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money matters

# Oracle solution brings more efficiency and savings to fresh food supplier

To support its global growth, SunMoon Food Company in Singapore invested in Oracle's NetSuite OneWorld

**D**eployment of the NetSuite increased overall productivity and efficiency: In just five months, the solution facilitated 900 transactions and saved SunMoon 150 hours and an estimated S\$20,000 (US\$14,854) in operational costs.

Oracle NetSuite provides cloud-based financials/ERP, HR, Professional Services Automation (PSA) and omni-channel commerce software suites.

"SunMoon offers over 200 products through more than 11,000 points of sales to 169 customers in 20 countries, and these numbers are growing daily," said Gary Loh, deputy chairman and CEO of SunMoon Food Company Limited. "With NetSuite OneWorld, we've been able to move our products seamlessly from farm to fork on a global scale much faster and more efficiently. Using NetSuite OneWorld's integrated capabilities helps us transform SunMoon into an asset-light and customer-centric enterprise."

SunMoon distributes a wide range of fresh and sustainable produce, from premium frozen durians to ready-to-eat sweet corn. The produce is directly sourced from more than 200 carefully selected and certified suppliers according to the 'SunMoon Quality Assurance' standard, a critical checklist of freshness, quality, safety and traceability. It is then distributed to health-conscious consumers globally, across various e-commerce channels, major supermarkets and SunMoon's own franchise outlets.

Prior to deploying NetSuite OneWorld, SunMoon primarily used emails to correspond with its farmers, suppliers and customers for stock taking, order management, invoicing and billing. This required significant manual coordination, making it extremely difficult to track orders and compare quotes, greatly impacting productivity and the company's growth potential.

With the new system going live in April last year, SunMoon is now leveraging OneWorld for financials, inventory and order management, financial consolidation across three subsidiaries in China, Indonesia and the US, and multi-currency transactions in 11 different currencies — Australian, Canadian, Hong Kong, Singapore and US dollar, euro, Indonesian rupiah, Malaysian ringgit, renminbi and Thai baht. It also supports English, Chinese and Malay languages.

According to Oracle, NetSuite OneWorld empowers SunMoon's suppliers to enter expiry dates, packaging sizes and other details from any Internet-connected device into the cloud-based system. Based on this information, SunMoon can easily create a quote for its customers which they can accept with just one click. NetSuite then automatically sends a purchase order to farmers and generates an invoice once the order has been fulfilled.

"Thanks to NetSuite OneWorld, we can enter new markets more easily," said Loh. "Its multi-language and multi-currency features put us on the world map, empowering us to further expand our operations in Indonesia, the US and South-east Asia. And best of all, we won't even need an overseas IT department to support these countries. Our Singapore team can provide support remotely as NetSuite OneWorld is completely cloud-based."

Zakir Ahmed, general manager, Oracle NetSuite Asia, added: "With Asia-Pacific accounting for nearly 60% of the global population, an efficient food supply chain and distribution network is even more critical here than anywhere else in the world. We are committed to giving forward-looking businesses the tools to innovate. SunMoon is a great example of a business that harnesses technology to digitize and transform this traditional market." 📌

