



## Naturally Fresh

### ■ Company Overview

Naturally Fresh, Inc. is one of the leading salad dressing, sauces and dip companies in the United States. Originally founded in 1966, the company now operates a state-of-the-art 250,000 square foot production facility with annual sales in excess of \$120 million. Naturally Fresh fully manages all core areas of its product development including research and development, production, product preparation, packaging, and delivery. Throughout the past 20 years Naturally Fresh has expanded into leading supermarkets and restaurants across the United States and is a widely recognized industry leader.

### ■ Business Challenge

Naturally Fresh has nearly 40 years of operating history and captures a significant amount of data related to sales, marketing, human resources, finance, and operations. The company had leveraged a Microsoft Access based reporting solution with a SQL Server back-end for a number of years but as that solution grew it became difficult to manage and extend. Reports in the Access-based system were using an underlying relational database engine which made large analytical reports difficult to run. Additionally, reporting logic in the Access-based system was duplicated from one report to the next which caused maintenance and data integrity problems. Lastly, changes to the Access-based front-end required the Access database to be redistributed to the entire user community.

### ■ Solution Approach

Northridge BI consultants worked collaboratively with Naturally Fresh management to identify business metrics and key performance indicators (KPI's) that are critical to the strategic decision making process. The Northridge BI team then designed and implemented a data warehouse solution and online analytical processing (OLAP) database focused on those measures. Northridge leveraged a robust SQL Server based solution incorporating SQL Analysis Services and SQL Reporting Services. The data warehouse is updated on a nightly basis from production servers giving company management a wide array of key reports with timely and accurate information.

### ■ Results Delivered

Naturally Fresh now has the ability to quickly and easily view critical reports and KPI's covering a significant amount of corporate data. The outdated and slow Microsoft Access-based solution was entirely replaced and company management now leverages a powerful Analysis Services and Reporting Services solution. Since data is stored in a single OLAP database, the BI users can trust the integrity of the numbers and calculations being presented by the solution. Reports are now created much more quickly, with more powerful analysis and without any distribution effort whatsoever.

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*We feel extremely pleased with the reporting capabilities that Northridge' BI practice has enabled here at Naturally Fresh. The SQL Server 2005 platform they installed has given us an elegant solution to our enterprise reporting needs that users in all of our departments are getting excited about. I feel that the BI consulting group at Northridge implemented our BI solution masterfully.*

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