Case Study

FarmLogics Technologies x Touton Group

Tracing excellence for the leading agro-industrial actor with over 150 years of experience

Touton Group

Touton is a leading agro-industrial actor. Their know-how builds on over 150 years experience of in providing their customers with high-quality commodities and services.

In addition to delivering responsibly sourced cocoa, coffee, vanilla, and natural ingredients, they are now increasing our engagement in commodity-producing countries through processing operations in cocoa. With subsidiaries in originating regions and agents in key locations, Touton's strength lies in the skills of its workers, the cultural diversity of its teams, and a deep understanding of the countries in which the company operates.

Dedicated to upholding its shareholders' commitment to sustainability, Touton builds on its strong footing in the countries that produce the commodities it trades and processes, to pioneer inclusive programmes that address the needs of stakeholders all along the supply chain.

The Challenge

Touton has its sourcing operations spread across West and Central Africa, Latin America, and East Asia. Coordinating this is a mammoth task as it requires handling thousands of farmers and buying agents on each front.

Managing these operations to bring out the best is not an easy task. It would take up hours and days at times to get everything done in proper order. Some of the major issues that they were faced with on this front were:

- The data from the operations on the field were not made readily available to the port warehouse which caused unnecessary delays and attributed to extra workload as all data needed to be collected, sorted, organized, and then made reports. The process of extracting reports, hence, was proving to be a bit of a task.
- The key performance indicators and other major business drivers like stock at hand, stock in transit, field funding, etc. were not tracked in real-time which was bound to create a lot of confusion, delay, and hours of manual effort.

- The software at hand did not support the input sales business function and was not scalable with the rate of growth witnessed by the company. The software was barely managing to get routine processes to work.
- Did not have capabilities for cocoa traceability.

Touton needed something that could take these heavyweights off their shoulders.

Approach

FarmLogics comes into the picture to help Touton steer clear of these troubles and to free up their time and resources to focus on better things to help improve the overall productivity of the operations. FarmLogics begins with doing a thorough research and detailed analysis of the end-to-end value chain of Touton by observation, immersion, and engagement to understand the pain points, challenges, and missing links in their value chain. As a result of their diagnosis, FarmLogics came up with an exclusive solution that could solve the above-mentioned challenges for them - the FarmLogics Value Chain Solution, which is a combination of a web and mobile application.

How FarmLogics Value Chain Solution helps:

- It provides a fully integrated data model to support all their operational data requirements.
- It is available as both a web and a mobile app, increasing usability.
- The native mobile application can be used for capturing and feeding field data into the database, which in turn helps ease the process of reporting.
- The solution comes with rich and intuitive dashboards that help track KPIs, other business drives, and reports and help keep everything in check and a click away.
- Unlike the former software, FarmLogics Value Chain Solution is a fully scalable solution that comes with multi-language and currency support, which makes it highly agile in a global environment. This is best suited for the rate at which Touton is expanding its footprint currently - it greatly supports them in quickly adapting to and responding to new changes.

- Traceability data can now be gathered and stored right from the preliminary stages of sourcing to ensure cocoa traceability - helping Touton in its mission to be a 100% responsible sourcing house for cocoa.

Impact

Implementing the solution at Touton did translate to results. It helped them better streamline their processes, align operations and seamlessly manage personnel and resources across their value chain.

Understanding how the FarmLogics Value Chain Solution created a difference at Barry Touton:

- With the implementation of the solution, the team was able to gather the same day or next day stock position, movement, and fund balance reporting from 100+ warehouses to the headquarters.
- Interactive dashboards and other reports which provide real-time tracking on KPIs and other business drivers like cycle time analysis, and AR analysis for top management aid in timely decision making and monitoring.
- Field operations, stock movements, port/warehouse operations, and AR department operations are seamlessly integrated into the solution and make sure that all stakeholders in the value chain are presented with the same set of information in time, as per standards required.
- It provides the company with wholesome supply chain traceability, resilience, and sustainability assurance, helping them align with their greater vision.
- Inbuilt exception, reporting provides management with any deviations in operations from set business rules and allows initiating corrective actions.

With all these changes, Touton is now striding ahead in its journey to make the perfect chocolate with a strongly supported supply chain that is 100% sustainable and responsible - creating value for all, along its path of growth!