



Leading ONE-Number IBP Solution



## TASTI PRODUCTS CASE STUDY

# Experience from Implementing Blueshift ONE Native Integration with Cloud ERP using APIs

## COMPANY OVERVIEW

Since 1932, Tasti Products has been a family-owned business committed to producing delicious Snacks and Baking ingredients under its Tasti brand and contract manufacturing for large brand owners under their private label brands.

Tasti is proud to be the branded market leader in Wrapped Snacks and Baking Ingredients in New Zealand and has been successful in its export strategy to Australia and the world with export sales now exceeding New Zealand domestic sales.

Tasti implemented Blueshift ONE in 2018 aiming to improve inventory forecasting, trade spend visibility and financial reporting. As part of the original implementation integrations between Blueshift ONE and the on-premises ERP system were developed based on a mixture of CSV files and direct SQL database reads.

“

*“The Blueshift Integration team has delivered a flexible and modern API based integration which has allowed us to integrate Blueshift ONE with our Cloud ERP **without incurring the cost of third-party integration tools** and has led to a **reduced reliance on in-house IT resources** to monitor and manage the integrations day-to-day.”*

**David Bryant**  
IT Manager, Tasti Products Ltd

”

## CHALLENGE + SOLUTION

In 2024, after Tasti's on-premises ERP system reached end of life, it initiated a project to implement a cloud-based manufacturing ERP system. Tasti decided to retain the use of Blueshift ONE, so, as part of the ERP implementation, it needed to develop integrations between Blueshift ONE and the new ERP system.

Tasti considered several different integration technology options including outsourcing the integration to a third-party service provider, self-managing the integration using third-party tools (such as Boomi) and native integration with Blueshift. Tasti chose to engage with Blueshift to use native integration as this approach would result in a single source for support and a reduced reliance on in-house IT resources to monitor and manage the integrations day-to-day.



## INTEGRATION DEVELOPMENT

An ambitious ERP go-live date and the fact that the integration design could not be finalised until the ERP business processes were defined and configured meant for a tight development time frame for the Blueshift team. However, effective planning and prioritisation allowed critical integrations to be completed and tested prior to ERP go-live with the remainder delivered shortly after.

Throughout development the Blueshift integration team proved themselves to be knowledgeable, organised and flexible. They were able to overcome several technical challenges throughout the project such as late design changes arising from ERP process changes, using a blend of different ERP API technologies (such as authentication methods, request and response structures), API throttling and API row limitations.

The Blueshift integration team demonstrated exceptional dedication and expertise throughout the project. Their ability to meet tight deadlines, overcome technical obstacles, and contribute invaluable insights was instrumental to the project's success. Their collaborative approach and commitment to excellence made them an indispensable part of the team.

## BENEFITS + OUTCOMES

Blueshift ONE Native Integration has delivered the following benefits to Tasti:

- Modern API based integration solution.
- Efficient, single source for monitoring and support. The Blueshift support team monitors, investigates and responds to any integration errors.
- Issue resolution - any issues will either be Blueshift ONE or ERP, nothing in between.
- Reduced reliance on in-house IT resources to monitor and manage the integrations day-to-day.
- No transaction or subscription costs arising from use of third-party integration tools.
- Go Live on time and on budget

## ABOUT BLUESHIFT

Since its inception, Blueshift has focused on working with clients to develop forward-thinking, technologically advanced solutions for the FMCG industry. The Blueshift ONE platform combines best-in-class Trade Promotion Management and Optimisation, Demand Planning, Customer Planning, Budgeting, and Business Reporting into a single solution, enabling businesses to drive a unified "ONE number" within a Consensus Business Plan.

## READY TO START YOUR BLUESHIFT JOURNEY?

**Speak to our team about how we can unlock the benefits of our solution for your business, wherever you are on your maturity curve.**



[hello@blueshift.one](mailto:hello@blueshift.one)



Follow

