



# CASE STUDY

COOPER SOFTWARE | BUTCHERS



**ACQUIRE™ improves accuracy, visibility and availability of data.**

**Company:**  
Butcher's Pet Care

**Website:**  
[www.butcherspetcare.co.uk](http://www.butcherspetcare.co.uk)

**Location:**  
Northampton, UK

**Industry:**  
Manufacturing

## About

Butcher's Pet Care was set up in 1987 by Graham Baker, whose family were award winning farmers of beef cattle for many years. Butcher's Pet Care owns the Butcher's, Butcher's Choice and Butcher's Superior dog food brands and the Classic cat food brand. They employ more than 200 people at their base at Crick in Northamptonshire, and have been running IFS since 2005.

*"We chose Cooper Software for their deep knowledge of the barcoding market and IFS. With this new software we have seen a significant improvement in both factory and warehouse efficiency, as well as greater traceability and enhanced accuracy in our operations."*

**Financial Controller**

## Project Background

Butcher's Pet Care have recently moved to a brand new, purpose-built manufacturing facility. In order to support their shop floor and warehouse operations, Butcher's Pet Care utilises the IFS client solution to allow operators to capture shop floor information and to track receipt of finished goods into inventory and out to fulfil customer orders.

Their legacy warehouse management system has caused operational deficiencies mainly due to complexities in integrating with IFS. Furthermore, a significant investment in mobile device hardware has not materialised into use on the shop floor.



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## Our Solution

Cooper Software's innovative ACQUIRE™ product is an end-to-end mobile data capture and RF system that delivers shop floor and warehousing efficiency through the automation of manual processing tasks barcoding solution for IFS.

Unlike the previous situation, ACQUIRE™ allows the essential shop floor and inventory tracking transactions to be performed using mobile devices over RF, thereby capitalising on Butcher's previous hardware investment. The solution ensures information is up-to-date within the system, allowing more accurate stock information, replenishments and order fulfilment rates.

For the operators responsible for the management and tracking of shop orders and inventory and the fulfilment of orders at the Butcher's Pet Care warehouse, ACQUIRE™ provides a single point of reference for performing the system transactions at the point of use. This functionality improves the operator experience by reducing the amount of manual effort required to complete system updates, prevent having to return to workstations for information and eliminate the need for paper based processes.

## Benefits

- Integrates seamlessly, and in real-time, with IFS, eliminating manual effort and significantly reducing admin and transaction processing time.
- Improved visibility of warehouse stock levels, inventory movements, replenishments and customer picking order requirements.
- Capitalises on previous investment made in RF infrastructure and mobile device hardware.
- Retirement of ATMS solution and associated IFS modifications — providing further cost savings.



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## Benefits

The adoption of the ACQUIRE data capture solution has resulted in the following benefits for Butcher's Pet Care:

- System integrates seamlessly, and in real-time, with IFS
- Elimination of manual effort and significant reduction in admin and transaction processing time
- Improved visibility of warehouse stock levels, inventory movements, replenishments and customer picking order requirements
- Capitalises on previous investment made in RF infrastructure and mobile device hardware
- Retirement of legacy solution and associated IFS modifications - providing further cost savings

The introduction of QlikView to improve Butcher's Pet Care's forecasting and reporting capabilities has allowed the company to:

- Analyse daily sales figures, providing a much-needed view of their business
- Compare and contrast where forecasts have moved
- Remove a legacy system which was previously maintained by a single person, thereby 'de-risking' their reporting

The Cooper Software SDK has been critical in allowing Butcher's Pet Care to:

- Develop QlikView reports in-house with the potential to expand to other areas of the business over time
- Save money, by reducing the requirement to use external resources for report delivery