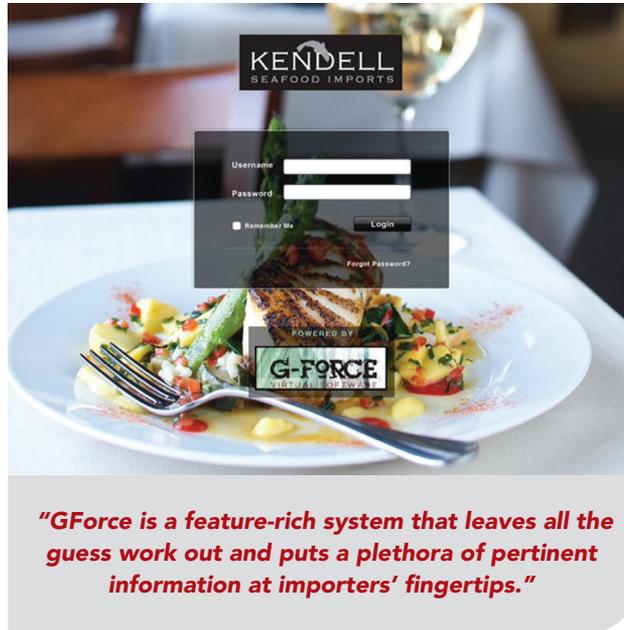


# GForce – Simplifying the process for Chilean Sea Bass importer

What is “The Holy Grail of importing seafood”? According to Mike DellaGrotta, Chilean Sea Bass importer and President of Kendell Seafood, it is GForce! DellaGrotta was excited to share with *Uner Barry’s Reporter* his experience with this Enterprise Resource Planning Software that he has been piloting for the past five years. We sat down with GForce’s program developer, Jonathon Cook and DellaGrotta for a virtual demonstration. With enthusiasm, DellaGrotta expressed his desire to share with other importers the benefits he uncovered using GForce.



***“GForce is a feature-rich system that leaves all the guess work out and puts a plethora of pertinent information at importers’ fingertips.”***

DellaGrotta said that import requirements imposed by the FDA and NOAA are very strict and it is highly important to have proof of documentation. Especially crucial when importing Chilean Sea Bass are dates and times. If importers do not comply and document all the required information containers worth millions of dollars can be seized. In some cases, fines and even jail time can be imposed on importers who fail to meet the stringent requirements.

Kendell Seafood decided it was in the company’s best interest to find a system that would ensure it is following all necessary importing documentation and procedures. DellaGrotta worked with Cook to develop this cloud-centered program as a means to easily integrate all parts of the importing process of Chilean Sea Bass.

GForce is a feature-rich system that leaves all the guess work out and puts a plethora of pertinent information at importers’ fingertips. Suppliers, shippers, cold storage, invoicing, CRM, accounting systems, FDA, NOAA are all rolled into one system. Photos of containers, numbers, seal numbers, are all there. Pictures of the boxes, the fish, the packaging, weight, price, form, survey reports, date of arrival, and calculations of weights are done all

while minimizing human error. Invoices are generated and sent electronically cutting time and cost of shipping. DellaGrotta said he knows exactly what is coming before it arrives and it also helps him control inventory. Each shipment shows an icon that changes with each status update.

DellaGrotta praised the potential of GForce. He said that since he began using the system he has minimized human error, streamlined processes (saving both time and money) and most importantly has kept compliant with FDA and NOAA.

DellaGrotta isn’t the only one pleased with the software’s capabilities, “I have seen and used several software systems but none has conquered the ‘one and done’ order entry like GForce,” said Vince Lombardi, President Synergy Seafood, Orlando, FL. “With GForce I enter an order and it is transmitted to the warehouse and trucker by EDI and emailed to my customer in ‘one’ button click. Then I sit back and watch the order status change via the hand shaking between GForce and the warehouse and between GForce and the trucking company. This can easily save a company over \$100,000 in logistics.”

Cook reiterated to the *Reporter* the importance of complying with government regulation. He knows that importers around the world are also aware of the magnitude of specificity necessary when dealing with record keeping and documentation when bringing product from one place to another. Cook said that is why GForce is going to be such an important tool for importers to use. As more individuals utilize GForce around the world on a daily basis, and vendors and customers continually log in and input and utilize the data, an abundance of pertinent information comes to light—various sources within the supply chain are continuously uploading documents with each progression of the import

process. YET, Cook says that he wants to stress that subscribers can rest assured though that the permissioning is very specific and secure.

Testimonies of GForce’s success are in no short supply: “Kendell is my only customer in 30 years where we enter all the export documents and purchasing information necessary for U.S. import. GForce makes life so much easier for us because all of our documents and information are easily accessible in one place, sent out to all necessary parties and never get lost. It is a great system!” Eduardo Infante, globalpesca SpA, Santiago Chile.

GForce is not limited to importers of seafood. This medium-size business cloud solution can store and manage data from every stage of business. It provides a real-time view of core business processes and facilitates information flow between all business functions. It is 100% customizable to meet importers’ specifications. To learn more about GForce, email [info@gforcev.com](mailto:info@gforcev.com) or visit [www.gforcev.com](http://www.gforcev.com). **UB**

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