



Young's Bluecrest embraces Innovations

Excelling in each of the food categories you target, not only requires terrific products, operationally, you need to maintain the lead too.

Young's Bluecrest is firmly established as the UK's largest producer of seafood. The current company was created in 1999 when the country's two most distinguished seafood companies joined forces in a merger, powerfully combining the brand development skills of Young's with the category management and material sourcing capabilities of Bluecrest.

Today, the company has a turnover in excess of £350m, employs over 3,000 people and its various divisions handle more than 60 species of fish, facilitated by a powerful world-wide sourcing operation.

As both a leading consumer brand and a provider of own label products to the majority of the major multiples, Young's Bluecrest welcomes the sort of innovation which assists the smooth running of day to day operations and communications.

Alan Dodes - I.T. Manager at Young's Bluecrest advises: "Over a period of five years, we have been reviewing all our operational processes to identify areas in which improvements could be made to achieve enhanced efficiency and to enable us to respond more effectively to our customers.





Selecting the right partner to manage growth

Fortunately, we had a good starting point in that in 1998 one division of the business had engaged RedSky IT to implement a system which would enable us to collate, control and achieve improved management of product specifications. At that time we were using word-processed documents to record the information and this was what we submitted to customers. This did not provide ease of access to information nor any central control or scope for future growth.

Four years ago, it's fair to say that RedSky IT were not market leaders in their field but when we compared their offering to the alternatives, we felt it was clear that their approach would best meet our future requirements.

Subsequently, our usage of the system and its capabilities, have developed considerably and that's why we chose to work with RedSky IT on developing the solutions required to effectively achieve integration of all our systems and improved efficiency throughout our operations."

NPD Improvements

In 2002 Young's Bluecrest implemented Creations, the modular product development and quality management system which combines NPD project management with ingredient, packaging and supplier management, recipe development, final product formulation and quality testing controls, automatically producing product specifications and management reports.

This speeds up NPD processes considerably whilst simultaneously improving accuracy and reducing costs. The manufacturer had also foreseen that in the future retailers would increasingly move towards electronic communications and the work which RedSky IT had been undertaking with many of the major multiples together with the fact that Creations is the only NPD system which has been developed to provide information in the various formats required by retailers, means that the company is very well placed to respond.

Jenny Douglas, Technical Services Manager at Young's Bluecrest comments: "We use Creations to help us run our business on a day to day basis. Details on all of the 2,000 products we manufacture are held on it, providing product visibility across the company and - as Creations integrates directly with all of the major retailer's systems - development timescales on new products is significantly reduced."