

Spitz Sunflower Seeds Blooms with Asyma Systems

SUCCESS STORY

The Challenge ...

The system as it was installed by the software reseller forced Spitz to manually enter much of their data creating extra work and systems that were not streamlined. Reporting was cumbersome and not always accurate. The system was also not set up to allow for further growth as the company expanded.

The Solution ...

A full analysis of the business operations and accounting needs by Asyma Systems allowed for a customized implementation of their existing system that has the flexibility to grow and change with the company.

The Results ...

No more manual data entry! Order entry and document management was streamlined with highly flexible sales reporting. Asyma remains committed to providing on-site consulting, which has allowed Spitz to focus on their corporate growth strategies so that they can stay ahead of their competition.

www.ASYMA.com

1-877-448-9895

Spitz Sunflower Seeds was founded in 1982 as Albert Sunflower Seeds, Ltd. The company first marketed their sunflowers as bird feed. After seeing sunflower seeds being sold in stores as confectionery items, the founders realized that they had an outstanding opportunity in the consumer market. They were the first company in North America to produce flavored sunflower seeds and also the first to market them in re-sealable bags. Officially renamed Spitz International Inc, for their 25th Anniversary, the company has grown by leaps and bounds. Their goal is to be number one in North America, with plans underway to start distributing in China and other countries.

A Wrong Combination of Flavors

Spitz International had been using Accpac products for over 20 years. When they decided to upgrade to windows based products, their previous service provider was challenged with the implementation process, which resulted in the need to do manual data entry of historical sales data throughout the upgrade process.



Frustrated by the lack of progress and overall service provided by their reseller, they sought new opportunities for system simplification. But, those solutions came with large price tags and static options. They soon discovered that any significant changes to provide for further growth in the company required new reports which resulted in more fees.

Seasoned For Success

Spitz needed a service provider willing and able to come to their site more regularly, provide solutions for their business that would grow and change with the company, and partners who understood computers as well as business. And, being a small, private company by comparison, Spitz relies on a system that stays focused, nimble and quick so that they can stay one step ahead of their competition.

“The decision to hire Asyma is an investment in knowledge and support. They will get to know your business, your people and your needs. Asyma has saved us hundreds of hours of labor as a result of their efforts!”

Spitz Sunflower Seeds

www.spitzusa.com

Company Profile

Type of Business:

Food Retail

Headquarters:

Alberta

Other Information:

Established in 1982

70 Employees

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A call from Asyma Systems one day turned out to be a breath of fresh air. “Asyma Systems provides more than just an accounting program...they offer a full service support team!” proclaimed Heather Walsh, Controller for Spitz International. “The decision to hire Asyma is an investment in knowledge and support. They will get to know your business, your people and your needs.”

Salted to Perfection

Asyma recognized that providing a specialized system was only one piece of the puzzle to aid in the successful growth of Spitz Sunflower



Seeds. Asyma ensured that the Spitz system not only provided proper reporting, but is also adaptable to fit the needs of the business.

“We take YOUR information needs and design and create a customized reporting system that supports YOUR needs, YOUR way,” stated

Asyma CEO, Keith Greeno. Asyma provided Spitz with the perfect combination of recognizing their management and business approach to help them with future growth, all with a solid understanding of Spitz’s accounting methods. The team at Asyma built the optimal business system for Spitz Sunflower Seeds so that they could achieve optimal success! Spitz has also saved hundreds of hours of labor as a result of the re-implementation



Asyma Systems Ltd. are management and technology consultants who are committed to helping your business and organization succeed. We help companies by providing innovative, sound and proactive professional advice, products and services to enhance the financial well-being of your organization. We provide this using available technology, management procedures, and processes to your benefit at all times.

We believe in win/win relationships on all projects. If the benefit to you cannot be shown to outweigh the cost, we will not proceed.