

## SUCCESS STORY

# Sage bears fruit for a growing business

*The Jupiter Group is nurturing fresh growth—with Sage X3.*



The skills that bring an organisation success may not be the same as those which sustain its growth into the future. Of course, being good at what you do is the initial challenge. But becoming better at the way you do it is often the next step forward. For the fresh produce specialists at the Jupiter Group, Sage X3 software was the key to continuing progress.

### The challenge

Jupiter was established in 2003 and is now one of the world's leading fresh produce companies, delivering a year-round supply of excellent produce, new variety development and prepared fruit as a specialism.

The organisation produces and works with growers worldwide, serving major retailers internationally, directly or indirectly. No single account is more than 15% of the business, ensuring that Jupiter has a sensibly diversified customer base.

It is a success story that started in a small office with a blank sheet of paper and a telephone that now occupies an 85,000ft<sup>2</sup> UK hub, five cold stores and a global team in excess of 150 staff.

Company

**Jupiter Group**

Location

**Newport, UK**

Industry

**Distribution, Process Manufacturing**

System

**Sage X3**

Partner

**Datel**



As founder and Managing Director Mark Tweddle points out, success on this scale doesn't come without successive challenges:

"We started a business with an accounting package that suited us at the time. But within just two years it was clear that we'd simply outgrown this initial package and it wasn't giving us the accurate information we needed. As a business activity, packing fruit is hard to apportion costs, man-hours and all of those metrics that are so important in running a successful enterprise. So we needed to find a solution for that if we wanted to maintain our momentum."

#### **The solution**

Sage X3 was chosen to support Jupiter in their quest to be the most IT-led, up-to-date fresh produce company in the world.

Mark continues: "Jupiter has invested heavily in technology. That doesn't mean hardware alone—it includes the cloud too. Sage X3 is the next stage in this journey with a cloud-based solution that enables us to join up all the business elements."

Sage partner Datel helped to implement the new solution: the partnership is based on cultural synergies and a view to the future.

As for the business management solution itself, the fit with Sage is just as important as the functionality of the software.



# “CPiO worked with us to really demonstrate what Sage can achieve so we can leverage that ability ourselves.

Mark Tweddle, Managing Director

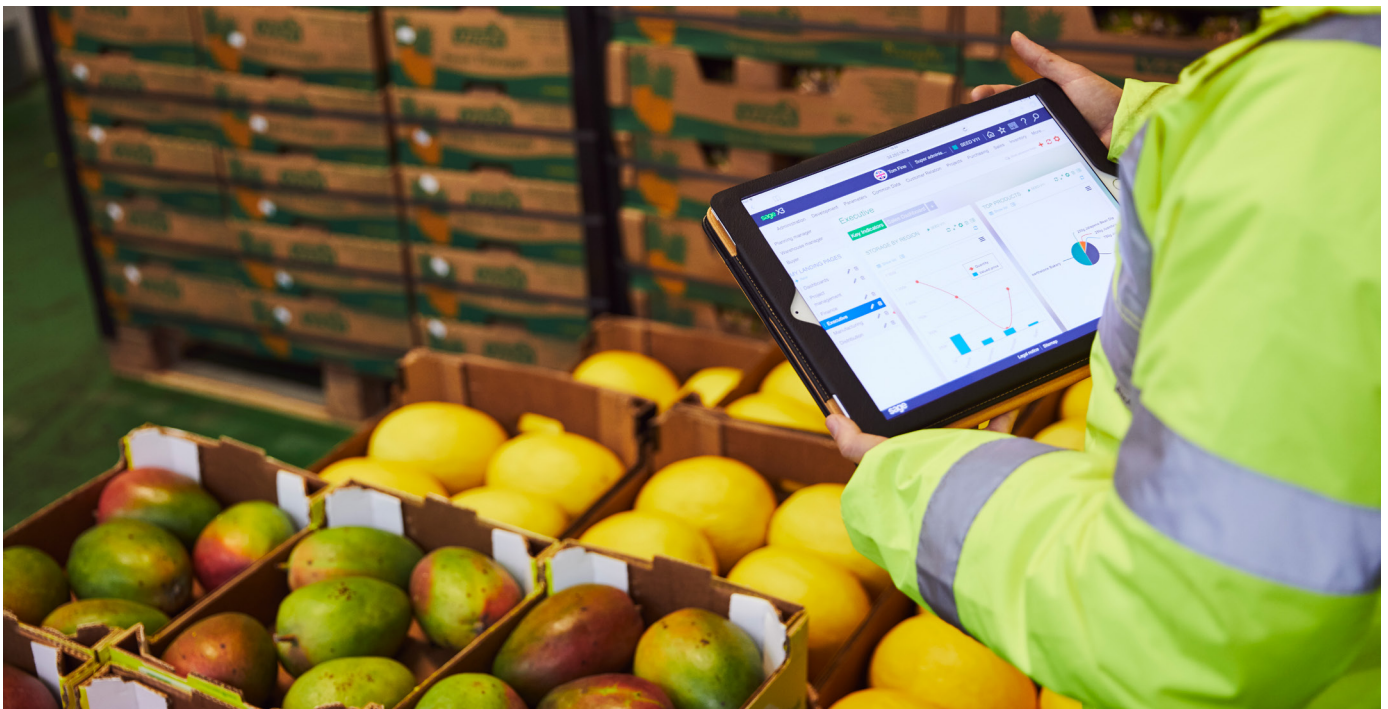
“Our favourite thing is the availability of bolt-on features which we liken to iPhones and the app store, it means it's so flexible. That's important for us because our business is 24/7 with offices in South America, South Africa, India and Taiwan. No two days are the same!”

## **The bottom line**

When it comes to the impact of Sage X3 on the business as a whole, it is proving to be fairly fundamental:

“Without a doubt, Sage X3 has helped with apportioning costs and bringing statutory reporting into line. Processes like these used to be manual but are now automated which makes monitoring (and therefore management) much easier. Similarly, it's always been a challenge trying to account for the time taken packing fruit, but automation makes this easier too.”

The upgrade has been pivotal in supporting development of the business, delivering efficiencies both in the streamlining of staff and the reduction of errors across a range of processes.



“Jupiter is constantly changing and adapting and is consistently forward thinking. We do things correctly, we keep it simple, but we always grow.”



#### The future

Of course, the Jupiter story doesn't end there. The company is still hungry for growth and knows the best way of achieving it is through a frame of mind and flexibility rather than setting rigid and arbitrary targets.

Mark concludes: "Jupiter is constantly changing and adapting and is consistently forward thinking. We do things correctly, we keep it simple, but we always grow."

Organisations in many sectors are finding that Sage X3 plays well to such a competitive mindset by enabling teams to be agile and responsive in the face of constant change.



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