

FROM GRASS TO GLASS: AN EFFICIENT SUPPLY CHAIN FOR VREUGDENHILL WITH SAP S/4HANA



Rest, transparency and regularity. That's precisely what our business processes require. SAP S/4HANA offers predictability, allowing us to strengthen our supply chain. Thanks to NTT DATA Business Solutions we will reap the benefits of that.

Albert de Groot, CEO, Vreugdenhil



Challenges

- A complex supply chain with no room for errors or disturbances
- A global clientele that counts on a guaranteed supply
- Extremely challenging circumstances (i.e. a global pandemic and peak milk production season)



Solutions

- SAP S/4HANA for standardized processes
- An enclosed system that has a low error rate and increases efficiency
- One production facility go-live per month, with provisional evaluation and feedback



Advantages

- SAP S/4HANA offers a single source of truth
- More efficiency and opportunities to offer a better service to clients globally
- The bigger part of the food industry runs on SAP, meaning that collaborations can be simplified



Why NTT DATA Business Solutions?

- Working with a global innovator and a trusted partner for SAP implementations
- A team that works tirelessly to get the best results and has a 24/7 mentality
- Options and possibilities for the phased approach that fits Vreugdenhil's industry-specific question



Industry: Food and consumer goods

Products: Dairy products, more specifically: milk powders

Employees: 477

Revenue: € 786.000.000 in financial year of 2019

Website: www.vreugdenhildairyfoods.com/nl/

1 Standardised proces

As a producer and distributor of milk powders, used for children's nutrition, for milk by the glass, or as an ingredient, Vreugdenhil brings you the best of milk on a daily basis. The most important raw material is raw milk, which is supplied by more than 800 Dutch farmers. This milk is being processed on three production sites and is then distributed to the Dutch market and to 130 countries around the world. Needless to say, Vreugdenhil requires an efficient, transparent and fully integrated system to ensure their processes run as smoothly as possible. Vreugdenhil brings you the best of milk, every day, with SAP S/4HANA.

No more silos, but an integrated chain

Previously, the processes that allow Vreugdenhil to deliver that excellent 'from grass to glass' formula were supported by an outdated ERP system. This meant that various departments often functioned in silos and that business processes were not fully integrated. "Transport and production, for example, were completely isolated from one another. We were looking to move towards an integrated system with a low error rate," Albert de Groot, CEO at Vreugdenhil, explains. The organization needed a renewed system, allowing them to function in that fully integrated and transparent manner, whilst standardizing the processes that make the organization a lot more effective. Moreover, Vreugdenhil wanted to scale and upgrade with ease. With NTT DATA Business Solutions, Vreugdenhil opted for SAP S/4HANA, a great and logical choice.

Rest, clarity and regularity are key

NTT DATA Business Solutions and Vreugdenhil managed to update the former ERP system under very difficult circumstances, which required a 24/7 mentality and night shifts. The pandemic did not make things easy, especially because Vreugdenhil deals with a supply chain that has little room for disruptions or errors. On top of that, the implementation project also happened during peak milk

production season. "It may seem boring," de Groot explains, "but rest, clarity and regularity are incredibly important for Vreugdenhil's business processes." The complicated circumstances meant that Vreugdenhil opted for a go-live in a phased approach. Every three to four weeks, one production facility went live, allowing the team to use the in-between weeks to collect experiences and feedback, in order to improve the next go-live.

Instant success with standardized processes

SAP S/4HANA is currently up and running at Vreugdenhil. Workflow tooling to speed up the data processes for the products is still being worked on, as well as shortening the lead time for generating new articles. The options for business intelligence are being explored and there are also plans in the making to make the customer side of the process more efficient. Yet, even in this phase, the capacity of the business processes has increased in substantial ways. Employees make less mistakes, the transparency has improved and, with just a few clicks, there now is real-time insight in business processes and data reports. Generating analytical reports used to take up a lot of time. Now, it's done faster, more up-to-date, and with almost no errors, making the organization a lot more efficient and more scalable. SAP S/4HANA allows Vreugdenhil to apply standardized processes in all departments and parts of the supply chain.

Want to know more?
Do not hesitate to contact us:

www.nttdata-solutions.com/bnl

Since April 1, 2021 intelligence is operating as NTT DATA Business Solutions

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