for duplicates and triplicates, no need to store hard copies.
- **Real-time price control** – Quickly and easily manage products and prices to optimize profits.
- **Easy day-end procedures** – Simplified store-level and global procedures for locking daily business and generating key metrics
- **Make better strategic decisions based on real data** – Detailed, real-time reporting gives you access to key store-level and global data to support strategic decision making. Includes information on sales, accounts, menu items, payments, refunds, credits, order method, customer satisfaction and more.
- **Reduced IT infrastructure costs** – By taking advantage of ‘software as a service’ and moving your application to the web, you will eliminate the need for local servers, and the maintenance and support required to keep them up and running. Costs for these IT resources can easily reach thousands of dollars a month.

## Get Serious about baking™.

Achieve measurable improvements in efficiency and effort throughout your business.

Contact MonkeyMedia Software today to learn how!

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