

## Valicoff Fruit Company, Inc. Produces More than Fresh Fruit with the Help of NOVAtime's Workforce Management Solution

*Valicoff Fruit Company, Inc. recently implemented the NOVAtime 4000 SaaS solution in an effort to update the organization's workforce management system. The solution provides accuracy and efficiency that helps the company produce more than fruit—it now produces significant time and expense savings by utilizing NOVAtime's automated processes.*

Valicoff Fruit Co. is a family owned and operated business, based in Yakima Valley, Washington. Since its establishment in 1977, the family business has provided quality fruit to grocery outlets and produce stands throughout the world. It was established with a goal to have more direct relationships with customers and, by selling locally to the Pacific Northwest region, Valicoff Fruit Co. allows consumers to have a better understanding of where their fruit comes from.

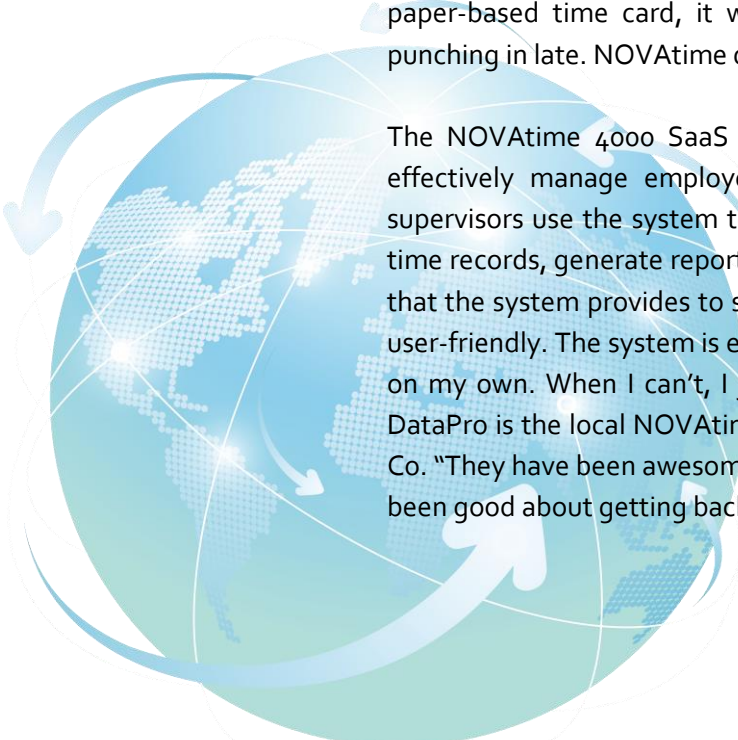
Previously, Valicoff Fruit Co. utilized a manual workforce management system with paper punch cards that they felt were outdated. "We wanted a system that is more user-friendly—a system that allows us to print out reports and track labor in a real time setting," explains Brett Valicoff, General Manager of Valicoff Fruit Co., "By looking at a paper-based time card, it was difficult to determine if employees were absent or punching in late. NOVAtime displays these exceptions clearly."

The NOVAtime 4000 SaaS solution is a robust system that enables businesses to effectively manage employees with an intuitive user interface. Valicoff Fruit Co. supervisors use the system to view employee timesheets, add new employees, adjust time records, generate reports, etc. Mr. Valicoff has enjoyed the dashboard capabilities that the system provides to supervisors and administrators. He reports, "It is definitely user-friendly. The system is easy to use, so I've been able to figure out a lot of functions on my own. When I can't, I just give DataPro a call, and they are quick to respond." DataPro is the local NOVAtime reseller that implemented the system for Valicoff Fruit Co. "They have been awesome," says Mr. Valicoff, "They're great to work with and have been good about getting back to me when I have questions."

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Additionally, to complement the NOVAtime 4000 SaaS solution, Valicoff Fruit Co. installed NOVAtime's new NT450 time clocks. These devices allow employees to clock in/out quickly and accurately, while also allowing them to view timesheets on a vibrant TFT display in real time. "After years of using manual punch cards, the employees needed to get used to an automated solution. However, they are quickly learning that they can do more with NOVAtime 4000 SaaS, and they seem to like the change," explains Mr. Valicoff.

One of the deciding factors in choosing NOVAtime as the company's workforce management provider was NOVAtime's ability to interface with virtually any third party system. "We are looking to upgrade our accounting system soon, and we know that NOVAtime has an existing interface to the preferred system," says Mr. Valicoff. Through the use of NOVAtime Enterprise Web Services, a secured interface platform, NOVAtime offers seamless integration with hundreds of payroll, HR, and ERP applications.

As a flexible and scalable solution, NOVAtime 4000 SaaS provides clients with worry-free management of time and attendance. NOVAtime eliminates concerns regarding a client's future growth and development, as the system can easily adjust to changes in business policies and processes, offering the most compatible solution for any company!



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*For more information on NOVAtime and how they can help you streamline your workforce management needs, please email [sales@novatime.net](mailto:sales@novatime.net) or call 877.486.6682.*

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