

Case Study Bahlsen – EDI

»In Fujitsu we have a partner that has provided us with an EDI platform that centrally manages, converts and monitors all our international data flows.«

Hinrich Kastern, Head of Information Management, Bahlsen GmbH & Co. KG



The customer

The family-owned enterprise, with its two Bahlsen and Leibniz brands, is the market leader for baked confectionary in Germany, and one of the foremost manufacturers in this market segment in Europe. Country-specific brands Kornland (Austria), Krakuski (Poland) and Brandt (Germany) round off the product portfolio, manufactured at five sites in Europe and exported to over 80 countries.

The challenge

As a company with an extensive international presence, Bahlsen not only places high demands on product quality, but also on effective communication with customers and suppliers. For Hinrich Kastern, Head of Information Management at Bahlsen, the central management of data flows also plays a key role. "In addition to the infrastructure, Fujitsu has provided a central platform which enables us to model and manage all processes for orders, delivery notes and invoices."

The solution

Bahlsen leverages Seeburger's Business Integration Server (BIS) 6, which is designed for high-availability and high-load scenarios, for its European subsidiaries. BIS is the central platform for the SAP ERP solution used by Bahlsen to communicate with its business partners. Fujitsu has assumed responsibility for systems integration, including implementation of interfaces. Plus, it oversees Bahlsen's entire IT infrastructure in Germany, providing a broad range of services including application hosting, application management and operation of desktop infrastructure.

The IT service provider collaborated closely with the Italian IT employees from the onset to ensure solid, swift progress, and to identify country-specific requirements. The EDI solution was implemented within just one year, in conjunction with the SAP roll-out.

The customer

Country: Germany
 Industry: Confectionary
 Founded: 1889
 Employees: Approx. 2,500
 Website: www.bahlsen.com



The challenge

The number of partners with whom Bahlsen exchanges data has increased sharply in recent years. In selecting Fujitsu for the task of integrating individual European subsidiaries into the EDI system, the company has opted for a service provider that can also implement country-specific requirements, for instance, various EDI standard formats.

The solution

Providing a central platform which enables Bahlsen to model and manage all processes for orders, delivery notes and invoices.

The benefit

- Improvement in the efficiency of international sales and distribution processes
- The central platform consolidates all of the subsidiary's relevant data streams
- Rapid integration of customers and external systems
- Standardization speeds up exchange of information and invoices with external systems
- Fewer errors during data transmission
- As a highly experienced provider, consideration given to country-specific standards during implementation, for instance, EDI formats
- In-depth consulting and onsite

Products and services

- Integration of the Italian subsidiary with onsite evaluation and consulting services
- Definition, testing and implementation of interfaces
- Transfer to the production system
- Application management by Fujitsu

Although Bahlsen leverages EDIFACT as the standard format for the transfer of electronic data to a number of its subsidiaries, the standard in Italy is EURITMO. What's more, invoicing data is converted into a wide variety of customer-specific formats and distributed via email. In addition to Bahlsen's customers, logistics providers in Italy were also brought into the fold as a way of ensuring seamless processes. In addition to traditional data exchange via EDI, applications using Enterprise Application Integration (EAI) were incorporated into the SAP ERP System. Moreover, with NIKE Enterprise, sales reps have access to a powerful sales force tool, which enables them to, for example, capture orders and manage customer data. NIKE was also hooked up to the SAP system via diverse interfaces and by means of BIS 6. In the course of the project, Fujitsu developed a total of 70 mappings. Language barriers were overcome during implementation with the help of in-depth guides, which were provided in advance, and regular data comparison with the Italian colleagues.

The benefit

With the centralization of the EDI platform and the standardization of data transmission and processing, Bahlsen can now model key business processes even faster and take relationships with customers, suppliers and other business partners to a new level. In order to further reduce the workload of IT employees in terms of maintenance and updating tasks, Fujitsu has also assumed responsibility for application management of the EDI system. If Bahlsen's IT managers or user departments have any questions or problems, they can get in touch with Fujitsu's customer support 24/7.

Fazit

"It was certainly a challenge to carry out an SAP roll out at our Italian subsidiary at the same time as an EDI implementation – especially in terms of project scheduling. The fact that the implementation went so well is all thanks to our fantastic working relationship with our colleagues, which helped to overcome any and all language barriers."

Hinrich Kastern, Head of Information Management, Bahlsen

About Fujitsu

Fujitsu Central Europe (Germany, Austria and Switzerland) is a leading European all-round provider of information and telecommunication technologies. Headquartered in Munich, the company offers a comprehensive portfolio of technology products, solutions and services, ranging from terminals, data center solutions, Managed & Maintenance Services and cloud solutions right through to outsourcing and consulting. Fujitsu develops and manufactures notebooks, PCs, thin clients, servers, storage systems as well as mainboards and operates highly secure data centers in Germany. For the fiscal year ending March 31 2014 Fujitsu generated a revenue of more than €1.8 billion with approximately 2,800 employees in the Central Europe region.



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