Motorola Customer Case Study: **SunnyRidge Farm**

THE MOBILE TIME CLOCK FOR AGRIBUSINESS

PET Tiger – (Payroll Employee Tracking)

Mobile solution from Motorola and Orange Enterprises provides SunnyRidge Farm with real-time labor data for job costing, staffing decisions, and paperless payroll

Customer Profile:

Organization	SunnyRidge Farm, Inc.
Headquarters	Winter Haven, Florida (USA)
Industry	Grower, packer, and shipper of blueberries, raspberries and blackberries
Motorola Products	Motorola MC70 Enterprise Digital Assistants (EDAs), Service from the Start coverage
Application	Real-time collection of labor data in farm fields, warehouses, packing centers, and nurseries for rapid paperless payroll. The mobile system.
Motorola Partner	Orange Enterprises, Inc.
Benefits	Enabling real-time tracking of direct labor costs; reducing payroll time and paperwork; providing accurate, current data for decision making; delivering increased piece-count accuracy; and enabling supervisors to quantify worker productivity.

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"Especially at harvest time, each Motorola MC70 is a critical lifeline, connecting SunnyRidge constantly with the fields. The combination of the Motorola hardware and Orange Enterprises software delivers real-time labor data for payroll, job costing, and decision-making: our business relies on it."

— Allison Smith, IT Manager, SunnyRidge Farm

Organization overview: SunnyRidge Farm, Inc.

SunnyRidge Farm is a family-owned and operated grower, packer, and shipper of blueberries, raspberries, and blackberries. In addition to the company's farms in Florida, Georgia, and North Carolina, SunnyRidge represents berry growers across North, Central, and South America. On an ongoing basis, SunnyRidge evaluates and adopts changes in processes and technologies to enhance its excellent service and high-quality berries.

The challenge: Efficient tracking of direct labor costs

SunnyRidge executives and employees speak with pride of the company's high standards for farm management, harvesting, and packing. One example is the company's post-harvest field-cooling program, designed to improve freshness and increase the shelf life of SunnyRidge blueberries.

Another example is the use of tracking technology to gather labor data in SunnyRidge fields. The original probe and chip application was advanced when it was first used at the company's home farm in Haines City, but it had aged over the years. "The hardware in particular was getting a bit archaic," said Allison Smith, IT Manager, SunnyRidge Farm.

SunnyRidge was interested in improving its data analysis and wanted to upgrade the tracking solution. "We're always looking for ways to improve what we do, to make processes more efficient," Smith said. "As we began to fine-tune our operations, we looked to replace the old tracking application with a system that was flexible enough for the rapid changes we were considering," she stated.

The solution: Motorola Enterprise Digital Assistants running Orange Enterprises software

SunnyRidge was using software from Orange Enterprises to track chemical and fertilizer usage at its farms. When SunnyRidge wanted to choose and deploy a new solution for payroll employee tracking, the company turned again to this proven partner.

"We are very anti-paper, so one of the reasons that Orange Enterprises' PET Tiger software appealed to us is that it's designed for real-time data collection for paperless payroll," Smith said.

SunnyRidge planned to use PET Tiger to help supervisors collect hours and piece-rate payroll information in fields, warehouses, and nurseries using bar code tags on workers' badges. Orange Enterprises recommended the rugged Motorola MC70 Enterprise Digital Assistant (EDA) for easy, fast bar code scanning, data input, and transmitting data via the Internet.

"We want to see our customers successful with our software, so we recommend the Motorola MC70, " said Udi Sosnik, Marketing Director of Orange Enterprises. "It's rugged and perfect for organizations with remote locations," Sosnik stated.

Smith agreed that durability was a primary factor. "We knew Motorola's reputation, and the fact that the MC70 is so rugged is very important out in the fields," she noted. "We spoke to other users, and the word-of-mouth about the MC70 was very positive," she noted.

"Cost was an issue, of course," Smith said. "Frankly, we had started with less expensive hardware, and we upgraded to the MC70 the next year. The cost of the MC70 is good, and it provides the features and capabilities we need. It even has a lot of features we don't use at this point—for example, we like the voice capability, but right now we use it only on a limited basis," she added.

The MC70s are proving their reputation for ruggedness, according to Smith. "They've been through a lot—being dropped on dirt and rocks, falling off trailers—and they are holding up well. We chose the Motorola Service from the Start coverage, so if there is a problem with a mobile computer, it's replaced quickly," Smith said.

MC70 EDAs are in use at SunnyRidge farm, warehouse and packing locations in Florida and Georgia as well as the company's nurseries. SunnyRidge also plans to implement the system at a new farm and warehouse in North Carolina.

"In the field, supervisors scan the bar code with the MC70 and capture the bucket count with just one click. In the warehouses and nurseries and off-season, we're also tracking direct labor according to what task each worker is doing, whether it's irrigating, planting, tilling, pruning, packing, cleaning, grading, etc.," Smith explained.

SunnyRidge is also running the Orange Enterprises software on PCs in some of its facilities and using Motorola MC70s as backup in the event of a power outage. "If we can't use the PCs, there would be times that the staff would need to go back to pen and paper. To avoid that, we have the MC70 EDA backup to the PCs in our office and in the warehouse," Smith stated.

The benefits: Streamlined payroll process and real-time data for decision-making
"Some harvest days start at 7am and don't end until 9pm, and the Motorola MC70s are in use constantly," Smith said. "The MC70s are treasured and the system is critical to the business," she reported. "The mobile system tracks all the direct labor costs, and because it is bar code-driven, our users can drive the data coming in with just one click," Smith explained.

The mobile system is tied directly into the SunnyRidge payroll system and the interface to the accounting system is automated. "The system makes the payroll process faster and it's especially valuable at the farms where we have only a couple of employees to handle it," Smith said.

The IT team loves being able to get data so quickly during the day, according to Smith "Before this mobile system, we had to wait until the data came in the next day, then we uploaded it, and then we were looking at really raw data and had to process it. Now you can see the data almost immediately, even out in the field, and accuracy is improved because you can see right away if there's a mistake," Smith explained.

The software tracks both hours and piece-rate payroll information. With the data from the mobile system, SunnyRidge management can make staffing and other key decisions more rapidly. "A berry bush is going to produce what it will produce, but knowing what it produces in a timelier manner helps us plan. Managers can tell the status of the harvest without physically driving out to the fields, and supervisors see accurate data about worker productivity," Smith said.

With the mobile system, SunnyRidge management can see the production in any field and know how much poundage to expect at the packing house. If there is a last-minute order, they can see if the product will be coming in to fill it.

"The system helps with job costing, too," Smith stated. "By tracking direct labor, we can say, 'why are the costs so much higher in that field than another?,' for example, and determine the problem. That applies to weeding, irrigation, pruning and any job we track," Smith said.

For SunnyRidge Farms, the benefits of Motorola EDAs and Orange Enterprises software include:
- Enabling real-time tracking of direct labor costs
- Reducing payroll time and paperwork
- Providing accurate, current data for staffing decisions
- Increasing piece-count accuracy
- Providing backup to PCs in the event of power outage
- Enabling supervisors to quantify worker productivity
- Paperless data collection and payroll processing
- Verification of personnel attendance
- Employee and crop traceability
- Interface to accounting software
- Compliance with wage labor laws
- Pay by Piece and/or Hourly
- View and edit data in real time
- Automatic break deductions
- Allows for hiring in the fields
- Automatic generation of barcodes
- Creates its own Personnel Badges/ID cards
- Bilingual screens
- Easy to learn
- Incorporation of incentive pay
- Return on investment in a few months

Additional resources:
For more information, visit www.Motorola.com.

About our partner:
Orange Enterprises, Inc., operating from Fresno, California since 1984, develops, markets, and supports business and production software solutions for thousands of agribusiness and urban customers across the U.S. and around the world. Orange Enterprises specializes in management and reporting solutions, including the Tiger Jill® and PET (Payroll Employee Tracking) Tiger® solutions. PET Tiger is designed to help businesses of any size handle payroll data collection and production tracking by easily and accurately collecting hours and piece-rate payroll information using scannable employed badges or tags.

For more information visit www.TigerJill.com

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