



SAP Innovation Awards 2018 Entry Pitch Deck

Innovafood – leveraging SAP S/4HANA as Sonnentracht's digital core in just 4 months

Sonnentracht GmbH



Innovafood – leveraging SAP S/4HANA as Sonnentracht's digital core in just 4 months

Sonnentracht GmbH
Germany



Sonnentracht
Sweetness Experts

Food industry

Sonnentracht GmbH migrated all its business processes to SAP S/4HANA within just 4 months thanks to the agile deployment method of SAP partner Innovabee. The new solution lets the company analyze product batches and manage inventory in real-time. By enabling analysis of everything – from pesticides to genetically modified organisms – it has helped the firm secure the "certified organic" rating just three weeks after going live. Now managers can leverage the ability to access production figures and analysis results within mere seconds to make timely decisions and keep pace with customer requirements.

„SAP S/4HANA offers an incredibly broad range of functionality and, at the same time, is not more expensive than other products. It includes functions that were not on our initial requirements list, but from which we greatly benefit today.“

Gerrit Lang, Managing Director, Sonnentracht GmbH

Innovafood – based on SAP S/4HANA Enterprise Management
SAP Fiori UI

50 % higher
process efficiency
due to process
automation

30% faster
analysis of
revenues and
contribution
margins

25% higher
inventory
reliability



Participant Information

Innovafood – leveraging SAP S/4HANA as Sonnentracht's digital core in just 4 months

Sonnentracht GmbH

Food industry – honey, all-natural sweeteners and coconut products

<http://www.sonnentracht.bio/>

Innovabee Group GmbH & Co. KG – System Integrator

Sonnentracht is a partner of Walter Lang group, which has been producing and importing honey from all over the world for more than 100 years now. In 2001, Sonnentracht GmbH was founded as a Bioland migratory apiary. Sonnentracht GmbH are experts in honey, all-natural sweeteners and in the processing of agave syrup and coconut products and produces 100% organic products. Sonnentracht is certified at a higher level according to the IFS standard. At the beginning of 2017, the production and warehousing area was expanded to 10,000 sq m to ensure future growth.



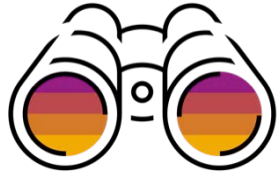
Solution Overview

Sonnentracht GmbH migrated all its business processes to SAP S/4HANA within just 4 months thanks to the agile deployment method of SAP partner Innovabee. The new solution lets the company analyze product batches and manage inventory in real-time. By enabling analysis of everything – from pesticides to genetically modified organisms – it has helped the firm secure the "certified organic" rating just three weeks after going live. Now managers can leverage the ability to access production figures and analysis results within mere seconds to make timely decisions and keep pace with customer requirements.

Sonnentracht was founded as a start-up and experienced rapid organic growth driven by product innovations in the alternative sweetener market. To keep pace with their dramatic growth Sonnentracht required a comprehensive ERP-system. Up to this point, many processes were covered manually or were not integrated at all. The ERP-system that was in use across the group of companies was not an option since it did not serve Sonnentracht's high expectations towards functionality, ease of use and technology.

Positioned as a sustainable company Sonnentracht strives to constantly renew their organic certification. This ensues the compliance with the highest standards in traceability and batch and quality management. Sonnentracht's next certification appointment was coming up and they were conscious of the fact that they could not manually map processes due to their massively increased sales volume. Hence, Sonnentracht sought a means to automatically handle the organic certification.

In close collaboration with Innovabee Sonnentracht implemented Innovafood as an SAP S/4HANA based enterprise management solution tailored to the requirements of the food industry. Working with Innovafood, Sonnentracht was able to automate many of its core processes, enhance product traceability and quality control, increase stock transparency company-wide at all production levels, make use of high-speed processing and real-time analytics and create an IT infrastructure to expand manufacturing facilities and grow even more.



Solution Details

Innovafood is an industry solution for the food and beverage industry based on SAP S/4HANA and tailored to the needs of SMEs. It comes with pre-configured business processes based on best practices and covers more than 90% of the required industry-specific features. Companies working with Innovafood can be sure to comply with industry standards as well as with all regulatory requirements. Being offered as a pre-configured solution package, Innovafood keeps down implementation costs and effort.

SAP S/4HANA Enterprise Management covers all core processes (finance, purchasing, logistics, sales, and production) and the food industry's unique requirements (product traceability, batch management, quality control, recipe management). The highly versatile solution greatly facilitated intercompany process integration with multisource data coming from Walter Lang GmbH, Atrium Import GmbH and EDI partners as well as interfaces with third-party tools (logistics service provider, bank communication, tax accountant).

S/4 HANA's high-speed processing enables real-time analysis of production figures and reports, which greatly improve management decision-making in terms of speed and timeliness of data. Not only was the time required to analyse revenues and contribution margins cut by 30%, but also the transparency of processes and product traceability were significantly enhanced, which in turn greatly benefit quality control. On top of that, 50 % higher process efficiency was realized due to process automation.

To achieve the desired ease of use and close to unlimited accessibility, particularly crucial for mobile processes in logistics, the solution is accessible worldwide from any mobile device via SAP Fiori's intuitive launchpad.

Sonnentracht is now equipped with an easily scalable solution empowering them to tackle future growth challenges such as the expansion of manufacturing facilities.



Benefits

Business value:

- low TCO due to hosting and adhering to standard processes of the industry solution
- shortened lead times from development through delivery
- high efficiency due to intercompany integration with Walter Lang GmbH, Atrium Import GmbH and EDI partners as well as interfaces with third-party tools (logistics service provider, bank communication, tax accountant)
- optimal processes support the expansion of manufacturing facilities and future growth of the company
- SAP S/4HANA is a sound foundation for the digital transformation and future success of Sonnentracht
- integrated quality management guarantees high purity of the product for the consumer and sustainable processes in the company
- the audit to reach the "certified organic" rating was performed much faster and in a more smooth and structured manner because SAP offers high transparency

Social value:

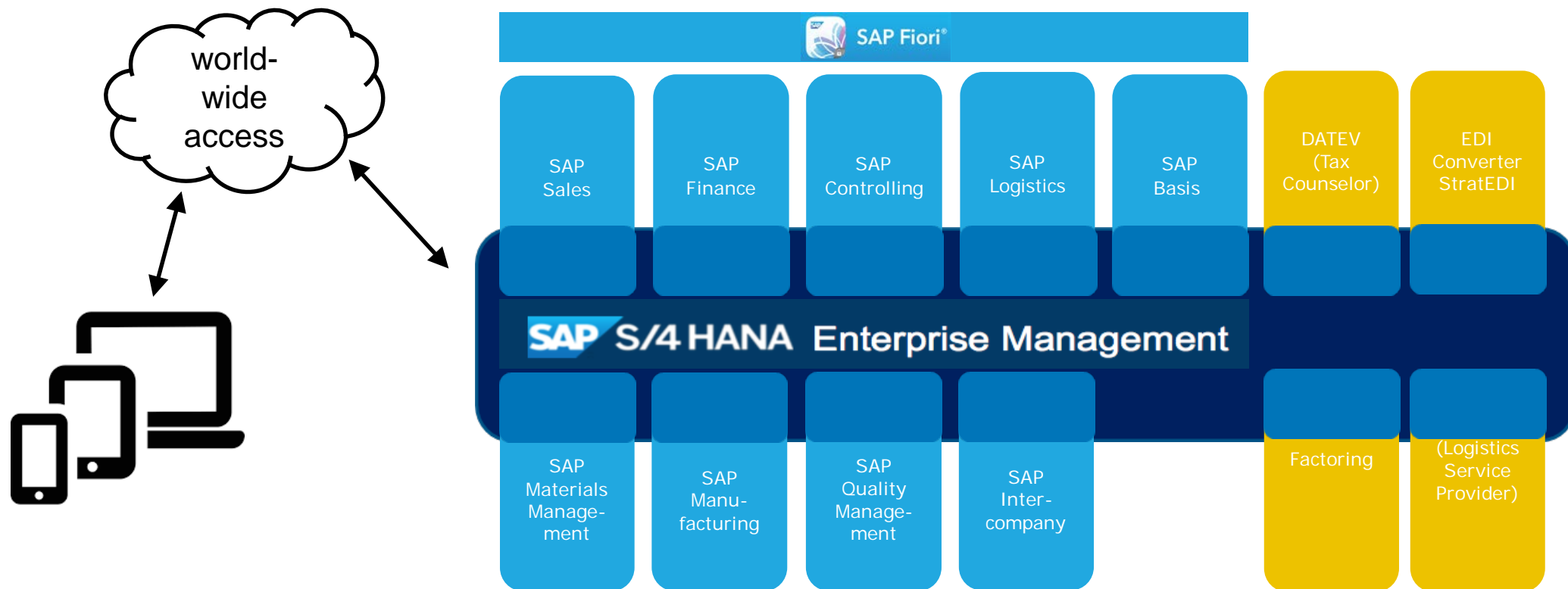
- fast proof that the final product meets highest organic standards through transparent and rapid availability of laboratory analyses

Human empowerment:

- monitoring of various batch attributes in purchasing and production planning assures homogeneous product quality
- seamless batch traceability from the bee hive to the consumer and back with just 2 clicks
- fast decision making due to real-time analyses
- fast and easy access to the ERP system for managers on their world-wide purchasing trips (capture quality data, monitor production data, enquire certificates,...)
- SAP leads to high transparency and fast access to analyses of raw materials and a fast traceability



Architecture





Illustration

Pre-configured industry processes for the food and beverage industry





Quote

„With ‚SAP rapidly deployed‘, Innovabee offers an agile implementation method that offers many advantages to SMEs like us: a powerful industry solution at a fixed price, a lean deployment strategy and the fact that we are able to actually work with the solution after a very short implementation time.“

Gerrit Lang, Managing Director, Sonnentracht GmbH

„We have built a solid foundation with SAP S/4 HANA, the digital core in our company is alive and now we have the opportunity to be successful with our product innovations on the market.“

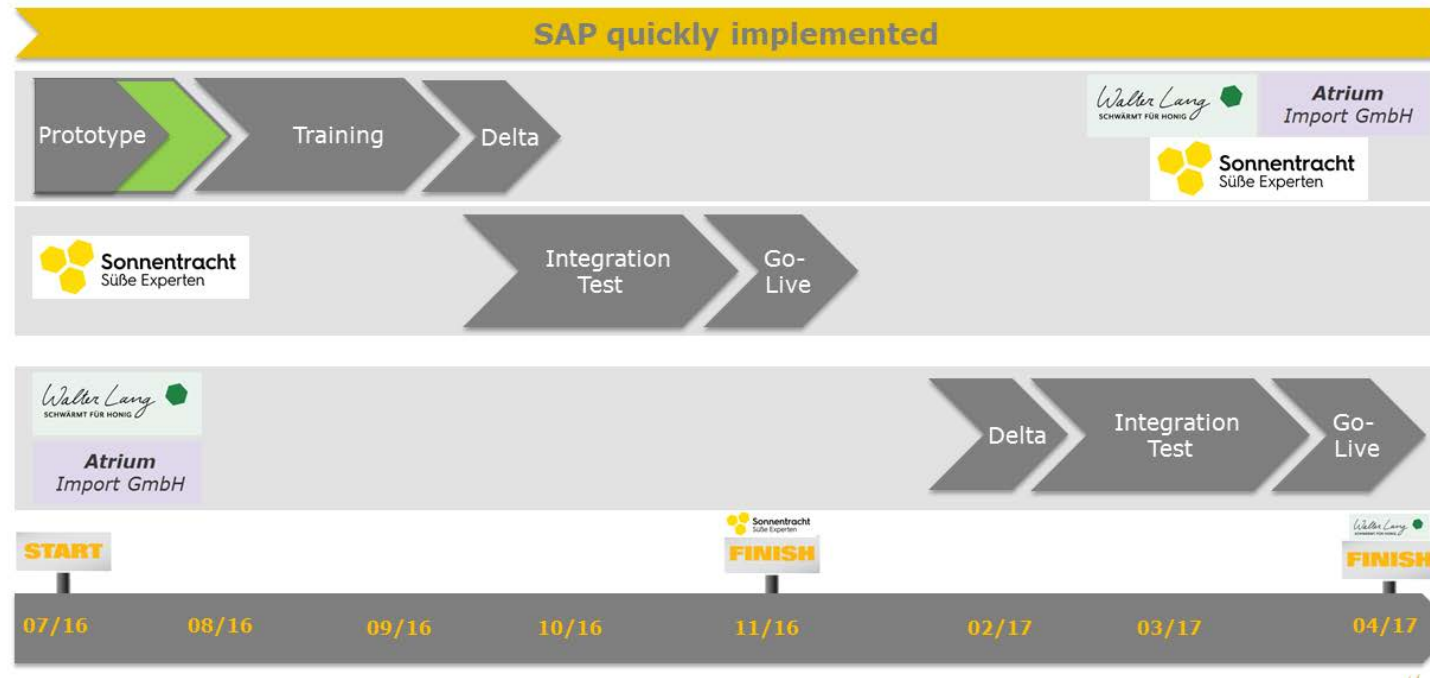
Karin Lang, Managing Director, Sonnentracht GmbH

„Using Innovafood, we achieve double benefits: The solution fully covers all industry requirements and leads to faster lead times across all our core business processes.“

Gerrit Lang, Managing Director, Sonnentracht GmbH



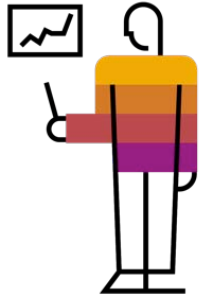
Deployment details



Key facts

- 3 accounting areas
- 2 production plants
- 66 users
- 90 % of the required industry-specific features covered by standard solution
- ready for 100% growth within the next year

- Agile implementation leading to short deployment time of just 4 months
- In the future:
 - Update to SAP S/4HANA 1709, implementation of specification management, recipe management, mobile processes in logistics and launch of two new accounting areas



Additional information



Customer video:

“Sonnentracht works with SAP S/4HANA”



Customer success story:

“Sonnentracht: Expanding the Business While Maintaining Product Control with SAP S/4HANA Enterprise Management”