



## The Lobster Place Maximizes Production and Packing Workflow with Seasoft

Opened in 1974 on Manhattan's Upper West Side, The Lobster Place has become an integral part of the incredible New York City food industry. Today the company employs over 100 people across its wholesale and retail businesses, including its retail store located in New York's Chelsea Market.

The Lobster Place operates its Wholesale Division in the heart of the Hunts Point Food Distribution Center in the Bronx and is one of the oldest and largest fishmongers in New York City. The company operates one of the newest distribution facilities in the industry with a 5,000 square foot refrigerated processing room, a 10,000 lb lobster tank, and a 1000 square foot freezer.

Today, The Lobster Place provides fresh seafood, sushi, chowders and prepared foods to the world's top chefs and more than 400 of New York's finest restaurants, including Jean Georges' restaurants, the Mermaid Inn, and the Four Seasons Restaurant. The company routinely makes more than 200 deliveries of premium quality fish, crab, shellfish, shrimp, and lobster each day, with sales of almost a million pounds of its lobster every year.

### The Drive to Maximize Business Process Efficiency

Last year, Ian MacGregor, President and Chief Fishmonger at The Lobster Place wanted to streamline operations and improve the company's overall operating efficiency. "We had been running the same seafood business software since 2004 and with each passing day it seemed to become more cumbersome and obsolete. Our ability to manage dynamic costs and prices on a portfolio of over 300 fresh seafood items was suffering. We were spending countless hours trying to stay ahead of the curve," MacGregor said.

"Further, we needed to streamline our warehouse processing and packaging systems. After a thorough survey of the systems available in the market place, I concluded that Seasoft was the best option because of its flexibility and ease of use. My warehouse personnel quickly adopted the use of our computerized packing stations and our processing capacity grew overnight without adding a single employee."



**The Lobster Place**  
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## Seasoft Helps the Plant Operate at Peak Efficiency

Seasoft's Packing Stations combine bar code scanning and label printers, splash-down workstations, electronic scales and specialized packing user interface software in an affordable, state-of-the-art solution that helps improve production and packing workflow efficiency. In addition, Seasoft provides more accurate and on-demand costing and yield information, and eliminates manually-entered shipped weights for every order.

When customer sales orders are entered, Seasoft creates an aggregate production planning report specifying the species and precise weights to be cut or packed as well as packaging type, quantity, pack date and other information. Quantities packed are rolled up to calculate exact yields and for use in work order receipts later. Packers can also add truck route information.

Seasoft captures packing weights directly from the scale and records it on the open work order, allowing for more accurate and efficient reporting of production yields. In addition, the software automatically updates actual quantities shipped for each customer and generates the invoice at the click of a button.

### Streamline Processes, Reduce Duplication and Redundancies and Eliminate Errors

"Seasoft has helped us improve profit in most areas of the business while giving our team the tools to streamline processes, eliminate errors, reduce duplication and redundancies and improve overall efficiency by 30 percent," MacGregor added. What's more, we are able to access instant cost information at any time, so we always know our precise margins. We are excited to be able to continue to work with Seasoft and the solid team of dedicated professionals who support us, that we will only derive more value from it over time."

Kristine Ledsworth, Seasoft Sr. Project Manager said, "In addition to the packing station systems, Seasoft will help organize The Lobster Place's company information into one, centralized system. This means that there is no need for different departments to re-key information and less need for manual paperwork, thus reducing the potential for errors. We are pleased to have the opportunity to work with a vibrant company like The Lobster Place and to give them a suite of tools to maximize operational efficiency as well as the productivity of their staff."



*Ian MacGregor, President and Chief Fishmonger at The Lobster Place*

### About Seasoft

Seasoft Software is a turnkey business management solution that helps seafood processors and distributors enhance operational efficiency, reduce costs and maximize margins. Whether you deal in fresh or frozen, wild or farm-raised, Seasoft's integrated set of inventory control, production processing, sales and distribution tools will help your entire team work smarter and more profitably. We're also a Microsoft Gold Certified Partner and a single-source provider of essential network and server management services to our customers. These services include high-availability data backup and disaster recovery solutions, server virtualization to minimize your computer operating costs, and automated protection against computer viruses, SPAM and malware attacks that can result in costly business interruptions.

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