

crisp.

# HOW GILBERT'S SAUSAGE FORECASTING WENT FROM WURST TO BEST.



## → PROBLEM:

Eric Romberg, a partner at Gilbert’s Craft Sausages, uses an Excel-based forecasting model that he constructed himself. Eric manually inputs sales data and the tool runs some algorithms he created to produce estimates.

“It is a lot of data input and data tracking which means room for human error. It is big and clunky and there are a lot of line items,” Eric explained.

He wanted to find a tool capable of taking over the process by running reliable, automated forecasts for his company. Eric also wanted to find a technology designed to work well for a small, growing business.

“Many of the forecasting technologies are built for Fortune 500 companies with 20,000 SKUs - just not a good fit for us,” said Eric.

## → SOLUTION:

Gilbert’s Craft Sausages partnered with Crisp to provide their forecasting technology. First and foremost, Eric loved the potential for automation to save him time and reduce human error.

“Crisp takes the data directly from our orders and automatically delivers a forecast. The room for error is basically zero because, instead of copy and pasting from a PDF into Excel, the data comes straight from our orders in QuickBooks,” Eric said.

According to Eric, Gilbert’s Craft Sausages’ partnership with Crisp has made them more confident and better-prepared for production planning - which he only expects to improve over time.



## REAL RESULTS

**Time Savings**  
Gilbert’s Craft Sausages saves time with Crisp’s automated forecasting, which pulls sales data directly from QuickBooks.

**Instant Feedback**  
During his time working with Crisp, Eric says “they’ve been very responsive to my feedback and the feedback of all the other people they’re working with.”

**Easier than Excel**  
“Crisp has done a great job with software usability,” said Eric.

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Crisp is extremely responsive and hands on.

Eric Romberg  
Gilbert’s Sausage Partner



### BEFORE CRISP

- Human Error created problems
- No forecasting platforms suited their size
- Wasted time on data input

### WITH CRISP

- Highly accurate forecasting
- More confident about forecasts
- Better prepared for production planning

