



Company Info

Driscoll's is a California-based seller of fresh strawberries and other berries. It is a fourth-generation family business that has been in the Reiter and Driscoll families since the late 1800s. In 2017, it controlled roughly one-third of the \$6 billion U.S. berry market.



Driscoll's uses CCH Tagetik for Consolidation, Financial and Fast Close, Collaborative Office, Analytic Information HUB



Watch the video interview:

<https://www.tagetik.com/en/resources/videos/video?vid=driscolls-fast-close-aihub-cch-tagetik>

HARNESS DATA AND GAIN INSIGHTS: HOW DRISCOLL'S DRIVES THEIR BUSINESS USING GRANULAR DATA

How were you managing your budgeting and planning process before CCH Tagetik?

*"We used Hyperion Essbase. We weren't able to drill down or drill through our data, which meant it was hard to break down our costs. Now that we're using CCH Tagetik, **we've reduced the cost and time of the process by around 50%.**"*

What set CCH Tagetik apart from other vendors?

*"CCH Tagetik understands the complexity of our reporting. Driscoll's has a very complex income statement, and CCH Tagetik's solution was able to accommodate our needs. In the beginning, we thought it would be complicated for the administrators to have the 100% control of the tool. But they do, and it's **really easy to use.**"*

Now that you have implemented CCH Tagetik, how do you use it?

*"We first chose CCH Tagetik for reporting. We followed this by implementing the Collaborative Office and then the solution for cost center reporting. Finally, we just implemented the **Analytic Information Hub to help us process big data.** We opted for the cloud solution so we won't be dependent on IT."*

How does CCH Tagetik benefit you and your team?

*"Now, **we use a tool that can manage large volumes of data** and house information from different ERP systems. All our information is in one place, and CCH Tagetik gives us the flexibility to create various reports. Our data refreshes hourly, which helps us complete analysis faster, especially during month-end close.*

I'm a firm believer in the benefits of the tool. I'd definitely recommend CCH Tagetik to others."

JESSICA ROCHA
Financial System Manager

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