



# Go Fish Company

Automates Processes and Frees Up Time for Selling with Food Connex ERP

## Industry

Food & Beverage

## Challenge

Automate and streamline sales orders, invoices and purchase orders

## Solution

Food Connex ERP software

## Results

Five hours of manual processing saved each day  
More time spent generating new business  
More data to make better business decisions

Go Fish Company, a start-up business and purveyor of the finest seafood delicacies to white-linen restaurants and retail establishments in New York and the tri-state area. Go Fish processes and delivers a wide range of seafood, including salmon, cod, tuna, bass, shrimp, oysters, lobsters, and more.

**“Food Connex has literally helped me shave five hours off my day. Now, rather than handwriting orders, invoices and purchase orders, we’re able to spend more time generating new business.”**

Samuel Cantor, President, Go Fish Co.

## Challenge

Go Fish wanted to quickly streamline basic business processes in order to take the company to the next level of profitability. Here's what they got:

### More Time to Sell

Automating order entry, purchasing and invoicing, freed up more time to sell

### Streamlined Order Entry & Invoicing

Single point of entry for sales orders and invoices and fast creation of purchase orders

### Track Yields & Profitability

Go Fish can monitor production yields and manage profitability

## Solution

After seeing the seafood-specific capabilities of the software, it was clear to the owner of the company that Food Connex was designed for a company like theirs. Food Connex eliminated the need for handwritten orders and spreadsheets, helped the business standardize operations and become more organized, and freed up time for selling. In the few weeks since using Food Connex the company saw a 50 percent increase in top-line revenue.



**“Food Connex has all the bells and whistles for a fish monger, and it’s very user friendly and straightforward with well-organized screens. I would recommend it to any seafood business, and in fact, I already have.”**

Samuel Cantor, President, Go Fish Co.

## Results

Streamlined order management, invoicing and procurement.

Accelerated business growth by focusing on generating business and increasing customer value.

Standardized and simplified operations to make everyone’s jobs easier.