



**Times 3 Technologies  
and Darling Romery**



# Fuelling growth for a dairy product leader

Over the past 28 years **Darling Romery** has grown from a family farm business to a highly successful dairy product supplier, serving multiple national retailers. It recently called upon Sage Platinum Partner, **Times 3 Technologies** to explore how a new ERP system could assist its goals for continued growth and product diversification.

**CHANGE BRINGS  
OPPORTUNITIES**

**Company**  
**Darling Romery**

**Sage Partner**  
**Times 3 Technologies**

**Location**  
**Darling, South Africa**

**Industry**  
**Fast Moving  
Consumer Goods**

**System**  
**Sage X3**

**T3T Add-ons**

- EDI
- Delivery Manifest
- SHEQ
- Bulk Journal Import
- Currency Importer
- Bulk Stocktake Import

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## Times 3 Technologies and Darling Romery

# The Challenge

Every day, somewhere in the region of 45 own-managed delivery vehicle leave **Darling Romery's** main base in the Western Cape of South Africa, bound for various retail outlets. It's an operation supported by a further set of depots, giving them coverage across much of the country.

The company first used the **Darling** brand to sell milk products before expanding to other dairy offerings and fruit juices. The sister company **Darling Olives** was created, which today sells an impressive range of olive jams, pastes, rubs, chocolate, extra virgin olive oil, flavoured olive oils and even olive soaps.

To fuel its growth still further, **Darling Romery** knew it needed to move away from its legacy ERP system. As **T3T** Director, Stephen Howe comments: "Although the system was purpose-built, it did not supply the business intelligence required to make key business decisions rapidly, in real time.

So dashboards, getting the KPIs, distribution of reports was not something that was easily enabled for them."

Like many FMCG (Fast Moving Consumer Goods) companies using a legacy ERP system, **Darling Romery** were relying on a significant number of manual processes and could not leverage end-to-end business insight.

"They really wanted to begin using enabling technologies to start trading up and down the supply chain. To expand and include their customers and their suppliers as part of the overall chain. They did not have workflow. The procurement process was not enabled. Stock availability across all the depots was not there."



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# The Solution

**Darling Romery** was very careful in its evaluation of numerous different solutions, before choosing Sage Business Cloud Enterprise Management with implementation from **T3T**.

After a list of key considerations and criteria were satisfied, **Darling** were encouraged to approach other **T3T** clients for references, to see how Enterprise Management had worked for them.

Importantly, this also provided eye-opening insight in terms of implementing a new ERP solution. As Stephen comments:

"Clients often don't realize the amount of work or the enormity that they themselves are undertaking. Those great references gave them further insight to understand the challenges. **Darling** were able to go in there with their eyes open. I believe the solution capability and our transparency were the two prime reasons that they chose Sage and they chose **T3T**."

From start to finish, implementation took six months, covering Finance, Distribution, Sales and Manufacturing. In addition, **T3T** developed a delivery manifest module and an EDI (Electronic Data Interchange) interface to connect the supply chain.

Stephen explains: "[With the EDI] we are able to bring the data from the various different suppliers, automatically bring it through, and price it. This is a major benefit, because in the FMCG world pricing can literally change on a daily basis."

As a business selling highly perishable natural produce, speed of order processing is paramount. Orders often received at close of business have to be in-store as early as 4am the next day.

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**T3T** looked to meet this need to pick, pack and dispatch at lightning speeds, and in the case of some products such as yoghurt, even manufacture to order.

“We were able to use Sage’s development framework and create numerous additional features to meet the requirements behind the manufacturing process and ultimately build up what we refer to as a delivery manifest. That delivery manifest then goes through a whole routing process to determine what product goes out—and what vehicles need to be delivered where.”

The fast nature of the industry also means the retailer needs the invoice before the goods are actually even packed in the vehicle. So, **T3T** implemented e-invoicing within this process.

From order intake, through to delivery, invoicing and potentially any specific pricing claims—the whole process is automated through a single EDI interface.

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**Stephen Howe,**  
T3T Director

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# The Bottom line

**Darling Romery** is now able to deliver in excess of 1,500 orders a day, without requiring people to manually capture those orders. Automation has resulted in significant cost savings and given the company competitive edge, as a fully connected supply chain that utilises EDI means it can receive, process, deliver and invoice in very tight timeframes.

Executives at **Darling Romery** now have better visibility into the business—for example, they can see stock available nationally in near real-time, and understand future delivery shortages in advance. Reporting has been automated and management accounts can be generated at the push of a button. For those users wishing to view real-time KPI's, these are available on dashboards across devices. The software has also enabled **Darling Romery** to automate various workflows, including procurement.

# The Future

The significant improvements detailed here stand **Darling Romery** in good stead for future expansion, in terms of customer reach and new product launches.

Through the evaluation, development and implementation process, **T3T** has become a trusted advisor. Stephen explains how this is part of the **T3T** ethos:

“What we try to do is essentially solve business requirements, creating a mutually beneficial relationship, which encompasses the client, ourselves and Sage as part of that solution.”



TALENT  
TECHNIQUE  
TECHNOLOGY



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