FUJITSU

Case Study
Bahlsen

»We were impressed by Fujitsu' extensive experience in application hosting and application management, as well as their comprehensive SAP expertise. That's why we decided to outsource our entire IT infrastructure to the service provider«

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

The customer

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

The challenge

To keep biscuit production and logistics running smoothly, it is crucial to ensure the high availability of the IT supporting Bahlsen's business processes – in particular its SAP and EDI systems.

The solution

Operation of entire IT infrastructure.

The customer

The family-owned business, 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

In 2007, the time came for Bahlsen to find a new outsourcing partner. Hinrich Kastern, Head of Information Management, knew exactly what they needed: "A partner with comprehensive SAP knowledge, as well as expertise in application hosting and outsourcing."

The solution

Fujitsu came out on top against a number of competitors and won the outsourcing deal. Fujitsu' extensive skills in outsourcing and all things SAP were a key factor in Bahlsen's choice: "That's why we decided to outsource our entire IT infrastructure to Fujitsu," explains Kastern. The manufacturer of sweet baked goods also wanted its IT services to be delivered from within Germany.

But that's not all. Bahlsen is well known for its innovative products and ideas: "Which is why we look for pioneering service providers," explains Kastern, highlighting another key criterion. "Fujitsu also proved the right partner in this respect – thanks to innovative concepts such as an online portal."

Collaboration kicked off in April 2007. First, Fujitsu implemented the required infrastructure on site at Bahlsen, while the existing service provider continued to operate the legacy systems in parallel. This ensured a highly smooth transition from old to new. In September 2007, Bahlsen transferred responsibility for desktops, the local area network and monitoring of its wide area network to Fujitsu. In the second step, Fujitsu established Bahlsen's application infrastructure at its own data center. This includes SAP solutions, the Seeburger EDI system, multiple sales planning and monitoring tools, as well as logistics applications. The SAP environment, which provides around 500 users with access to cutting-edge technology, and other core systems such as Cognos and Lotus Notes, were introduced over the Christmas break. As a result, the functionality was immediately available to Bahlsen staff on the first working day of 2008. Shortly afterwards, Fujitsu performed the upgrade from 4.6c to SAP ECC 6.0.

The benefit

- End-to-end services delivered by specialists with SAP expertise and extensive experience in application hosting and management
- Services delivered from within Germany
- High availability ensured by service level agreements
- Flexible pricing model combining fixed rate and pay-per-use
- Reduced costs for IT operation

Products and services

- Application hosting for 13 applications
- Application management for five applications
- Operation of desktop infrastructure for around 800 users
- LAN operation
- WAN monitoring
- Establishment of an employee self-service portal
- Additional projects at Bahlsen branches and subsidiaries

The benefit

In total, Fujitsu took over operations for a total of 13 applications within the scope of application hosting. Service level agreements ensure that Bahlsen receives the high levels of availability it needs. And for five applications, Fujitsu is also responsible for application management, including ongoing maintenance and modifications. Fujitsu operates the IT systems at Bahlsen's eight European sites remotely.

The outsourcing agreement has helped Bahlsen keep costs down by eliminating the need for additional, specialist IT staff. Instead, there is a dedicated coordinator at each site who has direct access to Fujitsu experts and is able to answer specific questions. Bahlsen is leveraging various pricing models, including fixed costs for outsourcing services – providing transparency into costs and enabling more reliable planning. Meanwhile, Fujitsu charges for desktop operation and storage capacity based on actual usage.

Conclusion

The partnership has already expanded beyond the scope of the original outsourcing project. For example, Bahlsen's UK branch successfully introduced the SAP FI/CO modules with the help of Fujitsu. And the Gottena Keks- und Waffelfabrik, a Bahlsen subsidiary that produces biscuits and wafers, turned to Fujitsu for support with another SAP implementation. The service provider wrapped up a further project in late 2008: replacement of the company's legacy planning tool from Manugistics with the SAP NetWeaver Business Intelligence (SAP BI). And the next initiative is scheduled to start soon: Bahlsen plans to replace three proprietary logistics systems with a single solution based on standard software.