



# SWK Technologies Hosts Icon Foods Securely in the Cloud

**SWK**  
TECHNOLOGIES

## CLIENT: Icon Foods

- Founded in 2017 as part of Steviva Brands
- Headquartered in Portland, Oregon
- Manufactures low-sugar and sugar-free ingredients
- Supplies other food & beverage manufacturers with ingredients or recipes for healthier end products
- Uses Sage 100cloud hosted by SWK Technologies' Secure Cloud Services

Icon Foods is a Portland, Oregon-based manufacturer of natural sweeteners, which provide low-sugar and sugar-free alternatives to traditional food additives.

Icon was born from parent company, Steviva Ingredients, Inc., which was founded by Thom King, president and CEO, in 1999 to help solve the growing disease and obesity epidemics resulting from the artificial sugar-laden products saturating the food and beverage market.

Steviva was originally named for the stevia ingredients the company relied on, but as they grew beyond a single ingredient focus, they decided that a

change was in order.

"When I started the company in 1999, the name 'Steviva Brands' was selected to build a consumer brand," said Thom King.

"The strategy behind the name was to create name association with

stevia. The B2B side of the company, 'Steviva Ingredients,' was being pigeonholed into stevia when it has grown past stevia."

Icon Foods was founded in 2017 to represent the new branding and the expanded focus of Steviva's mission.



## From Steviva to Icon Foods

The name change reflected more than just a brand pivot, as Icon Foods has grown tremendously from a one-man company based out of Thom King's garage.

Operations Manager Ryan Flowers recalls when joining Steviva in 2015 as a Production Tech that there were only a handful of employees in one location. "Since I've been with the company, there have been huge changes," says Ryan.

"The space that we were in when I first started was barely larger than our conference room is currently."

"Now, we have a 30,000 square foot warehouse."

A large part of this growth is due to Icon helping food providers fulfil the mounting consumer demand for "simple and clean" food products, specifically those made from easy-to-understand and healthier raw materials.



## Simple & Clean – A New Era of Safe, Healthy Food

The majority of Icon Foods' business is supplying other food and beverage manufacturers with ingredients that use less sugar than traditional products, as well as developing formulas for client use.

Icon Foods produces these sugar-free or low-sugar additives on a make-to-stock basis, with unique product

lines that include their signature SteviaSweet®, Erysweet+®, PreBiotica, and many others.

Many of Icon's ingredients use the rare allulose sweetener as a base along with stevia and monkfruit extracts. In manufacturing, Icon also utilizes a water extraction method inherited from Steviva Ingredients that removes chemical residues

while preserving flavors. All of Icon Foods' product lines offer alternatives to high-fructose corn syrup-based items, and many of their brands are GMO-free, kosher, and often diabetic-safe.

Icon also recently developed CannaSweet specifically for medical marijuana patients needing healthier cannabis edibles.



## A Need for Supply Chain Visibility and Automation

Numerous product lines, raw material and recipe batches, and storage, manufacturing and operational locations requires comprehensive visibility into Icon Food's supply chain to maintain it.

Additionally, the team at Icon knew this requirement would only escalate with their growth as they spread to new market regions.

Initial tracking has historically been done through manual entry, but Icon needed to be able to record all this information within a single database.

The only technology solution they employed was Intuit QuickBooks, which could not handle the volume of data Icon Foods produced. "Definitely glad to be away from [QuickBooks]," says Ryan

Flowers. "Our CFO would tell you it wasn't a very robust system."

Worse, the team at Icon was painfully aware QuickBooks was not equipped to handle supply chain management as they grew.

"There was no way to handle a second warehouse, which was one of our main goals," says Ryan.



**Thom King,  
president &  
CEO, Icon Foods**



## QuickBooks VS Sage 100cloud

Icon Foods started seeking out an ERP solution to migrate to from their desktop accounting software so that they could better handle the influx of warehouse and shipping data. "One of the difficulties we had was moving inventory offsite," says Ryan.

This search eventually led Icon to Sage 100cloud and Information Systems Management (ISM). (ISM and SWK Technologies merged while the former was still in talks with Icon Foods, though Ryan Flowers says there was never any change in service and the implementation proceeded as planned.)

During their adoption of Sage 100cloud, Icon became aware that they did not have the resources available at the time to handle an on-premise installation. It was not only their hardware that was limited – Icon's IT staff consisted solely of Ryan himself.

The merger of SWK and ISM brought application hosting into the former's portfolio, and the newly combined Sage 100 consulting practice of both



organizations could apply their expertise to building cloud-hosted environments for SWK's Sage customers.

This is exactly what Icon Foods took advantage of by deciding to implement Sage 100cloud in a hybrid infrastructure that leverages their on-premise hardware while still delivering digital resources through the cloud.

"That's something we just decided as we got into implementing Sage and realizing we didn't have the IT capacity to handle it," says Ryan. "It was either that or upgrade everything we had onsite, and we didn't have any real reason to."



**"...[Sage 100 is]  
much more  
accurate and  
much quicker  
than we what  
could do  
through  
QuickBooks."**

## Sage 100 Hosted in the Secure Cloud



The decision to host Icon's software through a hybrid cloud environment enabled the implementation team led by Bruce Kern to build their Sage 100cloud system tailored to the unique needs of Icon Foods' manufacturing and distribution operations.

"We talked to Bruce quite a bit about what we do, what kind of functions we wanted," says Ryan Flowers. "He helped us to understand what was possible. Bruce has definitely been instrumental in getting everything set up."

A hybrid cloud environment has delivered several benefits, including enabling real-time remote user access in the cloud and consolidating technical support touchpoints. Users can log in from anywhere with an Internet connection, which has made it much easier for Icon Foods to manage multiple locations. "The ability to manage offsite has definitely helped things," says Ryan.

Working with SWK as the sole application and hosting provider has also considerably sped up problem resolution. Ryan only has to reach out to Bruce Kern or to Betsy Quis, part of the Western CAM team, and the situation is addressed promptly by the right support personnel.

"There's been occasions where we had an issue and I would use Bruce as my go-to and he would make the connection," says Ryan.

## Sage 100cloud Inventory Management & Compliance Enablement

With their hosted Sage 100cloud solution, Icon Foods has been able to solve their biggest operational pain point – inventory management.

"Inventory is one of the reasons we moved to the ERP system with SWK," says Ryan Flowers. "An ERP allows us to remotely look at inventory."

"As far as managing our inventory and our raw goods, Sage 100 is much more accurate and much quicker than we what could do through QuickBooks. We're doing a lot less shipping from

two locations and it's brought down our costs."

Being a food and beverage manufacturer, Icon Foods also faces many regulatory obligations for raw material and product quality.

Sage 100cloud allows Icon to fulfill traceability regulations by recording documentation for all formulas as well as making it easy to track products at the unit level.

"With our Sage software, we can say 'we used Lot ABC for these mixes,'" says Ryan.





## Icon Foods Plans for the Future with the Help of SWK

The advantages delivered by Sage 100 hosted in the cloud have given Icon enough confidence to begin testing the current build's ability to handle their planned growth.

This includes reviewing the inventory management capabilities with additional locations and gauging the level of automation that can be applied once the expansions is under way.

Even with this cautious approach, Icon Foods is working closely with SWK Technologies to continue developing their hosted Sage 100cloud system, which will include incorporating additional software pieces to

augment the production and warehouse management functionality.

Add-ons being reviewed by the team at Icon include Scanco, which Ryan believes will be able to significantly streamline their supply chain. This process is made easier for Icon Foods by having SWK Technologies as both software partner and cloud service provider.

With direct access to both application and environment, SWK's consultants are able to interact with and customize much more quickly and seamlessly without having to go through several parties. "It just takes all of the pain out of it," says Bruce Kern.

**If you want to learn more about how SWK can help you with your business process challenges, and how the latest software and technologies can help you integrate, automate, and secure your systems, contact us today.**

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