

# Case Study KÜNZI S.p.A.

“In six months we migrated our management system to SAP Business One on HANA, based on a Fujitsu platform. The speed and performance of the new environment has had a real impact on the business.”  
Mirco Raschetti, Chief Operating Officer, KÜNZI S.p.A.



## The customer

Country: Italy  
Industry: Kitchenware  
Founded: 1936  
Employees: 70  
Website: [www.kunzi.it](http://www.kunzi.it)



## The challenge

Operating in Italy, KÜNZI S.p.A. imports and distributes domestic and professional kitchenware and leisure items, dealing mainly with specialist resellers. The company's entire business depends on efficient data management and in-depth analysis. The need for real-time business and financial reports was the main driver of the switch to SAP Business One on HANA®.

## The solution

As an early believer in SAP's in-memory technology, Fujitsu now has extensive experience and has made it a point of differentiation with a market share of 95% in this environment. The brand's reputation, extensive product range and Linux support led KÜNZI to choose a solution that in two years has already seen a 30% increase in orders processed.

## The customer

Founded in Milan in 1936, KÜNZI S.p.A. specializes in the import and sale of products for home and professional kitchens, as well as leisure items. In addition to the exclusive rights in Italy to the Victorinox brand, KÜNZI has a catalogue of about 8,000 products from about 60 manufacturers around the world, ranging from small items to large products such as professional blenders, charcoal ovens and slicers. With a staff of about 70 people, the company caters mainly to large retailers and resellers.

## The challenge

For a company like KÜNZI, its management system is at the heart of its business, which is largely built around a massive amount of documentation on relationships with partners, in KÜNZI's case totalling about 14,500 entries. The obsolescence of its previous software and hardware – as well as the need to produce fast, more detailed analyses – led the company to migrate to SAP Business One on SAP HANA®. “More than half of our staff rely on this system for their daily work,” says Mirco Raschetti, Chief Operating Officer at KÜNZI S.p.A. “The ability to extract financial and commercial information in real-time to help guide our management decisions was a key prerequisite for the switch.”

## The solution

Fujitsu has supported SAP HANA since the early stages and now offers a flexible range of servers, with pre-installation options and services that can be tailored to the specific requirements of each project.

The fact that Fujitsu gained certification well ahead of the competition was a crucial factor in KÜNZI's choice of hardware to support the new management system. “In six months we completed the migration, thanks also to constant support from Run Time Solutions,” Raschetti says. “The lookup speed of the database and the performance of the new system have already made a significant contribution to improved productivity.”

Victorinox is by no means the be all and end all of KÜNZI's business. In fact, the distribution rights to the world's most famous Swiss army knife is just the tip of the iceberg, which consists of around 60 manufacturers and a catalogue of about 8,000 items. The company imports this wide range of products and distributes them to specialist resellers and major retailers, and is also expanding in the “Professional” sector.

### The benefit

- Overhaul of an obsolete management system
- Faster and more flexible production of reports
- Staff can generate business and financial analyses themselves
- Greater scope for negotiation with suppliers and partners

Given the company's characteristics, it is easy to see the importance of its management system for organizing its relationships with various types of business partners. Indeed, KÜNZI's management system has a total of more than 14,500 records.

In 2013, KÜNZI decided to replace its existing system, as it had become obsolete and had severe customization limitations. "Aside from some practical issues," Raschetti explains, "we were mainly interested in being able to integrate both financial analysis (income and expenditure and cash flow forecasts) and business analysis (trends in supplier orders, the relationship between turnover and payment times, etc.). Having fast access to this information not only allows us to adapt marketing policies and plan accordingly, but also to negotiate specific conditions or requests with banks."

After looking at a range of offerings on the market, the decision was taken to go for SAP Business One on HANA, mainly because of the benefits of the German company's in-memory system, which helps provide business units with up-to-date, accurate and flexible information. When the decision was made, Fujitsu had already proven itself as the brand leader in the field with a certified solution for the SAP platform. "It was an inevitable decision," Raschetti says, "given the strength of the brand, the wide range of available products, and the opportunity to move towards the Linux operating system. We agreed on a very short migration time – concentrated into six months – and once again were reassured by Fujitsu and the support of Run Time Solutions. They went on to deliver on schedule."

### The benefit

Of the company's 70 or so staff, 40 work full time in the office. Of these, 36 work with the SAP Business One environment to manage all the main administrative, commercial and financial aspects, and also to interact with the warehouse logistics system. "After they got over the initial, quite natural, fear of change, staff appreciated the ability to do their own analyses and customizations, which previously had to be handled by outside specialists," Raschetti adds.

### Products and services

- FUJITSU Integrated System PRIMEFLEX® for SAP HANA® (SAP Business One) 128 GB
- FUJITSU Server PRIMERGY RX300
- Full pre-installation of the system at the factory
- SUSE Linux Enterprise Server operating system

Improved productivity due to the new management system can be quantified in a 30% increase in the number of orders processed in less than two years. "That is a really important indicator for a company like ours, which does no manufacturing itself," Raschetti says. "We are still struck by how fast it is to consult and query the database, which means we can pull together and cross-reference information in just a few seconds. This level of performance is certainly down to the software engineering, but also to the quality and reliability of the hardware that supports it."

Run Time Solutions was at the heart of the migration to SAP Business One on SAP HANA. A professional services company founded in 1995, Run Time Solutions focuses on IT solutions and has implemented SAP in its various iterations over the years. According to company CEO, Mario Barone, "The arrival of in-memory databases about four years ago marked a phase of innovation that has been great for our partners, as it allowed us to offer the market an improvement on traditional solutions. We appreciated Fujitsu's foresight in supporting the new platform and deepened our working relationship, which has resulted in a shared commercial strategy and the development of vertical solutions in areas like the food and beverage industry."

### Conclusion

The adoption of SAP Business One on SAP HANA, based on Fujitsu systems, met KÜNZI's need to move forward and embrace innovation. The server's processing capacity is such that there is still ample room to develop new procedures to improve the quality of employees' work, although they are already able to produce analyses and reports that in the past had to be assigned to highly-skilled experts.

**"The platform's analysis capabilities are better than we expected, which is having a measurable benefit in our business."**

Mirco Raschetti, Chief Operating Officer, KÜNZI S.p.A.

In collaboration with



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