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Don Lux
Vice President
White Hat Brands, LLC

Profile Details

Company Name
White Hat Brands, LLC

Address
Suite 100
2675 Paces Ferry Road
Atlanta, GA 30339

Website
whitehatbrands.com

Products & Services
Nutritious food and beverages for children

Target Markets
Food & beverage

Applications Hosted
Infor ERP VISUAL

GoIWx Corporate Office
2700 Campus Dr.
Plymouth, MN 55441

Tel: 952.258.6300
Fax: 952.258.6320
Support: 952.258.6333
Web: goiwx.com

White Hat Brands, LLC

Based in Atlanta, Georgia, White Hat Brands has become a leader in the movement to combat childhood obesity and Type 2 diabetes by providing nutritious products and related services to promote children's healthy eating habits and physical activities. The company's vision is "to build a youth wellness company that creates products and messages kids embrace…."

White Hat Brands purchased Infor ERP VISUAL from Visual South in June 2007 with the goal of implementing a software solution to help the company better manage its operations. The company went live with a host-based VISUAL system in July 2007. White Hat Brands' decision to purchase a host-based VISUAL system was a logical one for the growing business. "We are a relatively small company," states Don Lux, Vice President of White Hat Brands. "We needed to implement a solid ERP system to help us manage our business, but we did want the additional cost of a server and an employee to maintain it. Having a hosted ERP solution gives us the functionality we need without the worries of managing the software ourselves."

VISUAL is currently the only application being hosted for White Hat Brands, but that may change in the future. "Our goal was to implement the core functionality of VISUAL first," states Lux. "As we grow, I may be interested in having Visual South host more of our applications in the future." Those future applications may include Microsoft Office, Exchange, and Outlook.

Since implementing VISUAL only two months ago, White Hat Brands has already experienced the benefits of a hosted software solution. "It simply works better for us using a hosted system," Lux comments. "We haven't had any problems. The system is never down. And it's reassuring to know that if we ever have a problem, help is only a phone call away."