



CASE STUDY

My Food Bag ensures quality meal delivery service at scale with Infor

My Food Bag is a leading recipe and meal delivery service in New Zealand, helping Kiwis and their families solve the problem of “what’s for dinner.” Founded by a group of entrepreneurs and MasterChef New Zealand winner Nadia Lim, the company subscribes to a nude food philosophy: ingredients that are local, natural, and preservative-free to help Kiwis and their families live healthier and happier, one meal at a time.

Experiencing exponential growth over its first five years, My Food Bag recognized the need to invest in a modern, industry-specific enterprise resource planning (ERP) and product lifecycle management (PLM) platform to provide the right foundation for the business to harness its continued growth.



Headquarters

Auckland, New Zealand

Industry

Retail e-commerce food delivery

Employees

200+

Customers

66,492

Infor products

Infor® CloudSuite Food & Beverage, and Infor PLM for Process (Optiva)

Website

myfoodbag.co.nz

“Introducing Infor was a real turning point for the business: it was a signal that we were growing up, that we were maturing. As our product range became more complex and our customers became more demanding, it was really important for us to have a single source of the truth, and a single system to support the flow of information right across the business.”

KEVIN BOWLER
CEO, My Food Bag

Evolving systems to focus on growth

The importance of a single source of truth

As a fast-growing, relatively young business, My Food Bag grew its revenue from zero to over a hundred million dollars in less than five years. With that growth came challenges, as the systems and processes in place weren't able to scale with the business.

"I had immense difficulty asking very basic questions of the data, as we didn't necessarily have a single source of the truth," says My Food Bag CFO, Mark Winter. "We had multiple sources of the truth—and that meant I was wasting time working through inconsistencies in the data instead of focusing on strategic priorities."

Recognising the immense potential ahead for the business, My Food Bag embarked on a complete back-office transformation of both its systems and processes to support continued meteoric growth. The company then focused on finding a partner with industry specific knowledge, a cloud-first strategy, and strong integration so that its systems could continue to scale with the organization.

My Food Bag found that partner in Infor, implementing Infor CloudSuite™ Food & Beverage and PLM for Process (Optiva) to deliver a single source of truth, consistent master data, and confidence in business processes. Symbolic of the core of any kitchen, the implementation project was aptly named "The fridge."

“ You get to a certain scale, and even if you fail fast, you fail at a significant scale for your customer. Now that we have a robust system in place, we can spend less time focusing on day-to-day issues and operations, and spend more time focusing on how we can continue to build and grow the business.”

CRAIG JORDAN
CIO, My Food Bag

The foundation for innovation

Rich data providing rich insights

Innovation and new product development are leading growth opportunities for manufacturers. My Food Bag collects feedback each week on every recipe, looking at new global trends, and adjusting and creating recipes. With Cloudsuite Food & Beverage and PLM for Process in place, decision makers now have full visibility of end-to-end profitability to support product development.

"With Infor, we now have clear data on what every ingredient in every recipe is costing us," says My Food Bag CEO, Kevin Bowler. "We can then take that visibility and align it to the feedback from our customers to help us optimize and deliver new recipes that will not only help us grow but keep our customers coming back."

A step change in food safety

Historically at My Food Bag, things like nutritional information and allergens were recorded in a manual spreadsheet. Although this was effective, the manual processes created inefficiencies that were exacerbated as the organization grew. As My Food Bag CIO Craig Jordan says, "You get to a certain scale, and even if you fail fast, you fail at a significant scale for your customer." Now, Infor PLM for Process provides a robust recipe management system with controls and parameters in place to provide confidence at any scale.

Supporting local farmers with on-time payments

As a proud supporter of local, fresh, and often niche ingredients, My Food Bag works with approximately 80+ suppliers on any given week.

"For some of our farmers, we are their largest customer," Bowler says. "They don't necessarily have the cashflow to support operations for extended periods of time without payment. So it's incredibly important that we pay our suppliers on time and accurately, so they can keep operating and providing produce for our deliveries. Moving to Infor CloudSuite Food & Beverage has really helped streamline our financial processes so that we can be confident that we are paying our suppliers on time."

Choosing cloud-first

My Food Bag has been a cloud-first organization since day one. Part of the selection criteria when looking for a technology partner was finding a true SaaS, cloud-first solution.

“As we are a relatively young organization, we’ve had the luxury of being able to make strategic technology decisions that other companies just didn’t have access to twenty years ago,” Bowler says. “We don’t have huge teams to support infrastructure, and we don’t ever intend to. It was at the top of my priority list to find a cloud-first partner, and Infor was clearly the leader in providing a true multi-tenant cloud .”

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641 Avenue of the Americas, New York, NY 10011

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