



Customer Success Story

Vincent Giordano Corporation

Philadelphia, PA



Customer Profile

Vincent Giordano Corporation is a Philadelphia-based Premium Beef Deli Products processor and distributor in business since 1969 and is today serving 400-500 customers all across the nation. They started using *FoodConnex* in 1996.

Business Challenge

As with many food distributors back ten years ago, Vincent Giordano was still doing a lot of the everyday tasks manually. Guy Giordano, president, “We were manually entering all kinds of data invoices, pick tickets, etc. and the manual style just couldn’t cut it any longer. We were growing fast and we needed to enter into the age of technology.”

“FoodConnex’s SWAMI capability is fantastic...Bottom line, there’s no more wasting time and money.”

Guy Giordano
President

Our Solution

Guy looked at several different vendors and was getting frustrated with the “extras” and expense that the organization was going to have to provide associated with implementing many of the software programs. As Guy explains, “The custom guys wanted us to build all these databases and compile all these reports. We didn’t have the time to mess around with all that and we didn’t have the money to hire a bunch of IT guys. On the other hand, *FoodConnex* not only fit our business challenges best but it was great that we didn’t need to build or supply any extra stuff. Everything was set up with the least amount of extra effort on our part, which allowed us to continue operating our business and not slow down during the automating process. We didn’t miss a minute of productivity.”

Positive Business Results

Vincent Giordano Corporation was one of the first distributors to use *FoodConnex*’s SWAMI (Scan, Weigh, And Measure Instantly) capabilities. Prior to using SWAMI they experienced costly errors on a daily basis due to misread pick tickets, data entry mistakes, and math errors. Vincent Giordano, “At the time we were one of the first people to use SWAMI. It’s fantastic—we can’t say enough about it. We constantly impress our customers with SWAMI; and it’s so simple. Just push a bottom and we can generate all sorts of reports and track all of our products immediately. The information that SWAMI provides and the speed in which we can provide information to our customers has increased the productivity in the office tremendously. Bottom line is—no more wasting time and money.”