



## Rosina Food Products prepares for future growth with NexTec and Sage X3



### About Rosina Food Products

Founded over sixty years ago as a small storefront sausage business in Buffalo, New York, Rosina Food Products is now a leading frozen food manufacturer of Italian specialties including meatballs and pasta. Today, you'll find Rosina's portfolio of premium food brands in supermarkets and restaurants throughout North America and around the world. Rosina is also an ingredient in many other food manufacturers' products such as soup, pizza, and lasagna.

**"NexTec's bench strength sets them apart. It's not just the consultants we're working with week to week. There's a large team behind them that helps the entire process – developers, support professionals, and so on."**

Bryan Wherry, Director of Information Technology, Rosina Food Products



## Key Results

- > Increased operational efficiency and performance
- > Eliminated duplicate data entry, saving staff countless hours per day
- > Improved cross-company data access and processing speed
- > Enhanced plant floor management and operational controls
- > Incremental improvements to order fill rates and delivery times
- > Streamlined corporate data management from the plant floor through to the executive level

The family-owned company is on a rapid growth trajectory. Rosina's new 180,000 square foot protein facility produces 12,000 pounds an hour, and the company has plans to expand the facility and double its production volume. Rosina is also currently building a 90,000 square foot Distribution Center with approximately 1,500 pallet positions.

In 2020, Rosina reached a point where its QAD ERP system, which dated from the early 1990s, could no longer keep up with its growing manufacturing volumes and the scale of its operations. Rosina selected Sage X3 and NexTec Group to deliver a flexible and scalable foundation for future growth.

### Siloed data hampers sales visibility and corporate oversight

"Prior to Sage X3, we had silos of information spread across multiple systems that were poorly integrated," explains Bryan Wherry, Director of Information Technology, Rosina Food Products. There was also a lot of duplicate data entry and rekeying of information from one system to another, which wasted staff time and efficiency. We needed an ERP system that was going to take us into the future and enable complete corporate data management."

"Our QAD system was at capacity and wasn't handling operations very well," explains Wherry. "Outside of a few users in Finance, not many people interacted with the system, which limited the opportunity to fully leverage the data."

"A key business driver for moving to a new ERP was gaining better access to sales information and being able to work with our customers and get quality data about their sales and performance with us," Wherry says. "It would take a lot of time and effort to compile this data and combine it with syndicated market data to get an accurate picture of where we stood."

### Selecting the right solution

To select a new ERP system, Rosina went through an RFP process that lasted 3-4 months. After evaluating a dozen potential solutions, the company narrowed the field down to three ERP vendors. After completing in-depth demos, they ultimately selected Sage X3 with NexTec Group as their implementation partner.

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Key factors in choosing Sage X3 included:

1. **Platform compatibility:** As a Microsoft shop, the SQL server backend was a natural fit for Rosina
2. **Integration flexibility:** The ability to connect with existing and future systems
3. **Customization capabilities:** Freedom to build applications that integrate directly with X3
4. **Industry expertise:** NexTec’s deep understanding of food manufacturing processes and best practices

“The Sage X3 platform’s flexibility in integrating with our SQL Server backend was attractive,” says Wherry. “We had developed systems internally and there were no out-of-the-box solutions on the market to replace them, so we knew we were going to have to customize or even build applications to integrate with Sage X3. The ability to do our own customizations was a key selection factor.”

“Finding the right implementation partner was also crucial,” says Wherry. “We needed a Sage X3 consultant that understood our space from a food manufacturing standpoint. NexTec had a wide breadth of food industry knowledge, excellent client references, and the dedicated resources we needed.”

## **Benefits and Results**

Since implementing Sage X3, Rosina Foods has experienced significant operational improvements:

**Streamlined operations** – Eliminated duplicate data entry across systems, streamlined business processes across departments, enhanced processing speed for data recording and consumption, and improved plant floor management.

**Better data access and analysis** – Faster access to sales information and customer performance data, improved integration of corporate, customer, and syndicated market data for enhanced business intelligence and sales forecasting capabilities.

“A huge benefit of Sage X3 is the ability to bring all of our corporate, customer sales, and syndicated market data together for corporate reporting and oversight,” says Wherry. “Getting more people across the company involved in the data has made us more efficient and effective.”





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“The data flows both ways,” Wherry adds. “We have syndicated GSI and product data going out to the market, and the ability to integrate X3 directly to our Syndigo platform is a substantial advantage for us.”

A standout achievement of the implementation was the development of Rosina Production Management (RPM), a custom-built plant floor management system that integrates directly with X3. This touchscreen system manages work orders and tracking records while providing real-time production information.

The company also developed a custom “Product Specs” module within Sage X3 to handle recipe management, replacing the need for a third-party solution and a sales forecasting tool that empowers the sales team with timely and detailed customer and sales data.

### **Change management and lessons learned**

Rosina’s deployment of Sage X3 revealed a common challenge around change management.

“A lot of the people didn’t feel that there was a major need to change,” Wherry admits. “They didn’t realize that when you rip out your ERP system, your business processes need to evolve as well.”

- **Challenge:** Resistance to change and misalignment of business processes.
- **Solution:** Focused change management strategies, employee engagement, and process reengineering.
- **Lesson Learned:** Ensure early involvement of key users and clearly define process improvements.

“NexTec has been a trusted liaison in working with our departments to make sure they understand the value of Sage X3 in reengineering those business processes to be more efficient,” Wherry adds.

### **The road ahead**

As Rosina continues its growth journey, they’re focused on expanding their use of Sage X3 by:

1. Organizing departments to better utilize X3 system functionality
2. Building custom landing pages that guide users through business processes and workflows inside X3
3. Improving plant operations efficiency as they expand their plants and add product lines



The company sees NexTec as a long-term strategic partner on this journey.

"NexTec's consultants understand our business at a deep level," says Wherry. "They have a good knowledge base of where we are, what we need, and how we operate. We've never really been in a situation where we're looking for updates. They're really responsive."

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