

# Produce Industry Insider *Special Edition*

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**ProWare  
Services LLC**

## ProWare Services, LLC



### ProWare Services enjoys rewarding inaugural year

**Plant City, Fla.-based ProWare Services LLC has had a very gratifying first year.**

The firm, established in July 2009 as the developer and marketer of AgWare productivity software, has seen its customer base swell. Over the past 14 months, the company has added clients in California, New York, Florida, Texas and Canada - and the business continues to grow.

"Our first year has exceeded our expectations," said industry veteran Steve Dean, general manager who heads up the company with Don Walborn, director of sales and marketing, also a long-time produce industry professional.

AgWare was originally designed and developed by Franwell Inc., a Lakeland, Fla.-based radio frequency identification (RFID)/traceability company. In 2009, Walborn and Dean were tapped to launch ProWare Services LLC as a separate business unit to focus exclusively on increasing AgWare's functionality and market share.

AgWare is a fully integrated, supply side enterprise resource package - or ERP - designed especially for small- to mid-size growers, packer/shippers, brokers and distributors of produce.

Companies using AgWare range in size from three to 30 concurrent users, but most have seven to 10, Walborn said.

AgWare is one program, but it comes bundled with several application modules that include product receiving, processing, warehouse management, sales, purchase orders, grower accounting, accounts receivable, accounts payable and general ledger.

**"We sit down with our clients and make sure the system that we install has been tailored specifically for their needs."**

Each module is integrated with the others, so there's no need to duplicate entries. Once information is entered, it accompanies a product through each processing stage, incorporating traceback capability as it moves through the supply channel.

What makes ProWare Services different from its competitors is that the company focuses on the individual needs of its clients, Walborn said.

"No single, canned solution will fit everybody," he said. "We sit down with our clients and make sure the system that we install has been tailored specifically for their needs."

After the software is installed, ProWare continues to serve its clients with unparalleled customer service, Walborn said. The ProWare team listens to its clients and continues to adapt the AgWare system to their business processes as they progress.

All installations come with a support agreement that assures technical help by phone, fax or e-mail, he said, and customers receive frequent software updates.

ProWare customers handle a wide range of products, including strawberries, onions, melons, squash, apples, tomatoes and leafy greens.

For more information about AgWare or ProWare Services, contact Walborn at 813-752-7952 or [don.walborn@prowareservices.com](mailto:don.walborn@prowareservices.com)

*Tired of doing 'it' the same way everybody else does 'it'?*



## AgWare

lets you stand out in the crowd!

*Offering affordable and flexible supply side software for produce growers, packer/shippers, and distributors!*

ProWare Services, LLC  
PO Box 4224  
Plant City, FL 33563  
(813) 752-7952 Office • (813) 704-4803 Fax  
[Don.Walborn@ProWareServices.com](mailto:Don.Walborn@ProWareServices.com)  
[www.AgWare.com](http://www.AgWare.com)

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