



Bahlsen forms extensive partnership with TDS

A RECIPE FOR OUTSOURCING SUCCESS

Bahlsen GmbH & Co. KG has outsourced IT operations at eight European sites to TDS. The Neckarsulm-based service provider has assumed responsibility for the biscuit manufacturer's entire IT infrastructure and delivers a variety of services, including application hosting, application management and operation of the desktop infrastructure.

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.

TDS comes out on top

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." And this is exactly what TDS offers. The Neckarsulm-based service provider came out on top against a number of competitors and won the outsourcing deal. TDS' 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 TDS," 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. "TDS also proved the right partner in this respect - thanks to innovative concepts such as an online portal."

Collaboration kicked off in April 2007. First, TDS 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 TDS. In the second step, TDS established Bahlsen's application infrastructure at its own



Founded by Hermann Bahlsen in 1891 as Hannoversche Cakesfabrik, Bahlsen is most famous for its *Leibniz Butterkeks* (butter biscuits). Today, the company is one of Europe's largest manufacturers of sweet goods, and is Germany's market leader.

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data centre. This includes SAP solutions, the Seeburger EDI system, multiple sales planning and monitoring tools, as well as logistics apps. 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, TDS performed the upgrade from 4.6c to SAP ECC 6.0.

High-quality IT services

In total, TDS took over operation 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 eight applications, TDS is also responsible for application management, including ongoing maintenance and modifications. TDS 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 TDS 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, TDS charges for desktop operation and storage capacity based on actual usage.

Collaboration set to continue

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 TDS. And the Gottena Keks- und Waffelfabrik, a Bahlsen subsidiary that produces biscuits and wafers, turned to TDS 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.

PROJECT OVERVIEW

Challenge:

- Operation of IT infrastructure
- Application hosting for 13 apps
- Application management for eight apps
- Operation of desktop infrastructure for around 700 users
- LAN operation
- WAN monitoring
- Establishment of an employee self-service portal
- Additional projects at Bahlsen branches and subsidiaries

Results:

- 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



"We were impressed by TDS' 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



About TDS:

TDS offers IT outsourcing, IT consulting and HR services to mid-sized enterprises and major corporations. Founded in 1975, the company operates predominantly in the German, Austrian and Swiss markets. TDS has been a member of the Fujitsu Group, one of the world's leading IT players, since 2007.

