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## **Nebraskaland's IT Investment Fuels Distribution Growth**

Hunts Point, NY November 12, 2014

While many businesses struggle in this economic environment, Nebraskaland, the largest meat distributor in the tri-state area, remains competitive and continues to grow at an annual rate of 10 percent. Stan Marvel, Chief Financial Officer explains, "Since 2003, our daily volume has more than doubled, yet our personnel levels have remained the same. The secret to our success is our investment in technology, which has more than paid for itself in terms of the efficiency savings we have captured."

Nebraskaland is a \$400+ million privately held business owned by the Romanoff family who, for five generations, has been in the meat business. Each day, Nebraskaland makes deliveries to customers as far north as New Hampshire and as far south as Maryland. The company's 100,000 square foot facility, located in the Hunts Point Cooperative Market, manages a daily inflow and outflow of more than 1,000,000 pounds of product. In addition, the company carries and processes nearly 4,000 distinct items to meet the demands of its customer base.

More than ten years ago, Nebraskaland began searching for a warehouse management system that would enable them to streamline their warehouse processes, accurately track their customer orders and ensure inventory accountability and traceability. "We also needed to simplify the order picking processes for our overnight order selection team," adds Marvel.

Nebraskaland invested in NCR's supply chain software, a flexible and powerful suite of software products that improve the efficiencies in warehouse distribution, transportation and

supply chain processing. Nebraskaland's ongoing commitment to current technology positions them at the forefront of their industry and differentiates them from their competition.

NCR's Todd Michaud, Global Vice President and General Manager, Global Enterprise, Merchandising and Supply Chain Solutions explains, "NCR's Power Warehouse automates Warehouse operations and helps users track inventory from incoming deliveries and put-away to order fulfillment and delivery. Power Enterprise is the underlying platform that supports all the necessary back office tasks such as master data, billing and invoicing. Together, NCR offers a broad solution but we also manage all of the critical details that Nebraskaland relies upon to provide high quality meat products to their customers."

Marvel says, "Our receiving day starts at 5:30 a.m., when refrigerated trucks begin to arrive. It is important for us to have docking space available and the proper amount of warehouse personnel to handle the deliveries. NCR Dock Scheduling software provides a centralized, self-service appointment system that allows our vendors to reserve docking space. Based on those reserved times, we can forecast labor needs and properly balance workloads. When our vendors arrive, we get them in and out as quickly as possible. This makes us both efficient and reduces the possibility of incurring detention charges."

NCR's Michaud adds, "We are pleased to work with innovative companies like Nebraskaland that recognize investments in supply chain software to not only provide cost savings, but help them raise their operational performance to a level where they've got a distinct competitive advantage. Whenever inventory moves through the supply chain, NCR's solutions help facilitate and track that movement and ensure that it is efficient, accurate and transparent.

Nebraskaland is in a highly competitive market and customers can be demanding. Daniel Romanoff, Executive Vice President says, "Today, the overall trend is for more specific product selection. Customers now ask for specific weight ranges, pack dates and even specific facilities from which products originate. Our technology enables us to manage and track inventory by lots, sell-by dates and storage location."

Recently, Nebraskaland expanded its use of NCR Power Voice, a voice-enabled recognition selection software that supplements the use of ring scanners (a laser pointer that reads the barcode on each box) to process case selection and weight. Marvel says, "No longer are we at risk for human error. With a ring scanner on his finger, the selector scans the bar code

and the information is accurately processed. Now, our weights are consistently accurate more than 99 percent of the time.”

The company's latest technology effort is currently being directed towards its automated Proof of Delivery process, which eliminates paper; the customer now signs a delivery device that immediately captures and stores his signature at the office. The customer's signature generates an electronic invoice that, if he wishes, Nebraskaland sends to his email account. This system also provides instant credit to customers who return product and more efficiently processes and controls the returned product all the way back to its return to its original slot in the warehouse.

“Our IT initiatives are helping contain costs, increase efficiencies and allow us to stay ahead of our competition; we anticipate building on our success in the future,” smiles Marvel. “We are light years ahead of other food distributors of our size and we are looking forward to continued growth.”

*Nebraskaland is a privately owned family business that has served the meat industry for five generations. It is the largest distributor in the New York Metro area that offers a diverse product line boxed beef, chicken, pork, lamb, veal and variety meats as well as a full selection of frozen and processed foods. We are committed to customer satisfaction and continually deliver fresh product on a timely basis throughout the year. Nebraskaland supports several charitable organizations including City Harvest, New York Presbyterian Hospital and the Foundation for Community Assistance. For more information, visit [www.nebraskaland.com](http://www.nebraskaland.com).*

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