Balfegó Grup

1. GENERAL INFORMATION

Entity

Balfegó Grup

Address

L'Ametlla de Mar, Tarragona, Spain

Website

www.grupbalfego.com

Products and Services

Fishing, alimentation, study and commercialization of Bluefin Tuna and other fish species under a sustainable business responsibility system.

Target Market

International Wholesale Fish Markets, with 80% of its revenue generated from consignment sales in the Japanese market.

Used Applications

AuraPortal BPMS

Extract

Balfegó is the main Catalan company devoted to Fishing, Aquiculture and Commercialization of Bluefin tuna. It is also the only company in the world to implant a Bluefin company Traceability System, which gives the consumer visibility into sourcing information, by means of a simple sms message or through its website.

2. INTRODUCTION

The implementation of **AuraPortal** BPMS provides **Balfegó** with automation of its administrative activities and a drastic reduction of human errors. The implementation of AuraPortal BPMS has drastically reduced human error at **Balfego Grup**.

Balfegó is a company strongly committed to its customers and to society in general, in order to sustainably satisfy their expectations, far more than just scrupulously complying with laws and other obligations.

Its vision is that future generations can continue to fish responsibly, just as previous generations have done, because the resources used merit an improved attitude to guarantee maximum cost-effectiveness.

AS Bluefin tuna is a highly migratory fish, it requires the supervision and control of a regional fishing organization (ICCAT). In 2006, in order to preserve the species, ICCAT implemented a recuperation plan that forces fishing operators to comply with more than 30 guidelines, making it the most controlled and regulated fishing activity in the world, which consequently increases administrative complexity.

With the instatement of the general manager, Juan Serrano, **Balfegó** decided to give the company a technological leap in order to reach business excellence through a corporate social responsibility system, which would constantly meet its customers´ expectations and guarantee the continuity of the species in future generations.

"Clearly the time reduction in carrying out tasks that before were very time consuming. In some processes, more than 5 hours a day".

"We can also acquire information we didn´t have before, including process times and better information analysis".

Juan Serrano
Balfegó General Manager

One of the pillars of the new Balfegó strategy was the implementation of the AuraPortal BPM Suite, as a corporate automation platform for all of its processes, including both administration and production, related to the treatment of tuna. It started by launching several key processes, including: Extraction, Alimentation, Processing and Commercialization.

1. Extraction Process

Process goal:

- Optimization of fishing activity efficiency.
- Activity adaptation by searching for improvements in sustainability terms.
- Collaboration with scientific organizations for the study and preservation of fish species (CSIC, IEO, IRTA).

Benefits achieved:

- Automatic creating and sending of documentation from the ships.
- Communications with bluefin tuna regulations centers.
- Self control in the management of the quotas assigned to the whole fleet.

2. Farm Maintenance and Feeding Process

Process goal:

- To adjust the supply to the demand in order to achieve the best price in the market.
- To control feeding to make sure the product adapts to the requirements of each market.

Benefits achieved:

- Automatic feeding quantification based in indicators and objectives.
- Automatic communications with different with different regulatory administration offices.

3. Industrial Processing Process

Process goal:

- Slaughter execution according to the existing demand.
- Quality adjustment control matching the customer requirements.
- Creation and dispatch of official documentation.

Benefits achieved:

- Automatic assignment of each piece of tuna fish to each client according to weight or fat percentage.
- Automatic creation and dispatch of official documentation.

4. Commercialization Process

Process goal:

- 80% of the turnover is generated from consignment sales in the Japanese market.
- Collection of variables that affect the market price of each piece of fish.
- Constant adaptation of the sales strategy.

Benefits achieved:

- Customer integration in the commercial process using external portals.
- Streamlining and optimization of the information Flow.
- Automation of the creation and transmission of reports.
- Integration with the ERP system for automatic invoicing.

5. THE RESULTS

Thanks to the professionalism of its consultants and their knowledge in AuraPortal, FSF has managed to offer Balfegó with a solution truly customized to its problem and in times unachievable by other BPM tools in the market. For example, the Data Capture process of sales in Japan was ready in just two weeks, including the integration with the ERP system for automatic invoicing.

In short, the AuraPortal project has been met with great success on both sides:

Implementation success:

- ◎ Step-by-step implementation
- ◎ With results visible just two weeks after the beginning of implementation
- ◎ Ease of use and system modification by advanced users

Benefits achieved:

- ◎ Reduction in human errors
- ◎ Easy adaptation to environmental changes
- ◎ Acquiring of information that was previously unknown
- ◎ Fast Return on Investment

"The special feature of the BPM technology in Balfegó is that we´ve not only used AuraPortal for the administrative processes of the organization but also in all processes related to the treatment of tuna".

"An interesting improvement achieved is the help in creating and communicating the fishing hauls carried out in a given campaign season. It´s impressive seeing all the work we save the skippers of the ships, by creating this documentation and remitting it to the state administrations. Now the skippers can concentrate on fishing and not waste their time on other tasks."

Juan Serrano
Balfegó General Manager
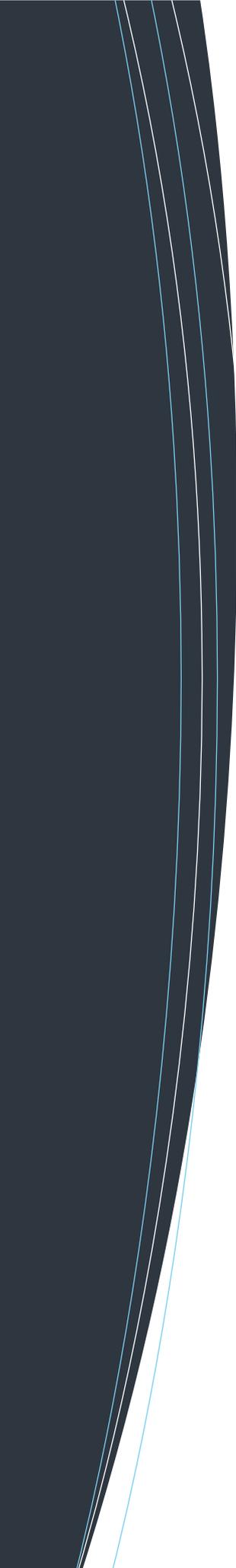
AuraPortal is an international software provider, recognized by leading analyst firms, including Gartner and OVUM, for its extreme ease of use, fast implementations, seamless integration with other systems, scalability and many other features.

Getting started with the AuraPortal solution is easy. Simply tell us about the challenges facing your company and we will guide you through a successful BPM implementation with a high ROI which will turn your project into the next success story.