




# **MANUFACTURING COMPANY IMPLEMENTS CUSTOM OPERATIONS SOFTWARE BUILT ON LOW-CODE PLATFORM**

HealthFoodCo was a health food manufacturer and at-home delivery service in operation for 5 years. The company delivers thousands of fully-prepared meals a day but was struggling with profitability, and operational difficulties preventing them from providing transparency for allergies, unique diet restrictions and complex medical conditions. Because they uniquely produce food in batch scale, off the shelf restaurant software only automated about 60% of their processes and was unable to communicate with other platforms.



The company's food cost was not visible, nor modifiable. Information retrieval was complex and HealthFoodCo's labor cost was bloated in order to cover the inefficiencies. HealthFoodCo's product suffered from inconsistency due to recipe scaling problems and manual production calculation errors. Management was unable to dedicate efforts to growth and investment capital due to the attention needed to manage the company's complexity. This limited the company from expanding their food to complex patients.

## Opportunity

HealthFoodCo needed to streamline its operations, reduce costs. The founders needed better business insight to make strategic decisions. Management needed to focus on mass production, quality and developing team culture instead of fulfilling tasks that proper systems should be able to perform. The company was starving for better visibility with inventory, labor costs and product consistency. The entire backend operations of the business were suffering from elevated cost levels of 10% that only increased as the company attempted to expand. HealthFoodCo engaged Zaazi to assess all operational processes, technology platforms and how information moved through the company.

## Solution

Since HealthFoodCo's entire operational workflow was open for examination, Zaazi approached the project with its FlatBase Formation™ to address HealthFoodCo's needs. Like each FlatBase Formation™ engagement, this project started with an assessment of HealthFoodCo's trailing profit and loss statements to understand the company's financial metrics. A true cost assessment ensued of the company's primary expenses and the accompanying factors drive those figures. This project's scope addressed every function of the company's operations.

- > 20 tables, 100s of relationships created for data interoperability
- > 43 custom workflows built
- > 19 views built so each user sees (and only sees) what they need
- > 721 ingredient cards reformatted for new usability
- > 3 departments' information linked
- > 30 delivery drivers last mile delivery optimized
- > Variable costs reduced by 11%
- > The entire cost structure of the company reduced by 16%

Zaazi collaborated with the culinary leaders at HealthFoodCo to scrub the company's product data and formalize data entry methods to keep all operational information uniform. Essential information to perform job functions for each key employee was identified. Tasks for every operational role were broken down into hours. Zaazi worked in separate focus groups with each business unit to identify needs.

## 01

- > Culinary Operations

## 02

- > Product and labor cost

## 03

- > Technology costs

## 04

- > Product consistency

## 05

- > Operational scalability

## 06

- > Culture improvement, employee happiness

## 07

- > Delivery operations

## 08

- > Managerial decision making

## 09

- > Vendor management

## 10

- > Business information dashboards

By rebuilding workflows and stripping away the complexity of other software half-solutions, HealthFoodCo would realize breakthrough cost savings and establish a foundation to scale operations. With the agile methodology, Zaazi assembled a scrum team to build a custom backend technology that would become HealthFoodCo's single software platform. Phases of the system were released at different times to test operational effectiveness. Each department's core function's were scrutinized during the database architecture and usability tests. HealthFoodCo users were engaged throughout development to verify that all necessary information could be accessed at the right time for each user to make necessary decisions during live operations.

Front end systems, delivery system and product labeling systems would now all be tied to one source of data.



## Results

After extensive testing, HealthFoodCo's new software platform was launched ahead of schedule. Zaazi performed all implementations and user training to bring the company to full usability within two weeks. After six months, HealthFoodCo realized a 16% overall cost savings (for reference, food companies often operate on 10% profit margins). Operational leaders instantly had the ability to manipulate product quality and scale up production with confidence. Management gained the confidence needed to discuss HealthFoodCo's scalability with investors and the company realized 40% growth over the next eight months. Zaazi's FlatBase Formation™ was critical to giving HealthFoodCo the ability realize the project's full impact in a timely manner.

## Zaazi Product Management

In healthcare, we understand how important development of the right product is. Many things can go wrong at all stages of the product life cycle. Zaazi specializes in bridging the communication gaps that often exist between tech, providers and patients. In concert with our strategic analysis, we help with product requirements documents, development, planning, resource allocation, success metrics/KPIs/OKRs, business justification, verification and marketing. We believe that emotional intelligence is imperative in a product manager, and thrive on building teams that feel connection to their work and the wider world of healthcare around them.

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# About Zaazi

Zaazi is a medtech consultancy in Boston MA. We help small and medium sized organizations build their core competencies to achieve entirely new levels of growth. Large organizations also engage us for focused projects that propel their organizations forward. We approach each client by learning their business processes, removing complexity and developing technology around clean workflows. Our team understands medical processes, software platforms, data management and the overall advantage that effective technology brings to a thriving business. Our finished projects reduce cost and complexity for our clients and position them to accelerate growth and scale operations. With our flexibility, we apply our experts to projects on an as-needed basis. As a result, our projects deliver a considerable business impact and require a fraction of the investment of a large consulting firm.

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