



“Fujitsu has helped transform how we do business. It has been an incredibly positive experience and we have been impressed by how responsive Fujitsu has been.”

Keyur Chauhan  
Head of IT and SAP  
Balaji Wafers

Balaji Wafers' business critical SAP® ERP platform is fully supported by Fujitsu, ensuring maximum availability and allowing Balaji to focus on growth.

**At a glance**

Country: India  
Industry: FMCG  
Founded: 1974  
Employees: 1,800  
Website: [www.balajiwafers.com](http://www.balajiwafers.com)

**Challenge**

Following a merger, the level of service provided by Balaji Wafers' local SAP partner dropped significantly. It wanted to find a new application support partner with local language skills, food industry experience and SAP expertise.

**Solution**

Fujitsu provided two dedicated on-site SAP engineers, along with remote consultant services; helping Balaji Wafers to fine-tune and maintain the SAP platform throughout implementation.

**Benefit**

- Overhauled five SAP modules for better performance
- Quick incident resolution, ensuring maximum availability and minimum downtime
- Able to focus on growing the business, thanks to a reliable, high-performing SAP environment

## Customer

Balaji Wafers, based in Rajkot, Gujarat, India, manufactures and distributes savory snacks. It started as a micro business in 1974 and has evolved into an INR 4000 crore company, capturing a 70 percent market share by 2014. Today, the company employs more than 1,800 personnel in its Rajkot and Valsad manufacturing facilities. Balaji has the capacity to manufacture 150,000kg of savory snacks per day.

## Products and services

- FUJITSU Business Application Services
- FUJITSU Application Maintenance & Support

## Challenge

Balaji Wafers has always strived to incorporate the latest technology into its production facilities, such as establishing its first fully automated plant in 2000. As part of this drive for technological excellence, the company deployed SAP® in partnership with a local IT services partner to support its ERP functions. However, this original deployment did not meet its business requirements.

“Our first SAP partner caused many problems after it was acquired by a much larger company and the level of service dropped significantly,” explains Keyur Chauhan, Head of IT and SAP, Balaji Wafers. “Given our SAP modules include sales and distribution, finance and production planning, it is a vital platform for the smooth operation of the business. That meant we needed to find a new, experienced SAP delivery partner.”

Chauhan and his team made a detailed evaluation of the SAP skills on offer locally. He was looking specifically for expertise in SAP deployment and support as well as Gujarati-language capability.

“Our previous partner had many issues with communication so having a local language specialist was a key criterion. When I met Fujitsu, it was clear it had those local resources as well as the global experience,” adds Chauhan. “It has numerous references in the food industry and an impressive SAP customer base so it appeared to be the ideal partner.”

## Solution

A trusted SAP Global Partner for over 40 years, Fujitsu has successfully helped thousands of customers worldwide to simplify, innovate and grow. Its expertise with SAP solutions, combined with in-depth industry and technology experience, helps enable Balaji Wafers to achieve its business objectives and maintain a competitive lead.

Fujitsu took the primitive existing SAP platform and overhauled it to enable the efficient delivery of core business modules. During implementation, two dedicated Fujitsu engineers and SAP specialists provided around-the-clock support coupled with a fleet of remote consultants. This enabled Balaji Wafers to digitally transform how it does business and provides 50 users in two plants across India with the tools they need.

“We have five functional and technical SAP modules covering every aspect of the business, including development, quality management and production,” continues Chauhan. “Fujitsu quickly took on the support and maintenance of these and, in the case of the Quality Management module, re-implemented it completely to meet our needs more effectively.”

Fujitsu is also helping Balaji Wafers explore integrating a cloud-based SAP platform as well as migrating to SAP S/4 HANA®. This will position the company for future growth and additional functionality.

## Benefit

Balaji Wafers now enjoys a more reliable, better-performing SAP platform that is tailored to the company's specific requirements. In a business that relies on the efficient processing and distribution of highly-perishable ingredients, having this robust ERP solution is vital.

“To put it simply, without an effective ERP platform, we have no business, so having the right support is very important to us,” says Chauhan. “With Fujitsu, when an issue arises, we will definitely get a response within 24 hours and often faster – even on weekends. If I need support on a Sunday, there will be a consultant ready and waiting.”

This level of commitment ensures that the SAP solution operates at maximum availability, making the entire business more productive. For example, one seemingly insignificant incident could have wider repercussions and lead to the eventual breakdown of the production cycle. However, with Fujitsu on hand, this cannot happen because issues are quickly resolved at source.

“If production goes down I can call my Fujitsu contact directly. The Fujitsu team remotely takes control of the system, allowing them to quickly identify the problem and we get a solution within half an hour,” comments Chauhan. “This gives us optimal uptime as well as peace of mind.”

With Fujitsu now providing application services, support and maintenance, Balaji Wafers is free to focus on growing the business, safe in the knowledge that it has a reliable, high-performing SAP environment underpinning the business. The next step is to migrate to SAP S/4 HANA and the company will once again turn to Fujitsu for guidance.

“Fujitsu has helped transform how we do business and given us the confidence to migrate to SAP S/4 HANA, which will add many more features and capabilities,” concludes Chauhan. “It has been an incredibly positive experience and we have been impressed by how responsive Fujitsu has been.”

## FUJITSU

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