



**PETSOURCE**  
by Scoular

**Why a New Pet Food Brand Identified Lascom's PLM as a Key Competitive Asset for Customer Satisfaction**

Scoular is a 127-year-old agri-business company based in Omaha, Nebraska. Serving diverse markets such as aquaculture, flour milling, and livestock feeding, Scoular provides global and diverse supply chain solutions for end-users and suppliers of grain, feed ingredients and food ingredients.

With the mission to redefine what start-to-finish looks like in pet food ingredient manufacturing, in 2019 Scoular created **Petsource** by Scoular, an indirect, wholly owned subsidiary, dedicated to the recipe development, meat processing, freeze-drying and packaging of high-protein ingredients for pet food manufacturers. Freeze-dried, minimally processed pet food ingredients are designed to deliver high levels of protein while utilizing few ingredients to ensure a cleaner label, making them an ideal choice for pet food manufacturers.

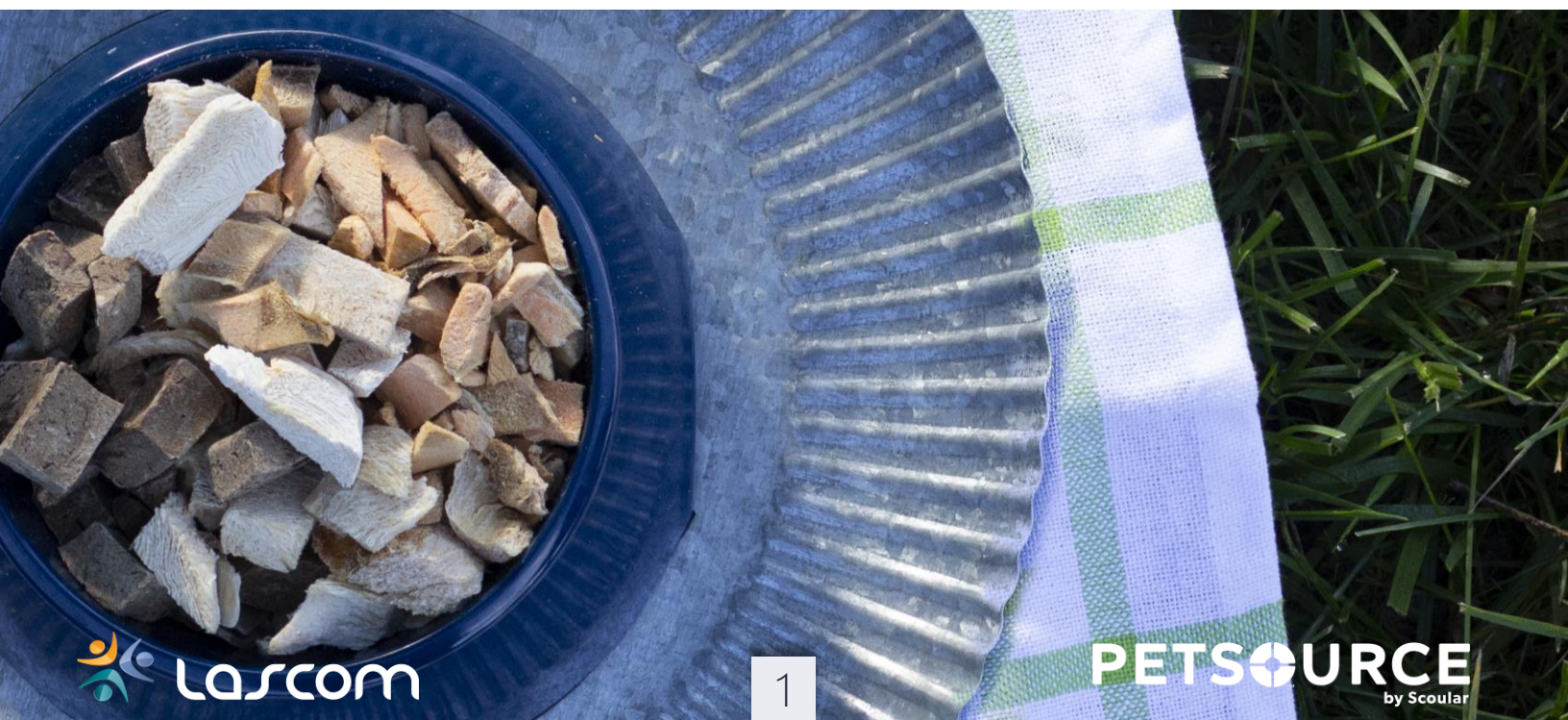
To lay the foundations for success, Scoular began the construction of a \$50 million manufacturing plant and developed a strategic IT roadmap, in which Lascom plays a key role.



*Serving our customers really is our only business.*

## A FEW FIGURES

- **127 years old**
- One of the largest grain storage and handling companies in North America
- **\$4.2 billion** in sales in 2018
- Over **1,000 employees**
- More than one **billion bushels traded**
- **#106** in Forbes' America's largest private companies 2019 list





# 1 INITIAL CHALLENGES AND GOALS

Petsource's plant will be Scoular's first pet food ingredient manufacturing facility, with everything built from the ground up, including the whole IT landscape. Focused on customer satisfaction, Petsource's General Manager Amy Patterson first identified that a PLM tool was

necessary to grow and develop this business. When we first spoke with the Petsource team, they expressed various categories of needs that we answer through our new Lascom Lime Cloud Corporate solution.



*We expect a lot of new customers and our operations are going to be very complex. We knew from the start we were going to need a tool to support that. We see PLM solutions as a competitive asset to differentiate ourselves from other pet food ingredient manufacturers.*

*Brian MARTIN,  
IT Product Leader at Scoular*

## 2 BUSINESS CHALLENGES

- † Speed up the time to market
- † Prioritize launches and product development processes
- † Secure the early stages of development projects
- † Reduce loss and rework through trials
- † Analyze data and generate reports related to the business activity and to the customers

Because they understood that a Product Lifecycle Management solution expresses its full potential through a holistic approach on product development, they checked all the features of our comprehensive functional scope- except for the packaging artwork management feature.

			CORPORATE
	Core	Specification Data Management Electronic Document Management Change management & Impact Assessments Product Specification Processing	✓ ✓ ✓ ✓
	Business	New Product Development & Project management Product Portfolio Management	✓ ✓
	Product development	Recipe Formulation & Prototype Management Product Approval Process	✓ ✓
	Pack development	Artwork Development & Review Process Packaging Approval Process	∅ ✓
	Procurement	Supplier Information Portal & Audit Management Raw Material & Packaging Specification Portal	✓ ✓
	Compliance	Nutrition Facts Label Ingredient Statement Generation Ingredient & Claim Screening	✓ ✓ ✓
	Quality	Quality Document Management Analysis Management	✓ ✓



To discover in detail our functionally modular solution and its NPD-dedicated features, please download our [brochure for the food and beverage industry](#).

# 3 ORGANIZATIONAL ASPIRATIONS

## Improve teamwork cross-functionally

The core concept of the PLM technology is to build up a unique and central repository for all the information related to new product development projects: raw material specifications, regulatory documents, suppliers' certificates, approval workflows, and so on.

When completed with collaborative features such as user identification, personalized and automated reminders and alerts, shared comment sections, etc., a PLM solution easily becomes the flagship uniting all NPD factions.

## Build a sustainable rigor on project lifecycles

Through templates, workflows, personalized user rights, automation of burdensome tasks and a full traceability of product data, Lascom's PLM solution crystallizes Petsource's internal processes and best practices into every NPD team's day-to-day operations.

The right user has access to the right information at the right time. Data manipulation errors are drastically cut down, and the proper steps are thoroughly followed. Overall, Lascom's PLM solution enforces rigor throughout the whole product development process.

## Boost morale so teams can see success

Nobody reads instruction manuals anymore. Click errors, lag and high response times drive people crazy faster than traffic jams. Confusing navigation ruins any software experience, no matter how powerful it is.

Our product, Lascom Lime, shows refined aesthetics and ergonomics to ease Petsource user's acceptance and provide them with an intuitive day-to-day use of the solution. In our digitally mature society, this has become a strategic element of any IT project success.

## Increase customers' confidence

By speeding up the time-to-market, fostering quality and regulatory compliance, providing insightful project management analysis and being a collaborative shared work environment, Lascom's PLM enables Petsource to deliver high quality products faster with reliable visibility.





## 4 TECHNOLOGICAL REQUIREMENTS

### Cloud solution & data security

Lascom has been a long-time partner of Microsoft and we securely host all of our clients' databases on Microsoft Azure, one of the most widely used and trusted environments. Our cloud-based solution takes advantage of multi-layered security provided across physical datacenters, infrastructure, and operations with cyber security experts actively monitoring to protect our customers' business assets and data.

We built a multi-level security infrastructure to properly allow and forbid access to data and functionalities. This is strengthened by our internal user management rules, the use of password-protected access and the connection through an internal active directory.

Finally, although this may sound trivial, our solution runs on the latest version of internet browsers, guaranteeing tighter security with every new version.

### ERP interface

PLM technologies ultimate goal is to guarantee information traceability and continuity. This powerful asset for product development loses its efficiency as soon as the information continuum is interrupted. Thus, interfacing the PLM with the ERP solution is a very frequent request we have from customers to ensure a seamless flow of information from the design chain to the manufacturing stage. Our experts have led this procedure numerous times and we consider it a formality rather than a challenge.

# 5 PROJECT IMPLEMENTATION EXPECTATIONS

## Customization as the last resort

This “no customization, configuration only” approach actually is the wisest and most sustainable one. “Customization” is the modification of the software back-end to make it match specific requirements. “Configuration” is the proper setting of the software default options.

Customization leads to potentially dangerous pitfalls in the long run. Whenever the publisher updates its software, there’s a risk that the customized elements become incompatible with the future versions. Also, updating the customized part is customer-specific and logically comes with an extra cost. On the other hand, relying only on configuration guarantees up-to-date software, with no extra cost.

At Lascom, we consider **every collaboration as an opportunity to learn and improve**. Throughout our projects, we identify the most relevant requests and then consolidate them into our standard product. Over the years, this enabled us to **build a truly comprehensive set of features inside a flexible solution**. Therefore we are able to answer all Petsource’s needs **without any need for customization**.

## Solution implemented under 4 months

Lascom implements its PLM solution using a **hybrid method “Waterfall / Agile”**, to benefit from both schools of thought. This enables us to deliver a solution truly **matching Petsource’s needs through a 4-month schedule**.

- † The “waterfall” method takes on properly defining the structuring elements of the project:
  - Functional and technical scopes
  - Costs and budget
  - Milestones and schedule. The different milestones usually include preparation phase, kick-off, workshops, customer approval, configuration, training and User Acceptance Tests (U.A.T.)
  - Quality guarantees: deliverables, RACI, meetings, etc.
  - Acceptable risks
- † The “agile” method takes over for a smooth and collaborative implementation. It relies on consecutive iterations between the different milestones to navigate harmlessly through the daily hazards of any project. This also ensures every one of Petsource’s requirement is effectively met.





# 5 PROJECT IMPLEMENTATION EXPECTATIONS

## Tight monitoring of the schedule and budget

This question constantly shines bright in the head of every client's Project Manager. And that's legitimate! Because we value customer experience, we hold a **30-minute weekly** meeting where we:

- ┆ Measure the operational progress of services
- ┆ Measure and ensure the availability of resources
- ┆ Treat issues or difficulties in the execution of services
- ┆ Plan future activities
- ┆ Ensure the proper integration of the future information system
- ┆ Schedule intermediate work sessions as needed
- ┆ Validate the service milestones and their progress according to schedule
- ┆ Validate deliverables

In addition, we lead a **steering committee every 2 months** where we:

- ┆ Define and agree on objectives, strategy and scheduling
- ┆ Control and validate the progress of services

- ┆ Accept the validation of service deliverables
- ┆ Approve any change, modification or decision on contractual elements agreed upon beforehand

## Benefit from Lascom's best practices

From premium syrups, to international dairy brands, to world-famous meat substitutes, to frozen prepared meals, we have worked with an **astounding variety of clients**, all of which enjoy a solution suiting their activity. By closely collaborating with such diverse clients, our project managers have built a **strong expertise on the industry's best practices**. Moreover, our software shows a strong functional flexibility enabling it to **support almost any kind of data and processes**.



*Are we using our project dollars right?*





## 6 LASCOM AS THE LEGITIMATE CHOICE

Petsource contacted various PLM software suppliers, listened to every provider's demo and ran a traditional RFP process.

Petsource's team consists of experts from the food and pet food industries, well versed in IT tools and considerations needed to operate a business. Through professional experience,

networking and referrals, **Lascom was identified** as one of the suppliers to start with. The demo sessions we conducted convinced Petsource that we were the **preferred supplier** offering a **true PLM solution** for advanced pet food formulation needs.



*We wanted something that truly helps with project management, encompasses every aspect of product development, is intuitive for the users, is web-based and can scale up with us. We saw Lascom could offer us all of that!*

### ABOUT LASCOM

Software developer and service provider since 1989, Lascom offers a comprehensive Product Lifecycle Management (PLM) solution designed for the food and beverage industry: Lascom Lime. PLM software enable companies to accelerate innovation, foster collaboration, reduce time to market and ensure product compliance.

Lascom's modular solution supports leading companies with tools designed to meet the operational needs of company departments, from marketing to quality including R&D and regulatory affairs.

- To download our other success stories, white papers and brochures, we invite you to visit our [resource library](#).
- To reach one of our PLM experts, please fill in a [contact form](#) and we will reach back to you as soon as possible.
- To stay tuned on our posts dedicated to manufacturers' NPD issues, make sure to visit [Lascom's blog!](#)