

## Effective tracking the key to success

**THE ABILITY TO EFFECTIVELY TRACE PRODUCTS IS CRUCIAL TO THE SUCCESSFUL RUNNING OF FOOD MANUFACTURING COMPANY FREEZE DRIED FOODS NEW ZEALAND LTD.**

And when the company wanted to develop a batch tracking system it brought in customised software company ABC Software Ltd.

*Freeze Dried Foods NZ Ltd* Executive Director, Austen Chittock says ABC Software Ltd listened to the company's specific needs and helped design a tightly integrated batch tracking system.

"The database ABC Software Ltd has developed allows us to track our products from entry into the factory through processing and out the other side," says Austen.

He says the ABC team has been very pro-active and during the last four years has been able to increase the functionality of the system to allow

the company to produce specific reports and information as required.

"If we bought an off the shelf product we would have needed to change our processes to fit the system but by investing in a customised database specifically designed for us we have a very tightly intergrated system that fits the way we do things."

He says ABC Software Ltd continues to play an important role in the smooth running of their business.

**Austen Chittock, Executive Director  
FREEZE DRIED FOODS NEW ZEALAND LTD**



*It's our job to make yours easier.*