

Empacadora San Marcos



About the company.

Empacadora San Marcos, one of the biggest consumer packaged products companies in Mexico, is headquartered in Rafael Lara de Grajales (formerly called San Marcos), in the Mexican state of Puebla. Founded in 1949 as a producer of cans for area industries, the company—which is 100% Mexican—began to manufacture packaged goods such as plums, pears, and peaches in syrup, as well as bean and bacon soup.

In the 1950s, Empacadora San Marcos began to package chilies; at that time, serrano chilies were the most popular. As time went by, the company introduced other varieties of chilies, such as jalapeno and chipotle. Today, Empacadora San Marcos produces a variety of quality canned products, including fruits, vegetables, and sauces as well as chilies.

www.empacadorasanmarcos.com

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ARTURO ALONSO, PLANT DIRECTOR,
EMPACADORA SAN MARCOS



Customer Profile

Setting the strategy.

Empacadora San Marcos faced a major challenge with inventory accuracy; the company had a discrepancy of approximately 1 million cans per year. This variance had a significant impact on operations, affecting the quality of services provided to retail customers. Because of this, the company realized it needed to implement a powerful enterprise resource planning (ERP) solution.

“With our constant growth, we realized we had to upgrade our existing technology to better serve our expanding customer base,” says Arturo Alonso, plant director, Empacadora San Marcos. “It quickly became evident that in order to sustain our leadership position in the packaged goods industry, we required robust ERP functionality—software that would provide better visibility into our operations and give us a competitive edge while honoring our commitment to provide outstanding customer service and strict quality control.”

Getting business specific.

Empacadora San Marcos evaluated prospective solutions based on built-in functions, technology, total cost of ownership, and the strength of implementation partners, ultimately deciding upon Infor™ ERP XA. The solution was implemented by CIMATIC, the Infor channel partner responsible for account management, implementation, and support at Empacadora San Marcos.

“It was very important to us that our new ERP system be able to leverage our existing IT investments, such as IBM® System i®,” says Alonso. “Infor ERP XA was able to leverage 90 percent of our existing infrastructure, which provided a lower total cost of ownership and a quicker return on investment.”

Infor ERP XA provides Empacadora San Marcos with more relevant data, faster, allowing the company to act more quickly on consumer trends, rapidly implement international expansion initiatives, and be more competitive.

Seeing results.

Since implementing Infor ERP XA, Empacadora San Marcos has seen dramatic business improvements, including better inventory control of canned food products, enhanced plant production, heightened compliance with quality and safety regulations, and increased sales. Inventory accuracy has increased by up to 99 percent.

Additional improvements include enhanced financial and sales reporting, which previously took several days to complete. Now, Empacadora San Marcos has access to this critical data in real time, allowing the company to respond to market trends faster and make more-informed business decisions. Plus, Empacadora San Marcos can now produce a greater variety of products with existing resources, allowing it to more effectively compete in the global marketplace.

About Infor.

Infor acquires and develops functionally rich software backed by thousands of domain experts and then makes it better through continuous innovation, faster implementation options, global enablement, and flexible buying options. In a few short years, Infor has become one of the largest providers of business software in the world. For additional information, visit www.infor.com.

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