



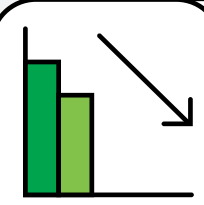
# From Gut Feel to Data-Driven Excellence



“None of these improvements happened by accident. What made them possible was the real-time visibility, structured planning, and detailed roast and inventory data we had access to through Cropster.”

— Matt Berry, Co-Founder & Director of Coffee

## Key Success Metrics



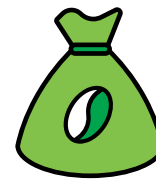
Usage projection errors  
**decreased by 78%**



Brought roasting  
recovery time down  
from **92 to 54 seconds**



Test to final profile time  
dropped from  
**11.6 to 5.2 days**



Decreased unplanned  
overages by **62%**



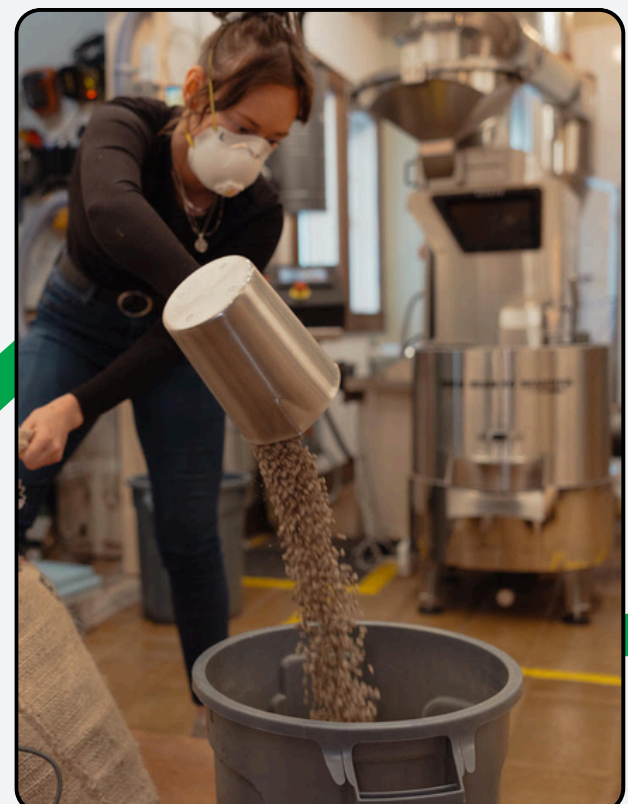
**Faster** workflows  
**Lean** inventory mgmt.  
**More consistent** quality



Got to roast **2-3  
more batches a day**  
with better BBP's

## Company Snapshot

- **Name:** Ember Coffee Co.
- **Location:** Minnesota, USA
- **Founded:** 2021
- **Roasting Capacity:** ~3,000 lbs per month
- **Specialties:** Roasting, and brewing standout coffees for wholesale and retail partners across Minnesota
- <https://embercoffee.co>





## The Challenge

As Ember scaled up from a **small-batch startup to a full-scale roasting operation**, they hit a wall: the systems that once served them couldn't keep up with growing complexity.

**“We were running on intuition. But intuition doesn't scale.”**

— Matt Berry, Co-Founder & Director of Coffee

- Roast profiles were inconsistent
- Inventory forecasts didn't match depletion
- Production planning felt reactive



## The Turning Point

Matt knew **Ember needed a new level of clarity**. The team wasn't making bad decisions—they just didn't have the data to make great ones.

**They needed a system that would:**

- Tie together planning, roasting, QC, and inventory
- Flag issues before they became problems
- Support both speed and consistency



## The Solution

**Cropster gave Ember an integrated view across their operations.** In just weeks, they had:

- Live roast tracking and profile comparison
- Real-time green inventory management
- QC data tied directly to roast batches
- Forecast-driven production planning
- R&D tools that cut new coffee launch time in half

**“It wasn't just about software. It was about changing how we think as a team.”**

— Matt Berry, Co-Founder & Director of Coffee