

## CUSTOMER CASE STUDY

“Data reliability and stock management have improved considerably”



Vrumona B.V. is a leading supplier of soft drinks in the Netherlands. The company was created in the middle of the previous century when thirty small soft drinks manufacturers joined forces. Eventually, the name became Vrumona B.V., a contraction of vruchtenlimonade (fruit lemonade). In 1968, the famous brewery Heineken N.V. bought up Vrumona completely.

Vrumona has many own brands (Crystal Clear, Sisi, Royal Club, JOY, Climax, Sourcy Vitaminwater and Sourcy) and in addition to this, it has licence agreements with a number of world famous soft drink manufacturers (Pepsi, 7UP, Rivella and Gatorade). Vrumona has an annual turnover of more than 350 million euros. The company employs around 400 people, of whom around 250 work in production.

Following a pilot project, Vrumona decided to implement Every Angle as the standard add-on to the existing SAP ERP system. Their need to retrieve financial data from SAP in Every Angle had become very important and was addressed accordingly. All SAP users are working with Every Angle as viewing users on a daily basis and there are over 10 power users. In addition, more than ten of the soft drink supplier's users are designated as power users as well.

### Implementation of Every Angle

Vrumona wanted to use Every Angle to achieve more effective streamlining of the maintenance processes in the machinery and Every Angle also enables it to successfully manage the master data and monitor the stocks of technical components. What is more, the soft drink supplier relies on the add-on in the bottling plant's schedule in order to ensure that there is prompt and improved information into the availability of packaging materials in the event of a change in production schedule.

### Answers to management questions

The issues that management wanted to look into using Every Angle were mainly focused on data reliability and stock management of raw materials, finished products, machine parts and spare parts. Moreover, the financial administration department felt the need for fast and flexible reporting & analysis functionality, such as searching for the logistical objects behind the entries in ledgers and an analysis of these per product, customer, supplier and packaging line.

### Results

- Reduction of stocks for technical spare parts by 15% and advertising and promotional items by 25%
- Determination of numbers of obsolete stock of technical materials and to return these - under the terms of the agreements - to suppliers
- Reduction of the number of errors in the logistical processes and the incoming and outgoing invoices, which results in a cost saving of hundreds of thousands euros per year
- Improvement of the forecast of the use of packaging and raw materials, which leads to a better controlled and more predictable acquisition process, resulting in higher purchase discounts
- Savings on the costs of hiring consultants (SAP/ABAP) of approximately fifty thousand euros per year
- Increase in user satisfaction in relation to the SAP system thanks to greater data reliability in SAP and transparency in the chain. An additional benefit: greater actual use of SAP



“ At long last, a project that is genuinely completed in time and within budget and sees very happy users to boot! That is a scene you seldom see in IT! ”

**NORBERT STEENBRINK**  
IT manager at Vrumona



- Easier to generate reports per area of interest for the people on the work floor
- Faster updates of reports through one Angle instead of various SAP lists and downloads.

### Examples

#### • Determining the obsolete stock spare parts upon dismantling of the installation

When a column (bottling line) was removed, Vrumona needed to check which technical items were not used by other columns. If the business users had used the “where used” feature in SAP, this would have taken them a month. Vrumona used three Angles (reports) to conclude within an hour that 754 parts were used in other machines as well and that 1,175 parts could be discarded.

• **Process improvement for advertising and promotional items**  
Every Angle enabled Vrumona to greatly improve the processes involving acquisition and (stock) management of advertising and promotional items. This resulted in a considerable stock reduction, better insight into order processes but also in article portfolio (unsalable articles, slow movers and dead stocks).

#### • Implementation TPM Label tool for machine maintenance

In TPM, there is a strong emphasis on an active role on the operators’ part in machine maintenance. Using labels (M1), operators in SAP now record which machine parts require maintenance or modification. Every Angle provides a quick

overview of the status and processing of these labels by the technical staff among other people. Without Every Angle, these labels would still be scattered across several Excel spreadsheets and no-one would have thought of collecting them all in SAP.

#### • Overview of suppliers’ performance

Vrumona is working with Every Angle on a so-called “Suppliers’ Cockpit” to gain a quick understanding of the portfolio and the supply and payment patterns of suppliers. This information is used in the discussions with suppliers to arrive at clear agreements and to bring focus to attempts to improve performance.



Mark Winthagen, Manager Technical Services at Vrumona  
“The solution provided me quick access to SAP data”



**Every Angle**

Cross-process self-service analytics for SAP®

Every Angle’s self-service, cross-process analytical capability empowers organizations with new levels of actionable insight - enabling them to **‘know more and act faster’**. Every Angle provides real **understanding** of what is actually going on across the business (and why), enabling people to act early enough to **control** performance and drive significant financial **improvements**.