It's Not Just About Bananas Anymore:

Tideworks Technology® Ensures Premium Delivery for Dole Fresh Fruit Company

Founded in Hawaii in 1851, Dole Food Company, Inc. is the world's largest producer and marketer of high-quality fresh fruit, fresh vegetables and fresh-cut flowers, and markets a growing line of packaged foods. The company does business in more than 90 countries and employs, on average, 33,000 full-time permanent employees and 24,000 full-time seasonal or temporary employees, worldwide.

Vertically Integrated Operations

Dole maintains high quality standards for its produce, requiring keen oversight over the entire operation. From planting fruit trees to packing the produce to operating the vessels that carry the produce from its point of origin to destination, Dole manages the entire process.

"Dole is a vertical business," said Barry Jung, General Manager, who started with Dole in 1982. "It runs its supply chain based on running major ports – supply port and receiving port."

Dole's supply ports in Ecuador, Colombia, Costa Rica, Honduras and Guatemala have the challenge of moving, tracking and controlling the quality of produce, primarily bananas, from a multitude of farms and packing plants to six Dole operated terminals. From these supply ports, the company ships its produce on Dole vessels to five receiving ports in North America: San Diego, California; Wilmington, Delaware; Freeport, Texas; Gulfport, Mississippi; and Port Everglades, Florida. This process enables Dole to move about 1.8 million tons of fresh produce a year.

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>
> —Grace Rivera,
> Business Systems Manager, Dole Food Company

Life Before Terminal Management Software

Before Tideworks began deploying its Mainsail™ and Spinnaker™ products at Dole's terminal network, Dole used a legacy enterprise system to track its produce and manage the terminal facilities. Dole realized that the company could increase its operational efficiency and reduce costs by implementing a system with more control, flexibility and visibility over their terminal operations.

In determining what vendor to partner with to deploy terminal management software, Dole recognized that they were a truly unique terminal operator, particularly because of the company's vertical nature. The fact that Dole manages every step in the production and logistics process meant that the company needed a software solution that could provide a comprehensive picture of their operations and their produce.

"If the system is not up and running, if the system is not processing assignments, Dole cannot operate," said Grace Rivera, Business Systems Manager, Dole. "Dispatches lead the schedule, and truckers are paid by time arrangements. The time that truckers pick up, to the time that items are delivered, is the time Dole is charged. If that process isn't seamless, Dole can be in trouble with carriers and its perishable products and quality maybe jeopardized. Quality is key to our brand and our customers. This is the big gap between Dole operations and other operations."

Tideworks Deployment

Dole recognized it needed to have a relationship with a software vendor that had a strong development team that could understand the company's unique requirements and help set up procedures that would ensure success.

"We also needed a group that had experience in deployments at multiple operation sites," Rivera said, "and we required that the company we worked with have experience with addressing overall terminal management needs. We found that Tideworks is not only a software company, but it also focuses on terminal operations, and that was critical for Dole."

Dole and Tideworks started the first port implementation in October 2002, starting with the company's new San Diego terminal. Deployment and full implementation of Spinnaker™ was completed in August 2003 followed by Mainsail™ in February of 2004.

The Challenges – And Team Work

This first implementation posed several challenges. The San Diego terminal was a brand new facility for Dole and the Port of San Diego. New tools were being introduced and the new terminal operating system was being integrated with several other Dole systems. Tideworks and Dole worked through these challenges for a successful end result.

"The Tideworks team was very accommodating to the changes and enhancements that needed to be made," Jung said. "Mainsail and Spinnaker people did a very good job and the folks that came down were very knowledgeable. Today, the application runs fine and all-in-all, the implementation went well."

Now Dole is realizing the benefits of everyone's hard work. Processing is faster and more efficient, the company has greater visibility into inventory and Dole is better able to manage its own equipment. All of this adds up to complete quality control, enhanced customer service and unprecedented cost savings.

"We worked as a team," Rivera said. "That's exactly what we asked for when selecting our terminal management software partner, and that's exactly what Tideworks delivered."

About Tideworks Technology

Tideworks is a leading provider of cost-effective, reliable software solutions for growing terminal operations and shipping lines worldwide. The company helps more than 50,000 users and nearly 90 facilities run their operations more efficiently and profitably. From optimized equipment utilization to faster turn times, Tideworks works at every step of terminal operations to maximize productivity and customer service. For more information about Tideworks Technology, visit www.tideworks.com/.

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