

Avocados From Mexico spruce up experiences with SAP Business ByDesign®

Avocados From Mexico coordinates the marketing activities for Mexican avocado growers, exporters, and importers, to grow the overall avocado market in the US. With the help of ERP Logic, AFM deployed SAP Business ByDesign and Concur to realize their goal of connecting with a variety of consumer groups in innovative ways.

Before: Challenges and Opportunities

- Had an elementary Accounting System and lacked an operational ecosystem.
- Lacked a platform that would accommodate for the explosive growth AFM was experiencing.
- No ability to customize fields in the system to extract the data or gather the appropriate analytics to improve expenditures.
- Time-consuming expensing process needing to input multiple lines to account for currency exchanges.

Why SAP and ERP Logic

- Avocados From Mexico looked for a cloud-based solution that could be customized with modules, gave them internal control & had periodic updates. SAP Business ByDesign (and later Concur) provided that.
- ERP Logic listened to concerns, was quick to understand their needs, and proposed fitting solutions. The decision to implement SAP Business ByDesign was made in large part thanks to ERP Logic.

After: Value-Driven Results

- Ability to use the CRM module for the Foodservice channel and move from Excel to CRM (it's not used in the traditional way since they don't have sales, but it helps to keep track of and report opportunities).
- Speed and ease of running expense operations daily as well as peace of mind in remaining compliant.
- Budget control and ability to look for efficiencies in expenditures as they add AI for travel expenses.
- Seamlessly transitioned to 100% remote work due to COVID-19 while increasing productivity (online approvals, ACH, etc.), and enabling the marketing team to pivot marketing programs to fit new normal.



“With SAP Business ByDesign, we have **the right structure** in place to continue growing. With this technology and the work in partnership with ERP Logic, we’re well-positioned for the future”

Miguel Molina, CFO/VP Accounting-Finance, Avocados From Mexico

50%

Less time spent in expense input processes.

Reduced

Amount of days required to close monthly operations to under 3 (goal was under 5).

Featured Partner



Avocados From Mexico
Irving, TX – USA
<https://avocadosfrommexico.com/>

Industry
Media

Products and Services
Marketing activities to expand demand of Mexican avocados throughout the US.

Employees
34

Revenue
Not for Profit

Featured Solutions
SAP Business ByDesign and Concur

