

Customer case Perfetti Van Melle

“Our users couldn’t do without Every Angle any more”

About Perfetti Van Melle

Perfetti Van Melle is a producer and distributor of confectionery and chewing gum, operating in over 130 countries. The company resulted from the 2001 merger of Perfetti and Van Melle. With the take-over of the Spanish company Chupa Chups in July 2006, Perfetti Van Melle consolidated its position as the world’s third largest confectionery company. It also made the company the largest player in the Asian market.

Many of its brands are famous names enjoying worldwide popularity: Mentos, Frisk, Fruittella, Alpenliebe, Golia, Happydent, Vivident, Big Babol, Air Heads, Chupa Chups and Smint.

Perfetti Van Melle also offers a large variety of confectionery and packaging specific to local and regional markets. The product, taste and packaging development capability, tailored to local markets and their demands and options, is one pillar of Perfetti Van Melle’s success.

Presently, Perfetti Van Melle employs some 16,000 people in over 35 countries worldwide. Perfetti Van Melle has a presence in Asia, Europe, the Middle-East, Africa and North and South America. In 2008, the company’s net revenue was €1,972 million.





Results

By using Every Angle, Perfetti Van Melle Benelux managed to achieve the following results:

- Cleaner master data;
- Quicker action on the basis of faster and more transparent reports;
- Quicker flagging-up of potential unsalables (best-before-date and packaging materials without dependent need);
- Improved reporting on sales orders status;
- Improved insight into purchasing packages and supplier spread.

Answers to management questions

Perfetti Van Melle Benelux management particularly sought answers to the following:

- Which orders are open? Will they be delivered on time? If not, why not?
- What's the status of our stocks, have we enough – or rather too much? If we have too much, how can we stop it getting worse? Can we cancel purchase or manufacturing orders?

Deployment of Every Angle at Perfetti Van Melle

From 1993 Perfetti Van Melle used SAP for its logistical and financial administration. Since then SAP has been deployed in a large number of countries. The SAP environment consists of 10 production SAP systems, each for a specific region or operating company.

Since 2003, Perfetti Van Melle has used Every Angle software for its Benelux operation. From the moment Every Angle was installed, the software has been used intensively, especially by key SAP users in the operational business processes.

At the end of 2007, Perfetti Van Melle decided to convert the existing Benelux contract to a company-wide global contract. This enables the worldwide use of Every Angle software. The first foreign site that employed this is Perfetti Van Melle USA.

Examples

- Reporting on service levels;
- Uncovering and cleaning of corruption and inconsistencies in master and transaction data;
- Monitoring supplier lists and information records for completeness and accuracy;
- Uncovering backlogs and imminent backlogs per customer based on open order lists;
- Analysing stocks for both finished product and packaging materials with regard to unsalables, slow-movers, best-before-date lists, number of weeks in stock and blocked stocks;
- Inventorying of production differences between planned and produced.



Jan-Willem van der Meere, Regional IT Manager
region of Northwest Europe and North America:

“For us, Every Angle has proved a powerful tool to get a better insight into our processes and particularly into how those processes interrelate. Of course, a lot of data can be collected using R/3 reports, whether they are standard or programmed by yourself, just as you can when using BI. However, those data don't always immediately give you the right information that you need to control and optimise processes.

We also use Every Angle as a user-friendly ad hoc tool, especially for viewing master data where the Excel link is useful.

All in all, our users couldn't do without Every Angle any more – it's a useful addition to SAP R/3.

From an IT perspective, I can only say that Every Angle requires hardly any maintenance.”