

# World-Famous Sriracha Producer Opens Up Data Bottleneck with SAP One.

SAP<sup>®</sup> Business  
One



V  
Vision33

# ABOUT



## Company

**Name:**

Huy Fong Foods Inc.

**Location:**

Irwindale, CA

**Employees:**

100+

**Previous Software:**

Non-integrated applications

**ERP Solution:**

SAP Business One

**Products:**

Sriracha  
Chili Garlic  
Sambal Oelek

**Visit them at**

[www.huyfong.com](http://www.huyfong.com)

## Customer Profile

Huy Fong Foods Inc. is the American hot sauce company based in Irwindale, California. Founded in 1980 by David Tran, the company produces the world famous Sriracha hot sauce. The company's products have gained popularity in the United States, Canada, Mexico, and over ten different countries.

## Business Challenges

- Inefficiencies caused by use of manual data entry processes.
- Maintaining visibility into growing inventory.
- Lack of integration between accounting processes with inventory.
- Meeting industry compliance.

## Benefits

- Integrated system connects inventory with accounting.
- Traceability to achieve industry compliance.
- Provides greater visibility into inventory down to a single bag of ingredients.
- User-friendly interface for greater employee adoption rate.

## Why Vision33

- A single IT professional services partner for all ERP needs.
- Vision33 TOTAL Care customer support program.
- Access to the largest global team of certified SAP Business One consultants.



*We now have everything under control because of SAP Business One.*

*Donna Lam, Executive Operations Officer, Huy Fong Foods Inc.*

*Sriracha is much more than just a chili sauce brand; it's a recipe for success. Since 1980, Huy Fong Food's awesome sauces have been igniting the taste buds of customers in America and around the globe; earning a rightful place alongside other popular condiment mainstays. With the popularity of Huy Fong Foods 'rooster' sauce catching on like wildfire, the company needed to expand production or risk putting a cap on their sales growth. By moving to a 170,000 sq. ft warehouse, Huy Fong Foods was able to increase their production capacity; all they needed now was an ERP solution to open up the bottleneck to real-time data analysis. With SAP Business One Huy Fong Foods rules the roost with a single integrated business management solution.*

When founder David Tran fled Vietnam to the U.S, he had already begun perfecting his recipe for the world-famous Sriracha hot sauce. As his family settled in Los Angeles, Tran set out to build Huy Fong Foods Inc, bottling his hot sauce by hand and delivering it to restaurants in Chinatown. But for a company that prides itself on no advertising spend, and no sales employees, Sriracha didn't stay secret very long. Through word of mouth, more and more foodies learned of the legendary heat; those who like fresh and spicy sauces love Sriracha. Soon after, the company outgrew its 6,000 sq. ft warehouse in Chinatown maintain an impressive 20% growth year over year.

Huy Fong Foods employees affectionately refer to the company's bestselling Sriracha as the company's 'secret sauce,' because nobody knows the exact recipe. But if you ask Tran, he'll offer up the company's founding recipe for success "make a rich man's sauce at a poor man's price." To continue making the best hot sauce possible at an accessible price meant that Huy Fong Foods would have to streamline its already lean operations in Irwindale, California.



*The software we were using before was very limited, it was just four or five different programs the whole staff had to use, we just needed something to come all together."*

*Donna Lam,  
Executive Operations Officer,  
Huy Fong Foods Inc.*

## The Challenge

While the company had given themselves more breathing room with a much larger chili grinding production facility, their existing business management applications were beginning to feel the heat. For Huy Fong Foods the system was unable to keep up with their impressive inventory and sales growth that the company had experienced in just a few short decades. The company's applications were disparate too, meaning that they couldn't talk to each other. Manual data entry from one system to the next which causes efficiency issues for its 100 employees.

Decades since Huy Fong Foods inception, the food and beverage industry has changed. Regulatory bodies like the FDA and initiatives like the Produce Traceability Initiative (PTI) have made it more important than ever before to ensure that food and beverage manufacturers are compliant with the new food safety regulations and product traceability.

Huy Fong Foods needed a fresh solution to provide the company with support for the business processes needed to manage its growing inventory and sales orders. "The software we were using before was very limited, it was just four or five different programs the whole staff had to use," says Donna Lam, Executive Operations Officer, Huy Fong Foods. "We just needed something to come all together."



# The Solution: SAP Business One

Initially, the company had trepidations about moving from their legacy system to a single enterprise resource planning (ERP) solution. They had heard how complex ERP can be, and how other fast-growth companies have had to stop and restart implementations, halting operations each time. Additionally, of the few ERP programs Huy Fong Foods had evaluated, there were issues with user acceptance by employees – they didn't like the complicated user interfaces.

With plans for continued growth, Huy Fong Foods needed a system that would be in place for the long-term to manage everything from quality management processes, inventory management, to scale operations. It wasn't until one of Huy Fong Foods vendors recommended the SAP Business One ERP solution to them that they scheduled a demonstration with global IT professional services partner, Vision33.

Huy Fong Foods employees responded well to SAP Business One's intuitive interface and functionality. From financials and accounting to inventory management and CRM, the integrated solution provides clear visibility into the company's entire operation. By capturing data into a single centralized location, Huy Fong Foods can access critical real-time information to make fast, informed decisions. "We now have everything under control because of SAP Business One," says Lam.

 *We need to track our product batch codes, and SAP Business One allows us to do that, says Lam. "To be able to track to our customers and know who bought our product."*

*Donna Lam, Executive Operations Officer, Huy Fong Foods Inc.*





*We're really excited about adding in another module – barcoding...Shipping has been asking every day."*

*Donna Lam,  
Executive Operations Officer,  
Huy Fong Foods Inc.*

## Working with a World-Class ERP Implementation Partner


With some many ERP options on the market, Huy Fong Foods Lam says that it ultimately came down to the partner.

As part of Vision33's SAP Solutions service offering, Huy Fong Foods has access to the renowned Vision33 TOTAL Care customer support program. Vision33's consultants bring extensive business process knowledge, detailed product expertise, and experience unlocking the potential of the transformative SAP Business One.

"I could tell with Vision33 that they're not just salespeople," says Lam. "They really care about us, they care if we grow, and if we're successful in using the program."

What's next for Huy Fong Foods? The company is working with Vision33 to implement barcoding which will enable the company to increase the company's efficiency even more. "We're really excited about adding in another module – barcoding," says Lam. "Shipping has been asking every day."





Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox (saltbox.io) and iDocuments (idocuments.io).

*For more information about Vision33, visit [www.vision33.co.uk](http://www.vision33.co.uk).*

**Contact your nearest Vision33 sales office to discuss how we can help transform your business.**

**Europe**

1 Heathgate Place, Agincourt Road  
London, NW3 2NU  
Tel: +44 (0) 20 7284 8400  
contact@vision33.co.uk  
[www.vision33.co.uk](http://www.vision33.co.uk)

**United States**

7545 Irvine Center Drive, Suite 200  
Irvine, California 92618  
Tel: +1 949 420 3300  
contact@vision33.com  
[www.vision33.com](http://www.vision33.com)

**Canada**

210 Water Street, Suite #400  
St. John's, NL A1C 1A9  
Tel: +1 709 722 7213  
contact@vision33.com  
[www.vision33.ca](http://www.vision33.ca)

