

# EXCELLENTIA BRINGS THE FUTURE INTO THE PRESENT WITH PROCESSWARE™

## Supporting Aggressive Growth Strategy

When Excellentia International was founded in 2010 through the merger of Excellentia Flavors LLC and Polarome International, the company was in a powerful position. Combined, the two companies accounted for more than one hundred years of industry experience, and they were already recognized for exceptional quality and excellence in meeting customer requirements. With business thriving, Excellentia International realized it needed to look beyond the status quo of today to ensure its leadership tomorrow.

Excellentia inherited Polarome's existing Enterprise Resource Planning (ERP) application. The solution was an outdated "green screen" system that was no longer being supported. The software met the company's immediate needs, but wasn't compatible with their long-term vision and goals. With a rapidly growing market, evolving regulatory demands, and increasing pressures to adapt its infrastructure, Excellentia International sought a modern system — one that could empower the company's strategic business plan and meet their requirements well into the future.

## Ensuring its Position of Strength with a State-of-the-Art ERP Solution

Excellentia manufactures and distributes essential oils, aroma chemicals, botanical extracts, functional flavor systems, and customized fragrance blends. The company prides itself on making customized solutions that overcome the most challenging formulation and development hurdles.



### SUMMARY

- ✓ **Flavor & Fragrance Specific with International Presence**
- ✓ **Real Time Inventory Visibility Delivering Customer Value**
- ✓ **Production Schedule Optimization to Reduce Costs and Meet Demand**
- ✓ **Import and Export Optimization through Managed Logistics**
- ✓ **Gain Productivity by Automating and Adapting to Regulatory Issues**

Focused on developing long-term, trusted relationships with processors and suppliers, the company is dedicated to ensuring high-quality products and services.

Excellentia is headquartered in New Jersey with customers around the globe, and provides both import and export services in compliance with international and regional authorities. The organization serves multiple industries with its natural ingredient solutions, including manufacturers of flavor, fragrance, spice and seasoning, prepared food, beverage, health and personal care, aromatherapy, cosmetic, soap and detergent products.

With plans for aggressive business growth, Excellentia faced down the question: “What are the steps we need to take now to ensure we are poised for success tomorrow – knowing full well that there will be challenges, needs and opportunities we can’t possibly predict?” The answer to that question involved many factors, one of which was choosing the right technology.

To ensure agile, streamlined, and optimized operations, Excellentia identified the need for a fully integrated, industry-specific ERP application that could operate off of a single system.

Tom Bucu, President of Excellentia International, explains: “We were in growth mode. We needed a turnkey solution with features that could meet the needs of today’s Flavor & Fragrance companies while also giving us the ability to adapt to the challenges and opportunities we will face tomorrow.”

Finding a vendor with an international presence was also important. Excellentia does business in more than 40 countries throughout Europe, the Americas, Asia, Africa and Australia. With offices in the United States and India, the processWare team offers a global presence, local resources

and around-the-clock support. “We were extremely impressed with their 24x7 support and willingness to work with us to be successful in whatever country we do business in,” says Bucu.

## **Global Fragrance & Flavor Leader Doubles its Business in Just Three Years with Support from processWare**


Today, Excellentia relies on processWare to manage the majority of its business operations, including the company’s formulations, production & manufacturing, planning, quality control, purchasing, sales orders, inventory, and accounting.

Providing much more than just manufacturing-specific functionality, processWare incorporates solid distribution-focused business management principles like product profitability tracking, allowing Excellentia to improve quality and enhance productivity companywide. Excellentia is empowered to proactively manage its sales cycle, increase revenues, optimize production schedules, and negotiate lower costs with suppliers.

“In the past three years alone, we have more than doubled our business revenue and the number of customers we serve. processWare has helped us grow significantly and remain competitive in the market,” says Bucu. “By managing our operations through a single system, we are achieving a 99%+ accuracy rate within our production process, which helps us reduce costs, improve productivity, and ensure our customers are happy.”

**Real-time visibility into inventory** processWare provides a single source of inventory, including locations, quality control properties, and accurate costs of every product within Excellentia’s enterprise. Inventory is integrated between sales, purchasing, and production for complete accuracy, and distributed to all users, without additional effort or loss of productivity.

“Inventory control is our primary concern; it’s the heart of our business. So it’s critical that we have complete visibility into the materials we have on hand, what we have allocated to orders, what new orders are coming in, what PO’s we have open, and what we need to allocate based on existing contracts,” says Bucu. “With over 1,000 different ingredients to manage, we have to be able to track all of them all in real time. With processWare, our accuracy rate is at 99%+, which means we have the information we need to run an efficient, productive and streamlined business and deliver on the promises we make to our customers.”



“ I would absolutely recommend processWare, without question. In fact, I have recommended the solution to a number of companies and even brought people in to show them firsthand what the system can do. This is the only ERP solution written specifically for the Flavor & Fragrance industry. The processWare team knows our business and built their solution for our business; that makes all the difference. ”

Tom Bucu  
President  
Excellentia International



## **Business insights for informed, timely decision-making**

Buco and his team gain invaluable insights through processWare's sales reporting. "We use the reports in the system on a daily basis to help us understand what orders need to be shipped and when, and to measure our efficiency and effectiveness. We have a fairly high volume business, processing 40 to 50 line items of orders. But success requires more than just picking and packing; there is a lot more involved to filling an order. Making sure the right people in our business have the real-time information they need to make decisions is paramount and processWare does that very well."

## **Optimized processes for both import and export business**

Excellentia is uniquely positioned in the industry as both an importer and exporter. Both of those processes are complex and varied depending on which countries the company is working with. "As an importer, we are bringing in materials from all around the world. The lead time can be up to 12 weeks, coming by ship," explains Buco. "Keeping track of the status of those shipments is very important to us. If we are filling orders we need the ability to accurately forecast when we will physically have product in inventory, when we can fill orders, etc."

With processWare, Excellentia is able to track actual landed cost per lot to ensure the most profitable selling price. Exact landed cost is entered only when actual bills are received for transportation, freight handling, excise, customs, or other importation charges. By taking the guess work out of the process and attaching landed cost to a lot for its entire life cycle, Excellentia is able to maximize its profits.

"As an exporter, we need to be able to track every shipment to make sure it gets to the right destination. We are also required to provide different shipping documents and labels depending on the item and country. processWare auto generates SDS, safety data labels, Hazmat labels, and the entire set of export documents for dangerous goods, non-dangerous goods using DOT, IATA and IMDG guidelines, and more, ensuring we are in compliance with local and international regulations."

## **Leading into the Future with processWare**

Excellentia's impressive business growth, improved strategic decision making, agility to support new opportunities and change, and optimized import/export operations are the culmination of the company's long-term growth strategy. Their foresight to combine the right processes with choosing the best technology played an important role in this success.



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Tom Buco  
President  
Excellentia International

Excellentia doesn't plan to slow down anytime soon, and Buco says he expects processWare will evolve with whatever opportunities or challenges come their way. "processWare has been a critical piece to implementing our business strategy and helping us to double our business. A plan can only become a reality when you have the right people and tools in place to bring it to life. processWare has supported our business strategy each step of the way, quickly responding with updates and new features as the market changes and our needs grow."

Buco says his four years working with processWare has been an extremely positive experience. "I would absolutely recommend processWare, without question. In fact, I have recommended the solution to a number of companies and even brought people in to show them firsthand what the system can do. This is the only ERP solution written specifically for the Flavor & Fragrance industry. The processWare team knows our business and built their solution for our business; that makes all the difference."



## About processWare

processWare™ and Creative Control Panel™ are the only software solutions designed “ground-up” exclusively for the Flavors & Fragrance, Aroma Chemicals, Essential Oils, and allied Process industries.

Since 1999, executives in these industries have trusted processWare to increase their productivity and profits through our unique combination of software and services. With over 75 combined years of industry experience, our management leads a global team that provides a full range of installation, implementation, training and consulting services to customers across the globe.

Currently, processWare and Creative Control Panel customers are successfully running operations in USA, India, UK, EU, Turkey, Malaysia, Indonesia, Sri Lanka and Thailand.

Our customers use processWare for managing focused business processes such as Flavors & Fragrance formulation and production, essential oil distillation, product profitability tracking, streamlined purchasing, quality assurance, schedule optimization, and sales cycle management. Results include quality improvement, production efficiencies, lower costs and increased revenues!

Being industry insiders, we know that Flavor & Fragrance regulatory compliance is complex and time-consuming. Ingredients and raw materials may have different handling standards and regulatory requirements based on their usage and application, from country to country. With integrated quality control and regulatory handling from

pre-purchasing, to production, sales and finally shipping, processWare automatically manages documents such as COA, Specification Sheet, SDS, GHS, Ingredient Declaration, IFRA Dosage, Flavor Natural/Identical, Kosher, Halal, DOT, IATA, IMDG and Allergen Statements.

Creative Control Panel is specifically designed for the R&D and Project Management needs of the Flavors & Fragrance industry. The entire product life cycle is covered from creation and development of fragrances or flavors, formulation, evaluation, detailed customer project tracking, to submission and sampling.

We work with leading industry organizations, such as FCA, WFFC, and NAFFS in USA, FAFAI in India, and IFRA and IFEAT globally, to keep up with the latest business trends and regulatory issues. With extensive knowledge, background and expertise in these industries, our mission and goal are to provide the #1 software solutions at the lowest total cost of ownership for your business.



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