

# How Hello Nori is Building a Scalable Operational Backbone with MarketMan



## Customer name

Hello Nori

## Industry

Fast Casual

## Website

hellonori.com

## AI Invoice Scanning

"We just turned it on. The combination of invoice scanning and line-item extraction is going to save us a significant amount of time. About hundreds of hours each month."

**Andrej Nemcek, VP of Product at moola**



## About Hello Nori

When Hello Nori, a fast-growing sushi hand roll concept, realized they were expanding faster than their systems could support, they turned to Andrej Nemcek, VP of Product at moola.com, to help bring order to the chaos. With a background in software, Andrej was tasked with finding an inventory and cost management solution that could keep pace with their accelerating expansion.

## The Challenges

- Rapid growth exposed inefficiencies in manual, siloed cost tracking and poor visibility across locations
- Transfers between locations were inconsistently tracked, leading to inaccurate cost and inventory data
- Manual, paper-based ordering processes slowed down commissary distribution to multiple locations
- Inconsistent answers to cost questions due to a lack of centralized data
- No integrated system to manage multi-location accounting, price fluctuations, or cross-department visibility

## MarketMan Solution

- Ordering visibility and tracking have improved significantly
- Robust invoice handling has replaced the need for extra expense management software
- AI Ordering feature will help minimize waste and optimize purchasing
- AI Invoice scanning and line-item extraction is in use and expected to save hundreds of hours monthly
- Leveraging theoretical vs. actual usage reports to monitor efficiency across locations, along with all COGS-related reports